



Governing Board

MEETING AGENDA

Wednesday, July 27, 2011

11:00 a.m. to 1:00 p.m.

Meeting Location:

MetroCenter

101 8th Street, Conference Room 171

Oakland, California 94607

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7900

Agenda and attachments available at:
www.sfbayrestore.org

The Governing Board may take action on any item on this agenda.

- 1. Call to Order**
Sam Schuchat, Executive Officer, California State Coastal Conservancy
- 2. Welcome Supervisor Keith Caldwell**
- 3. Roll Call**
- 4. Public Comment**
- 5. Announcements**
- 6. Approval of Summary Minutes of May 26, 2011**
Action
Attachment: Summary Minutes for May 26, 2011
- 7. Report on Parcel Tax Advice: Latitude and Limitations, and County Fees**
Information
Sam Schuchat, and Tim Seufert, NBS
Attachment: Seufert memo dated June 24, 2011

8. Report on Estimate of Revenue from Bay Area versus Bayside Vote

Information

Sam Schuchat

Attachment: Denninger memo dated July 20, 2011

9. Report on Phase II Voter Survey Results

Information

Ruth Bernstein, EMC

Attachments: EMC presentation "Telephone Survey of Bay Area Voters"; EMC report "Survey of Bay Area Voter conducted July 5-14, 2011"

10. Approval of Schedule for Decisions and Meetings

Information/Action

Sam Schuchat

11. Adjournment

Agenda submitted by the Clerk of the Governing Board:
July 20, 2011

Agenda posted:
July 20, 2011



Governing Board

DRAFT SUMMARY MINUTES

Thursday, May 26, 2011
11:00 a.m. to 1:00 p.m.

Meeting Location:
State Coastal Conservancy
1330 Broadway, 11th Floor Conference Room
Oakland, California 94612

4221 Littleworth Way, San Jose, CA 95135

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7900

Agenda and attachments available at:
www.sfbayrestore.org

1. Call to Order

Sam Schuchat, Chair, called the meeting to order at about 11:21 a.m.

2. Moment of Silence in Memory of Supervisor Charles McGlashan

The Governing Board observed a moment of silence in memory of Supervisor Charles McGlashan, County of Marin.

3. Roll Call

Frederick Castro, Clerk, reported that three of seven members were present. A quorum of the Governing Board was present at 11:34 a.m.

Present were Sam Schuchat, Dave Cortese (joined by teleconference at about 11:34 a.m.), John Gioia, Phil Ting. Absent: Keith Caldwell, Rosanne Foust, John Sutter.

Staff members present were Kenneth Moy, ABAG Legal Counsel; and Herb Pike, ABAG Finance Director.

4. Public Comment

There were no public comments.

5. Announcements

John Gioia, Supervisor, County of Contra Costa, thanked Caroline Warner and the San Francisco Bay Joint Venture for organizing the urban tour of wetlands project in May. Schuchat stated that other wetland tours will be scheduled.

There were no other announcements.

6. Approval of Summary Minutes of January 26, 2011

A motion to approve the summary minutes of the Governing Board meeting on January 26, 2011, was made by Gioia and seconded by Ting. The motion passed unanimously.

7. Organizational Matters

A. Appointment of New Governing Board Member

Schuchat announced the appointment of Keith Caldwell, Supervisor, County of Napa, to the Governing Board by the Executive Board of the Association of Bay Area Governments. Supervisor Caldwell had a prior commitment and was unable to attend the meeting.

B. Appointment of John Coleman to the Advisory Committee

Schuchat reported that Ellen Johnck retired from the Bay Planning Coalition and was giving up her appointment to the Advisory Committee. Recognizing the importance of having the Bay Planning Coalition engaged with the work of the Restoration Authority, Schuchat sent a communication to the Advisory Committee Subcommittee to consider John Coleman, Executive Director, Bay Planning Coalition, as her replacement on the Advisory Committee.

A motion to appoint John Coleman to the Advisory Committee was made by Ting and seconded by Gioia. The motion passed unanimously.

C. Appointment of New Member to the Polling Subcommittee

Schuchat reported a vacancy in the Polling Subcommittee and asked for nominations to fill the vacancy. Gioia volunteered to serve on the Polling Subcommittee.

A motion to appoint Gioia to the Polling Subcommittee was made by Ting and seconded by Cortese. The motion passed unanimously.

8. Request for Authorization to Seek Additional Funding for Developing Ballot Measure

Schuchat reported on staff efforts to identify sources of additional funding for developing ballot measure. He asked for Governing Board approval to apply for and accept funding from the Hewlett Foundation which is expected to invite the Restoration Authority to submit a proposal when the Restoration Authority's current funding is completed in August.

A motion to approve the application for and acceptance of funding for the Restoration Authority was made by Ting and seconded by Gioia. The motion passed unanimously.

9. Report on Parcel Tax Advisors

Karen McDowell, Environmental Planner, San Francisco Estuary Partnership, reported that a request for qualifications for parcel tax advisors was issued on May 4 and interviews were conducted on May 17. Tim Seufert, NBS, and Chris Lynch, Jones Hall, were selected as parcel tax advisors for the Restoration Authority ballot measure.

10. Report on Proposition 21 Vote Analysis

Schuchat reported that staff has been working with GreenInfo Network on developing parcel and precinct map of the Bay Area to analyze prior election results. Members reviewed the report on the Bay Area Voting Analysis of Proposition 21. An analysis of Measure WW election results in Alameda and Contra Costa Counties will be conducted.

At a meeting with the Advisory Committee, two strategies that were developed include a "block" strategy and a "Highway 101/880" strategy. Schuchat will ask Fairbanks, Maslin, Maullin to run polling numbers under these strategies.

11. Report on Phase II Polling

A. Review Status and Schedule

McDowell reviewed Phase II public opinion poll activities and presented a proposed timeline through August 2011. Next steps include finalizing the polling document, conducting the survey in late June or mid-July, and presenting the polling results at the July meeting of the Governing Board.

B. Report on Focus Group Findings

Ruth Bernstein, EMC Research, reported on Focus Groups with South Bay Voters, Presentation of Focus Group Findings. The presentation included the methodology used for conducting the focus groups, key findings, and potential vulnerabilities.

Key findings include the perception that "The Bay" is the San Francisco Bay Area; voters value and feel responsible for the Bay; the reaction to the proposed parcel tax amount; reasons for voting for the measure; focusing on the benefits; and focusing on "the whole

Bay.” Potential vulnerabilities include tax fatigue and crowded ballot, and the perception that restoration is frivolous or unnecessary in this economy.

Members discussed key findings and potential vulnerabilities. Videos of the focus groups are available for members to view.

C. Review Draft Phase II Voter Survey

Bernstein presented the draft Phase II voter survey questionnaire for review by members. The Polling Subcommittee will continue working with the polling consultant on the final Phase II voter survey questionnaire and polling geography.

Members discussed development of questions, questionnaire length, sample size, and geographic areas to be polled.

12. Discussion of Parcel Tax Measure and Schedule

Melanie Denninger, State Coastal Conservancy, reported on upcoming Parcel Tax Measure activities and schedule. The staff memo listed information needed to make a decision on whether to place parcel tax measures on the ballot in 2012, including questions about a viable geographic area for the parcel tax, likely political support or opposition to the measure, and funding needed to get the measure on the ballots.

Schuchat reported that he has been meeting with elected officials about the funding needed and feasibility of a parcel tax ballot measure, and asked members to assist if they can.

Members discussed preparing informational materials to be distributed at public events around the Bay Area, like Coastal Cleanup Day, and having additional Governing Board meetings as work continues on developing the parcel tax measure.

13. Adjournment

The Governing Board meeting adjourned at about 12:26 p.m.

The next Governing Board meeting is on July 27, 2011.

Submitted by the Clerk of the Governing Board:
July 20, 2011

Approved by the Governing Board:

Election costs - Bay Area Counties

County	Approx. cost (1)	When billed	Registered voters (2)	Comments	Contact
San Francisco	\$250,000	After election	465,000	Recent CTA measure cost \$255K	Evan Kirk evan.kirk@sfgov.org (415) 554-6991
Marin	\$300,000	After election	147,000	\$1.50 to \$2.50 per registered voter	Elaine Ginnold eginnold@co.marin.ca.us (415) 499-6401
Contra Costa	\$900,000	After election	512,000	\$1.45 to \$2.00 per registered voters in consolidated election; "actual costs may vary"	Candy Lopez clope@vote.cccounty.us (925) 335-7808
Alameda *	\$750,000 (3)	After election	742,000 (2011)	\$3 to \$5 per voter for entire election; number of jurisdictions on ballot has major effect	LeShaun Yopack (Cynthia Cornejo) leshaun.yopack@acgov.org 510-272-6948
San Mateo *	\$750,000	60-90 days after election	357,000 (2008)		Megan Asmus masmus@smcare.org 650-312-5293 (or David Tom at dtom@smcare.org)
Santa Clara *	\$1,650,000 (see Comments)	After election	865,000 (2004 memo)	\$1.00 to \$1.25 per voter (per April 2011 memo); \$1.650M could be much less if fewer than 6 page measure.	Carolina Gomez Carol.gomez@rov.sccgov.org 408-282-3012
Sonoma *	\$250,000 to \$500,000	3-6 months after election	249,500 (current estimate)	Cost depends on length of measure; \$1.00 to \$2.00 per voter	Janice Atkinson jatkinso@sonoma-county.org 707-565-6800
Napa	\$200 to \$100,000	\$200 due upon request; other costs after election	69,000 (current estimate)	County requests refundable \$200 deposit to place measure on ballot; do not have firm policy for sharing election costs	Xioneida Castillo 707-253-4374 Xioneida.Ruiz@countyofnapa.org Or John Tuteur 707-253-4459
Solano	\$300,000	After election	197,000 (2011)	Rough estimate based on history (2008 total costs of \$1.4MM)	Lindsey McWilliams lpmcwilliams@solanocounty.com (707) 784-6675
Total	\$5,500,000 est.				

➤ See Notes on page 2

Election costs - Bay Area Counties

Notes:

- (1) Costs are estimated for a countywide election on November 2012 regularly scheduled election: Final costs are typically not available until after the election. These costs include printing, polling facility charges, equipment rentals, etc. The proportionate share cannot be determined until after it is known how many ballot measures are on a ballot. Stand-alone election costs can be significantly higher. For example, a standalone election in San Francisco County alone would be in the \$4MM to \$5MM range (note that all mail elections have not been done in San Francisco). Data for San Francisco, Marin and Contra Costa, Napa, and Solano gathered by NBS.
- (2) Approximate numbers from a number of sources; fluctuates significantly with election calendar.
- (3) Estimated based on cost per voter (given by County to SFBRA staff and confirmed by NBS) times registered voters and recent history of measures on a regular ballot. For example, the East Bay Regional Park District measure on November 2008 ballot was billed out at approximately \$645,000. However, it is very unclear at this time how many measures will be on the 2012 ballot and SB90 cost claiming for votes by mail will likely not be viable as it has been in previous elections. County ROV staff are hesitant to provide an estimate given such major variables involved.

* Data provided by SFBRA staff to NBS



870 Market Street, Suite 1223
San Francisco, CA 94102

Toll free: 800.434.8349 (F) 415.391.8439

nbsgov.com

To: San Francisco Bay Restoration Authority (SFBRA)
From: Tim Seufert, NBS
Subj: Election charges, tax collection procedures and administrative fees
Date: June 24, 2011

This memo summarizes the research performed as requested by the SFBRA on election costs and tax collection fees. In addition, sample parcel tax measure information has been included. Please let me know if there are further questions.

Election costs:

Summary: The total estimated costs for being on the ballot countywide in all nine Bay Area Counties for the November 2012 election is approximately \$5.5MM (5.5 million dollars). There is also a nominal filing fee in some Counties (examples: \$200 in Napa County; no cost in San Francisco) which can be refunded. The final actual election costs will not be known until after the election. Costs are billed after the election, as determined by the Registrar of Voters (ROV) offices.

Background information: In general, the costs for being on a major election ballot such as November 2012 are *significantly* lower than any standalone or "off-cycle" election. The charge for being on a ballot typically includes production and printing costs for the actual ballots, voter guides, and other voter materials, as well as polling place facility rentals, equipment rentals, poll worker stipends, other labor, etc.

The major factors determining actual costs are the number of registered voters, number of measures on a ballot, and length of the measures. All costs to any District or entity requesting a measure on the ballot are calculated proportionately by the ROV in arrears to either the space occupied on the ballot or other materials, or as a fraction determined by the number of jurisdictions represented in the election. For example, in San Francisco, if a measure takes up 1/20 of the ballot space, one would pay 1/20 of the printing cost.

For specific County details, please see the attached table on Election Costs.

County tax collection fees and procedures:

Fees: Each County has a rather unique schedule of fees for collecting such a parcel tax. They are generally based on a percentage of the total amount to be collected or a per parcel fixed fee, and are not based on the type of parcel (i.e., residential, commercial, etc.), formula complexity, nor region. These fees range from \$0.50 per parcel in Napa County to \$2.00 per parcel in Marin County, or as a percentage from 0.85% in Sonoma County to 1.7% in Alameda



County. A County will typically just deduct its fees before remitting to the taxing agency. A simple average (as an approximation only; note also that we have not received final details from San Francisco at the time of this memo) of these disparate fee structures is approximately \$0.65 per parcel or 6% of the total amount levied, assuming a \$10 per parcel tax.

Procedures: The general process in all 58 California Counties, including the Bay Area Counties, is that final tax roll amounts (calculated by the SFBRA or designee) are due approximately August 10 to the County Auditor for placement on tax bills that Fall. Remittances start in December of each year and continue to June 30. If the parcel tax was successful in November 2012, then the parcel and tax data would be due in August, 2013. First revenues would arrive in December 2013. Note that, if desired, Revenue Anticipation Notes (RAN) could provide for some earlier cash flows (this needs further investigation).

Remittances: A County may unilaterally determine if it wants to remit any such parcel taxes by actual collections or the alternative method of collection, known as the Teeter Plan. Actual collections are collections as remitted by the taxpayers, reflecting any delinquencies but also penalties and interest that accrue for any delinquent payments. On the other hand, under the Teeter Plan, a County will forward 100% of the amount requested for collection on the tax rolls in exchange for retaining the penalties and interest for any delinquencies (the County essential is a bank or "factor" for these receivables). Penalties are 10% for late payments and interest accrues at 18% per year starting at the beginning of the next fiscal year following any delinquency.

For specific details, please see the attached table on County Procedures and Charges.

Other Bay Area parcel tax measures:

To provide some context, please note the brief summaries below on two non-school Bay Area parcel taxes that are currently in effect. The first is a "flat" per parcel tax with the second having a variable rate structure and a senior exemption.

- 1) A-C Transit (portion of Alameda and Contra Costa counties): The current Measure VV is \$96 per parcel, regardless of land use. There are three exemptions: vacant; non-taxed uses; and developed but vacant for 6 months of year. For historical context, Measure AA was \$24 in 2003, which then was replaced by Measure BB at \$48, and then replaced by the current Measure VV. Note that the current measure VV derives 94% of its revenue from residential parcels. There are approximately 200K apartment units over 70K parcels and thousands of larger commercial parcels within the taxed area that are taxed the \$96 flat rate.
- 2) East Bay Regional Park District Measure CC: Measure CC is levied on approximately 200K parcel in two counties. The charge of \$12 is for single family residential parcels with a smaller amount (\$8) for multifamily type units. Non-residential is not taxed. There is a senior discount (50% of amount due). The Measure passed in November 2004.

Attachments:

Election Costs Table
Tax Collection Charges Table

Tax Collection Charges and Details – Bay Area Counties

County	Contact name	Contact info	County fee schedule for collection (bold for parcel tax fees)	Direct Charge Due Date	Direct Charge Teeter Plan	Remittance schedule
Marin	Dana Proctor	dproctor@co.marin.ca.us (415) 499-6180	Special Tax: \$2/parcel; Special Assessment: Minimum 3% of principal + interest or \$6/parcel	July 29	Yes	Dec 15 – 55%; April 15 – 40%; June 15 – 4.5%; July 15 – 0.5%
Napa	Christy Redford	CREFORD@co.napa.ca.us (707) 253-4577	\$16 per parcel for 1915 Act Districts \$0.50 per parcel for Districts with parcel counts over 100 \$50 minimum per District, for Districts with less than 100 parcels	August 10	Not for direct charges	December May July 100% of what is collected
Sonoma	Paula Mingram	Pmingram@sonoma-county.org (707) 565 3279	0.85% of the total levy; fee removed from 1st apportionment of funds	August 10	No	December – Actual Collections; April– Actual Collections; June 30 th – Actual Collections
Solano	Jun Adeva	GrantTax@solanocounty.com (707) 421-6289	Bonded Districts: \$1.25 per parcel Non-Bonded Districts: 1% of the total levy amount	August 5	Yes	December – 50%; April – 48%; Following June 30 th –2%
Contra Costa	Wendy Nelson	wendy.nelson@ac.cccounty.us (925) 646-2225	\$250 per levy code + \$0.76 per parcel; fee split over each apportionment	August 10	Yes	December – 55%; April – 40%; June – 5%
Alameda	Kirsten Pfenning	Kirsten.Pfenning@acgov.org, (510) 891-3343	1.7% of the total levy	August 10	One-time election at the onset of program	December – 50%; April – 45%; June – Annual settlement
Santa Clara	Clarita Legaspi	Clarita.Legaspi@Tax.SCCGov.org (408) 808-7978	1% of total levy	August 10	Special assessments not teetered	December 10 installment: November 17 & December 3 – actual collections; December 17 – 40% of levy; January 5 – 50% of levy; January 21 – comprehensive collection. April 10 installment: March 15 & April 5 – actual collections; April 19 – 85% of levy; April 29 – 90% of levy; June 24 – comprehensive collection
San Francisco	Robert Mercado/ Richard Simon	Robert.Mercado@sfgov.org (415) 554-5254 Richard.Simon@sfgov.org	\$1.60 to \$2.00 per parcel	August 20	No	December - first installment April - second installment June - second installment August - final true-up
San Mateo	Pauline Luft	pmluft@co.sanmateo.ca.us (650) 599-1190	\$1.35/parcel	August 1	Non-bonded – Yes	November – 5%; December - 45%; March - 5%; April - 45%



Date: July 20, 2011

To: Governing Board

From: Melanie Denninger
Staff, San Francisco Bay Restoration Authority
Project Specialist, State Coastal Conservancy

Subject: **Estimated Revenue Net of County Collection Charges**

Attachment: Table, Estimated Annual Revenue

Staff estimates the annual revenue net of County collection charges that would be received by the San Francisco Bay Restoration Authority from a parcel tax of \$10 under two scenarios as follows:

- \$19,010,334 – if the parcel tax applies to the entirety of all nine Bay Area Counties
- \$10,558,206 – if the parcel tax applies to only incorporated cities touching the Bay (including tidal portions of the Petaluma and Napa Rivers)

The attached table shows how these amounts were calculated.

Please note that the calculations include parcels that are publicly owned and would not be taxed. As soon as data is available that distinguishes between public ownership and private ownership, staff will provide revised calculations.

ESTIMATED ANNUAL REVENUE FROM WHOLE COUNTIES AND FROM BAYSIDE CITIES WITHIN COUNTIES @ \$10/PARCEL

COUNTIES:						BAYSIDE CITIES:				
	# OF PARCELS	GROSS REV.	FEE (See Note #2)		NET REVENUE		# of PARCELS	GROSS REV.	FEE	NET REVENUE
NAME	(See Note #1)	(TOTAL LEVY)	Formula	Fee		NAMES	(See Note #3)		(See Note #4)	
Marin	96,822	\$968,220	\$2.00/parcel	\$193,644	\$774,576	Belvedere, Sausalito, Tiburon, Mill Valley, Corte Madera, Larkspur, San Rafael, Novato	57,735	\$577,350	\$115,470	\$461,880
Sonoma	186,394	\$1,863,940	0.85% of total levy	\$15,843	\$1,848,097	Petaluma	20,370	\$203,700	\$1,731	\$201,969
Napa	49,571	\$495,710	\$0.50/parcel	\$24,786	\$470,924	Napa, American Canyon	28,749	\$287,490	\$14,375	\$273,115
Solano	136,536	\$1,365,360	1% of total levy	\$13,654	\$1,351,706	Vallejo, Benicia, Suisun City	58,721	\$587,210	\$5,872	\$581,338
Contra Costa	341,103	\$3,411,030	\$250 per levy code (assume 1 code) +\$0.76/parcel	\$259,488	\$3,151,542	Hercules, Pinole, Richmond	45,513	\$455,130	\$34,840	\$420,290
Alameda	387,028	\$3,870,280	1.7% of total levy	\$65,795	\$3,804,485	Albany, Berkeley, Emeryville, Alameda, Oakland, San Leandro, Hayward, Union City, Newark, Fremont	287,686	\$2,876,860	\$48,907	\$2,827,953
Santa Clara	436,638	\$4,366,380	1% of total levy	\$43,664	\$4,322,716	Milpitas, San Jose, Santa Clara, Sunnyvale, Mountain View, Palo Alto	323,406	\$3,234,060	\$32,341	\$3,201,719
San Mateo	194,141	\$1,941,410	\$1.35/parcel	\$262,090	\$1,679,320	East Palo Alto, Menlo Park, Foster City, San Carlos, Redwood City, Belmont, San Mateo, Burlingame, Millbrae, San Bruno, So. San Francisco, Brisbane	120,114	\$1,201,140	\$162,154	\$1,038,986
San Francisco	200,808	\$2,008,080	\$1.60-\$2.00/parcel-- assume \$2.00	\$401,616	\$1,606,464	San Francisco	200,808	\$2,008,080	\$401,616	\$1,606,464
TOTALS	2,029,041	\$20,290,410		\$1,280,076	\$19,009,830		1,143,102	\$11,431,020	\$817,306	\$10,613,714
<p>Note #1: Number of parcels per County from GreenInfo's Prop. 21 Voter Analysis (County Summary)--includes both publicly and privately owned parcels</p> <p>Note #2: Estimated fees derived from NBS memo dated June 24, 2011 and NBS table of Tax Collection Charges and Details dated July 1, 2011</p> <p>Note #3: Number of parcels in Bayside cities derived from GreenInfo's Prop. 21 Voter Analysis (Map of cities provided electronically only)--includes both publicly and privately owned parcels</p> <p>Note #4: Calculated using formulas shown in "COUNTIES" section of this table</p>										

Telephone Survey of Bay Area Voters

Presentation of Results



San Francisco Bay
Restoration Authority

Conducted for

San Francisco Bay Restoration Authority



EMC Research, Inc.

Contact: Ruth Bernstein
436 14th Street, Suite 820
Oakland, CA 94612
(510) 844-0680
EMC 11-4463

Methodology

- ▶ Telephone survey of 9-County Bay Area likely November 2012 voters
- ▶ Interviews conducted July 6-14, 2011 by trained professional interviewers
- ▶ 1,500 completed interviews
- ▶ Margin of error: ± 2.5 percentage points
- ▶ Where applicable, results are compared with:
 - ▶ **SFBRA Ballot Measure Feasibility Survey**
Interviews Conducted August 10-18, 2010
n=1202; Margin of Error $\pm 2.8\%$
Fairbank, Maslin, Maullin, Metz & Associates
 - ▶ **Survey of Bay Area voters**
Conducted for: Save the Bay
Interviews Conducted March 29-April 2, 2006
N = 500; Margin of Error + 4.4%
EMC Research

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Please note that due to rounding, percentages may not add up to exactly 100%

Methodology – Area “B”

- ▶ A subset of the 9-County Bay Area that includes areas close to the Bay was defined by School District boundaries.
- ▶ The subset is referred to as “Area B” throughout this presentation.
- ▶ Analysis was conducted by Area B as well by the entire Bay Area to help understand whether a smaller geography (a special district comprised of areas closest to the Bay) would be more viable for a potential measure.
- ▶ 810 Interviews (54%) completed in Area B, Margin of Error ± 3.4 percentage points

Area B

- ▶ **From Marin County:**
 - ▶ Sausalito Elementary
 - ▶ Reed Union Elementary
 - ▶ Larkspur Elementary
 - ▶ San Rafael city Elementary
 - ▶ Dixie Elementary
 - ▶ Novato Unified

- ▶ **From Napa County:**
 - ▶ Napa Valley Unified

- ▶ **From Sonoma County:**
 - ▶ Petaluma Joint Union high School District
 - ▶ Sonoma Valley Unified

- ▶ **From Solano County:**
 - ▶ Vallejo School District
 - ▶ Benicia School District

- ▶ **From Contra Costa County:**
 - ▶ West Contra Costa School District

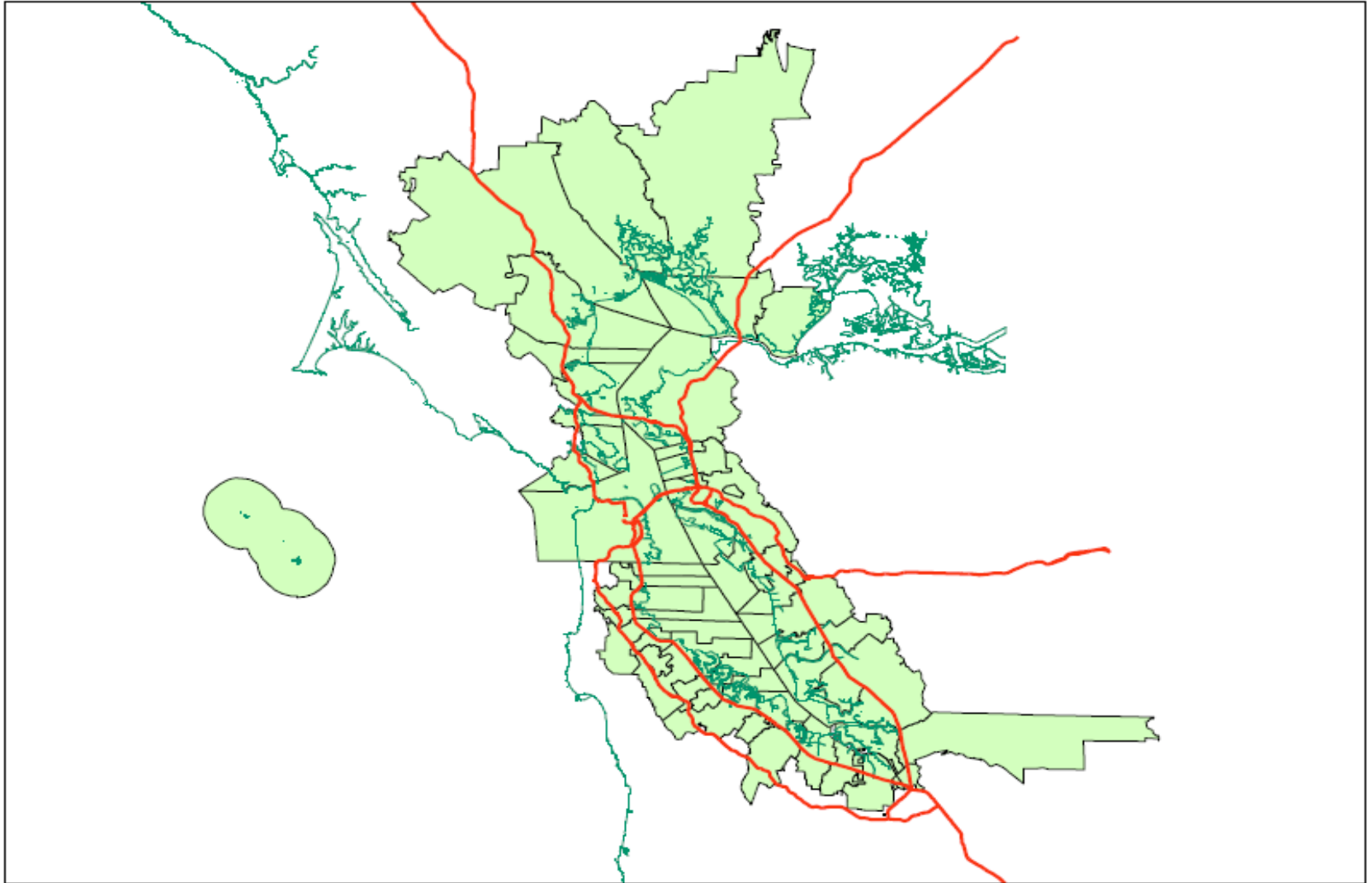
- ▶ **From Alameda County:**
 - ▶ Fremont Unified
 - ▶ Newark Unified
 - ▶ New Haven Unified
 - ▶ Hayward Unified
 - ▶ San Lorenzo Unified
 - ▶ San Leandro Unified
 - ▶ Alameda Unified
 - ▶ Oakland Unified
 - ▶ Piedmont Unified
 - ▶ Emery Unified
 - ▶ Berkeley Unified
 - ▶ Albany Unified

- ▶ **From Santa Clara County:**
 - ▶ Palo Alto Unified
 - ▶ Mountain View-Whisman Elementary
 - ▶ Sunnyvale Elementary
 - ▶ Santa Clara Unified
 - ▶ Orchard Elementary
 - ▶ Milpitas Unified

- ▶ **All of San Francisco**

- ▶ **From San Mateo County:**
 - ▶ Bayshore Elementary
 - ▶ South San Francisco Unified
 - ▶ Brisbane Elementary
 - ▶ San Bruno Park Elementary
 - ▶ Millbrae Elementary
 - ▶ Burlingame Elementary
 - ▶ Hillsborough City Elementary
 - ▶ San Mateo Foster City Elementary
 - ▶ Belmont Redwood Shores Elementary
 - ▶ San Carlos Elementary
 - ▶ Redwood City Elementary
 - ▶ Ravenswood City Elementary
 - ▶ Menlo Park city of entry

Area B



Key Findings

- ▶ Concerns about the economy, unemployment, and the State budget deficit have increased dramatically while other priorities, including environmental restoration, are shrinking.
- ▶ A \$10 Bay Restoration measure falls short of 2/3 support among voters in the 9-County Bay Area. Support in “Area B” is slightly higher, but still below a supermajority.
- ▶ A senior exemption could potentially have a small positive impact on support, while a COLA could be quite damaging.
- ▶ Messages in favor of a measure do resonate, particularly the prospect of cleaning up trash and toxics for a few dollars a year.
- ▶ The success of the measure will likely not depend on geography, but rather the economy. Differences between the overall results and “Area B” are very small.

Phase I Survey

August 2010

**The first measure might read as follows:*

“The San Francisco Bay Water Quality and Wildlife Habitat Restoration Measure. To improve water quality in the San Francisco Bay, protect endangered wildlife, increase flood protection for Bay Area communities, restore shoreline, wetlands, marshes and related habitat and expand parks and public access to the Bay, shall a 25 dollar annual parcel tax be levied on property owners for (Split Sample A: 10 years, Split Sample B: 20 years) with senior exemptions, annual independent audits and citizen oversight of all expenditures?”

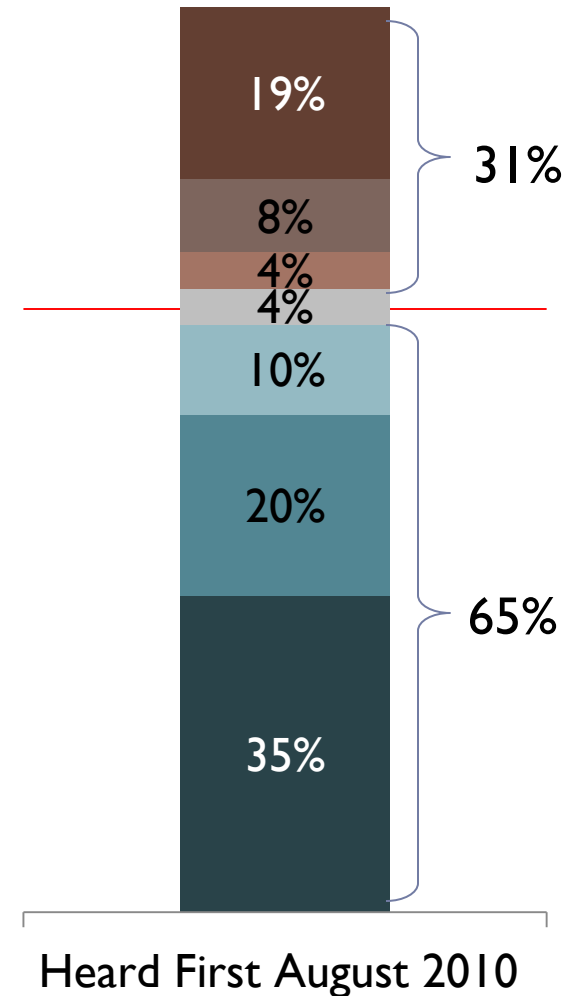
If the vote on this measure were held today, would you vote yes in favor of the measure or no to oppose it?

n=617

MOE ± 3.95 percentage points

** Phase I poll conducted by Fairbank, Maslin, Maullin, Metz & Associates*

- Definitely No
- Probably No
- Undecided, Lean No
- Don't Know
- Undecided, Lean Yes
- Probably Yes
- Definitely Yes



Review of Focus Group Findings

Focus Group Key Findings

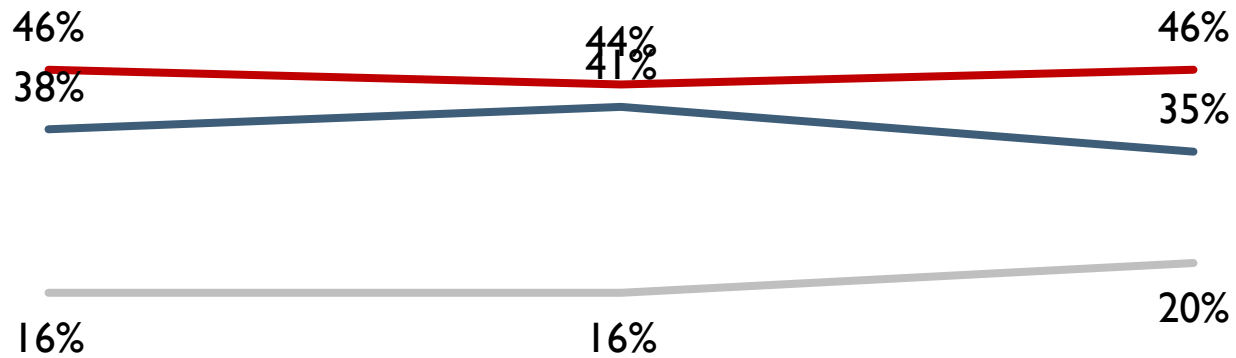
- ▶ “The Bay” is the San Francisco Bay Area
- ▶ Voters value the Bay and feel responsible for cleaning it up.
- ▶ Size Matters: \$10 is better than \$20, and 10 years is better than 20 years.
- ▶ Give voters every reason to vote Yes with oversight, audits and senior exemption
- ▶ Focus on “the whole Bay” and emphasize the benefits—like cleanup, safety and the environment—not the details

Phase II Survey Results

Bay Area voters are in a pessimistic mood.

Do you think things in the Bay Area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track? (Q5)

— Right direction — Wrong track — Don't know



April 2006

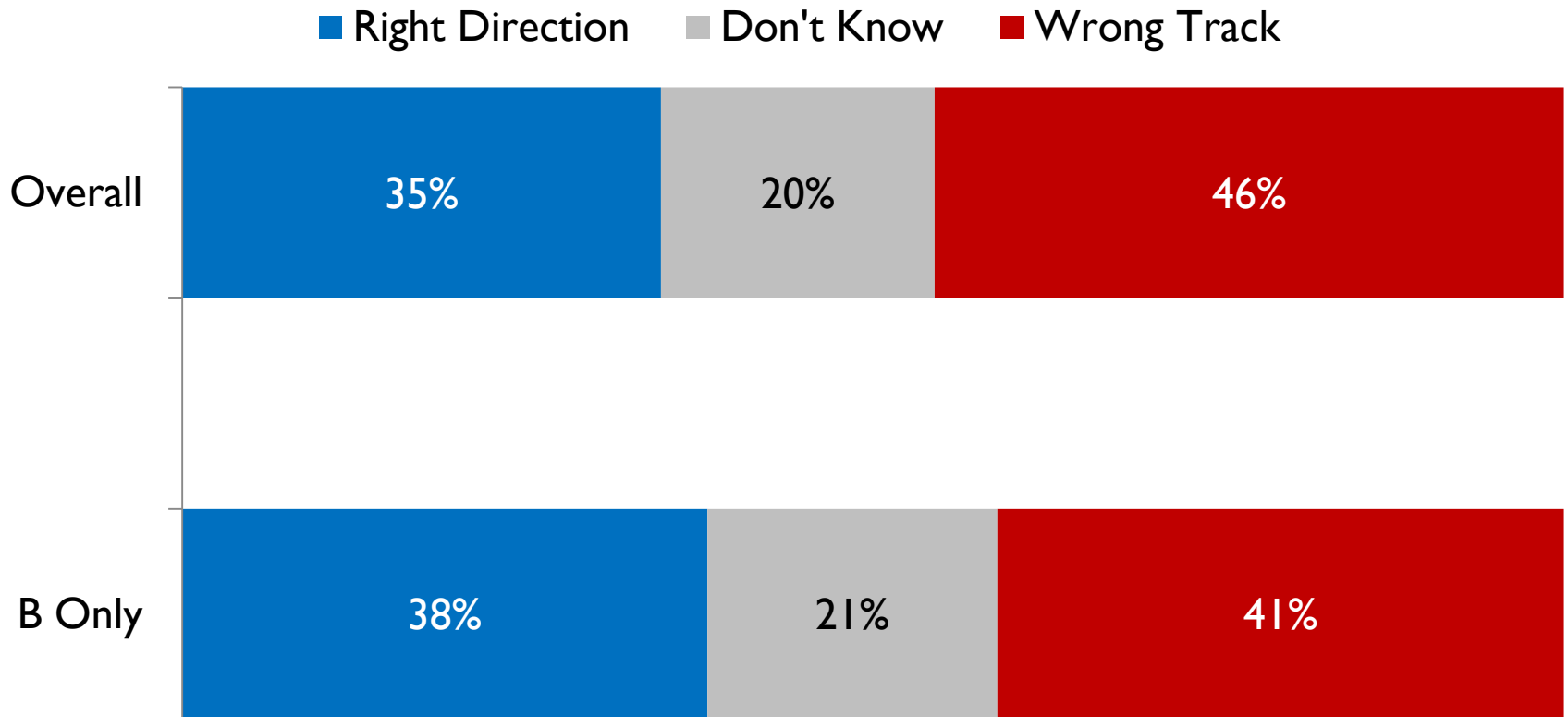
August 2010 *

July 2011 Overall

* Phase I poll conducted by Fairbank, Maslin, Maullin, Metz & Associates

Pessimism is high in Area B as well

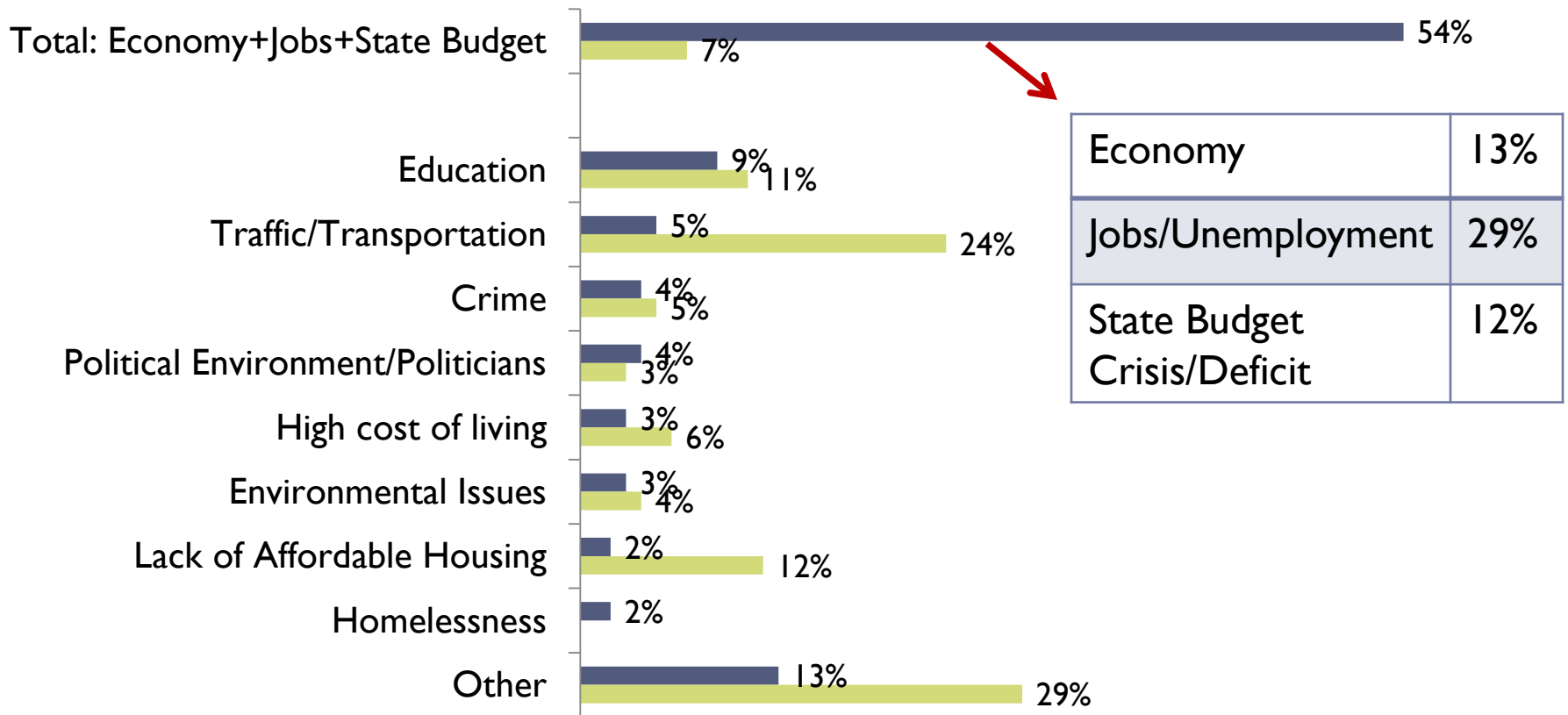
Do you think things in the Bay Area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track? (Q5)



Top-of-mind concerns have shifted dramatically since 2006. A majority now mentions the economy, unemployment, or the State budget deficit

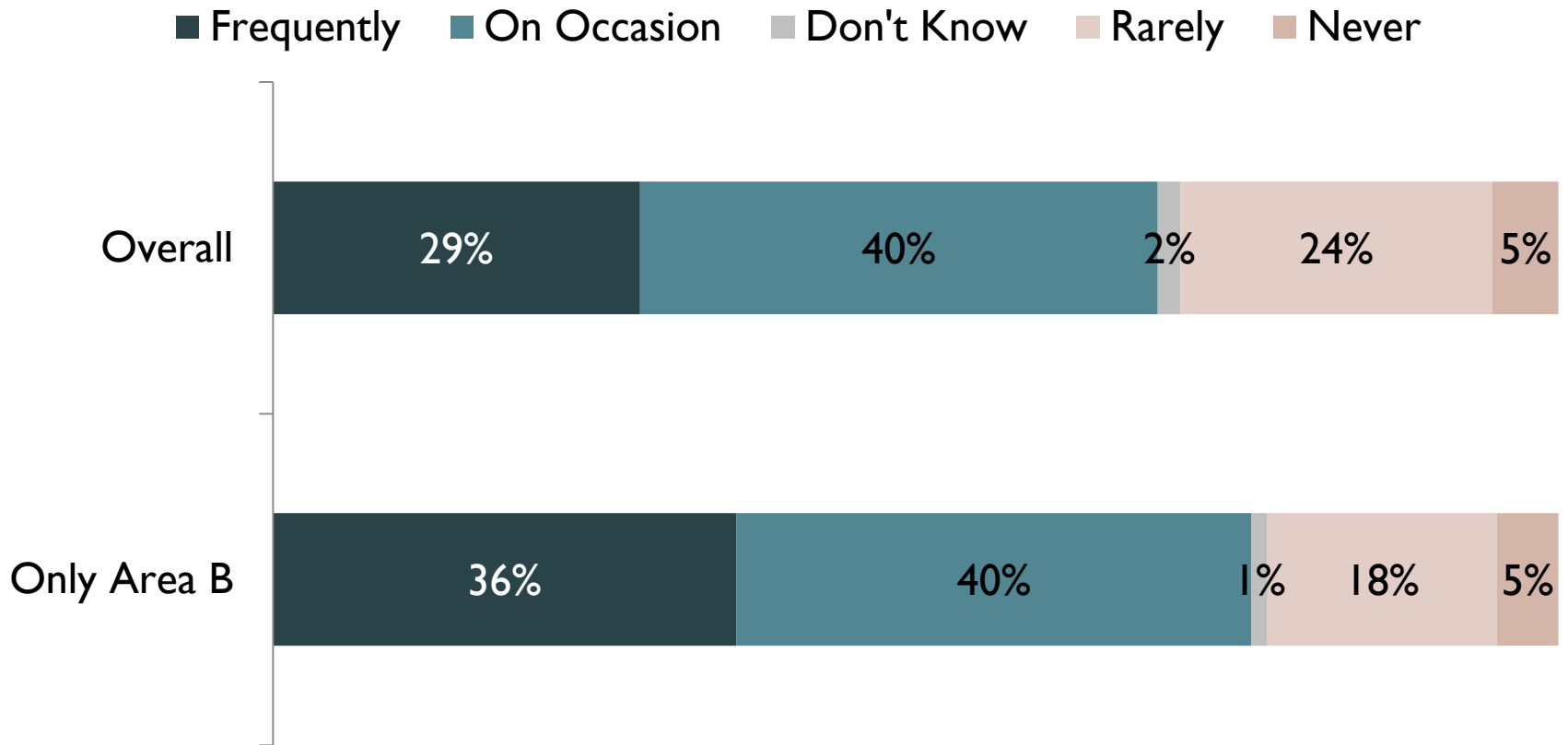
What is the most important problem facing the Bay Area today? (Q6)

■ July 2011 Overall ■ April 2006



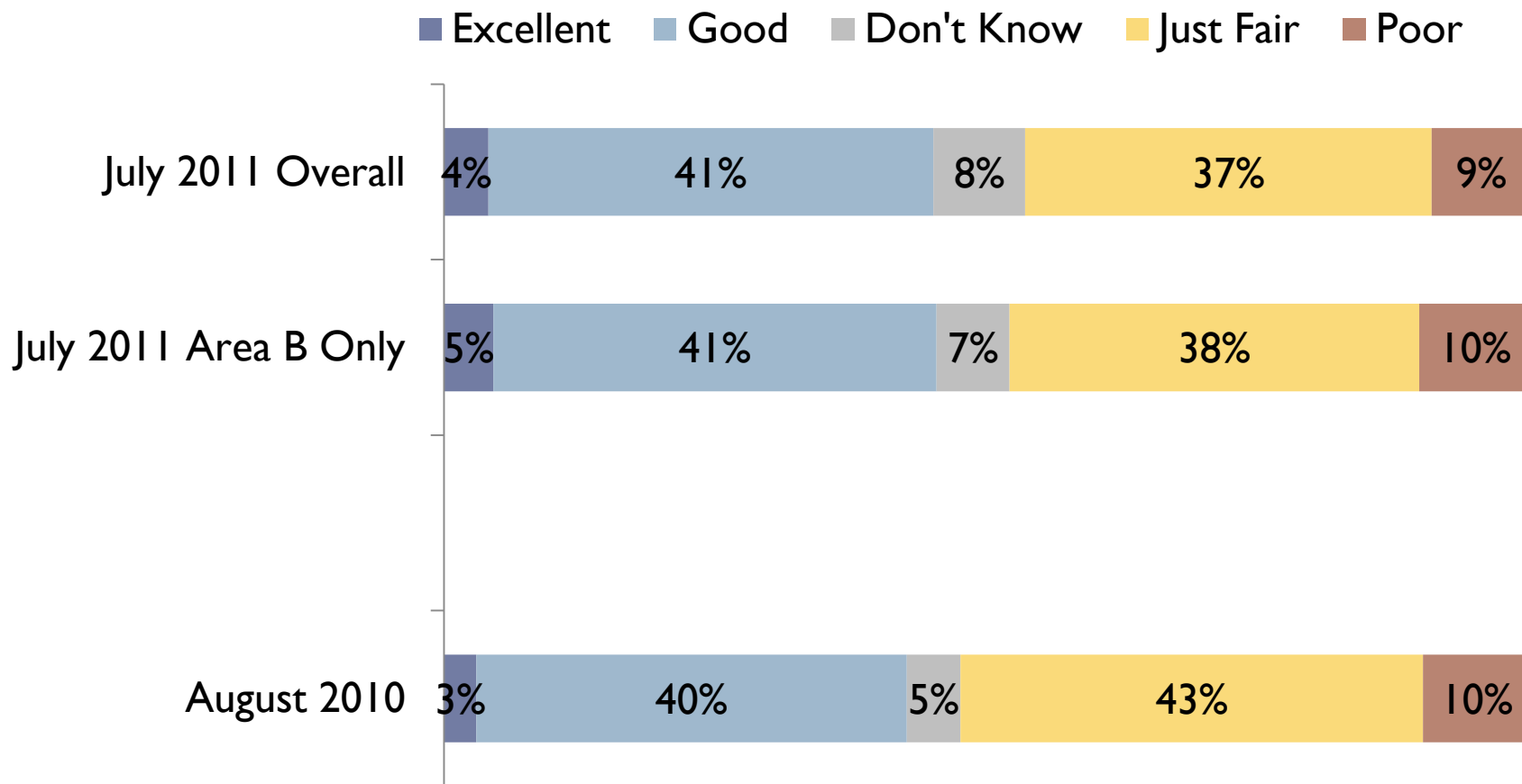
Voters who live closer to the Bay in Area B are slightly more likely to visit the Bay

How often would you say you personally visit the San Francisco Bay, either its surrounding parks and public spaces, or actually out on the water? Would you say you visit frequently, on occasion, rarely or never? (Q25)



Voters are divided about the condition of the Bay

Based on what you know, how would you rate the overall condition of the San Francisco Bay? (Q10)

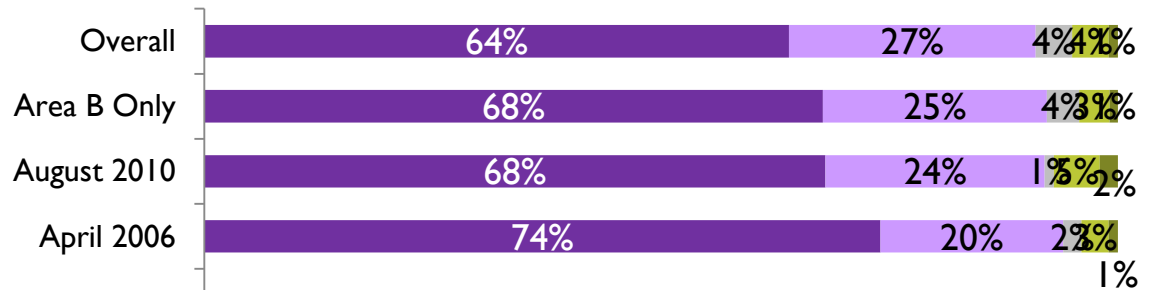


Most say the health of the Bay is important, but the intensity of opinion is weakening

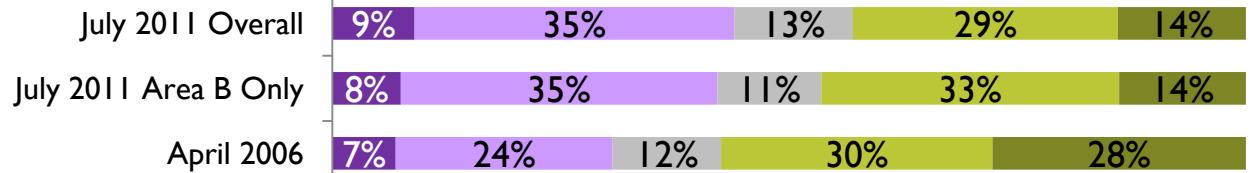
...please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you do not have an opinion one way or the other, please just say so. (Q11-Q13)

■ Strongly Agree
 ■ Somewhat Agree
 ■ Don't Know
 ■ Somewhat Disagree
 ■ Strongly Disagree

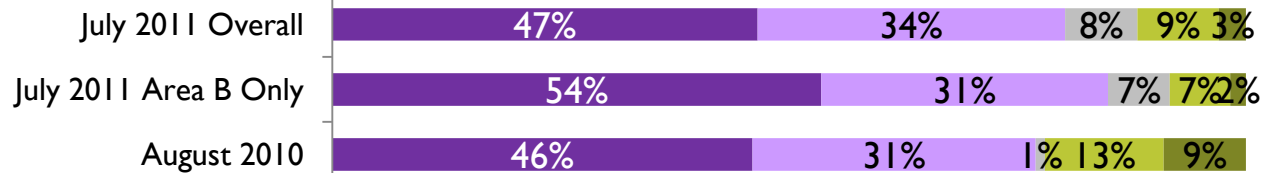
It is important for the region's economy to have a clean, healthy, and vibrant San Francisco Bay. (Q11)



The San Francisco Bay is clean and healthy. (Q12)



The San Francisco Bay is very important to my quality of life. (Q13)



Fewer (less than 2/3) are willing to invest in wetland restoration while other priorities are gaining ground.

Which of the following is closer to your opinion (Q14)

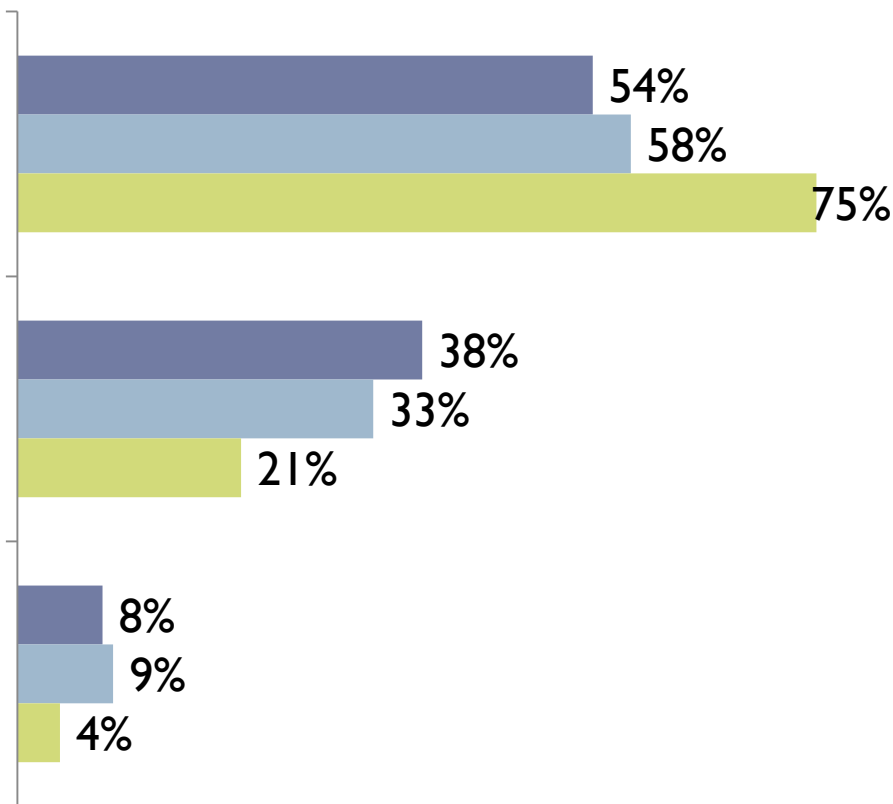
■ July 2011 Overall ■ July 2011 Area B Only ■ April 2006

I am willing to invest in wetland restoration around the Bay, even if it means a small increase in my taxes

OR

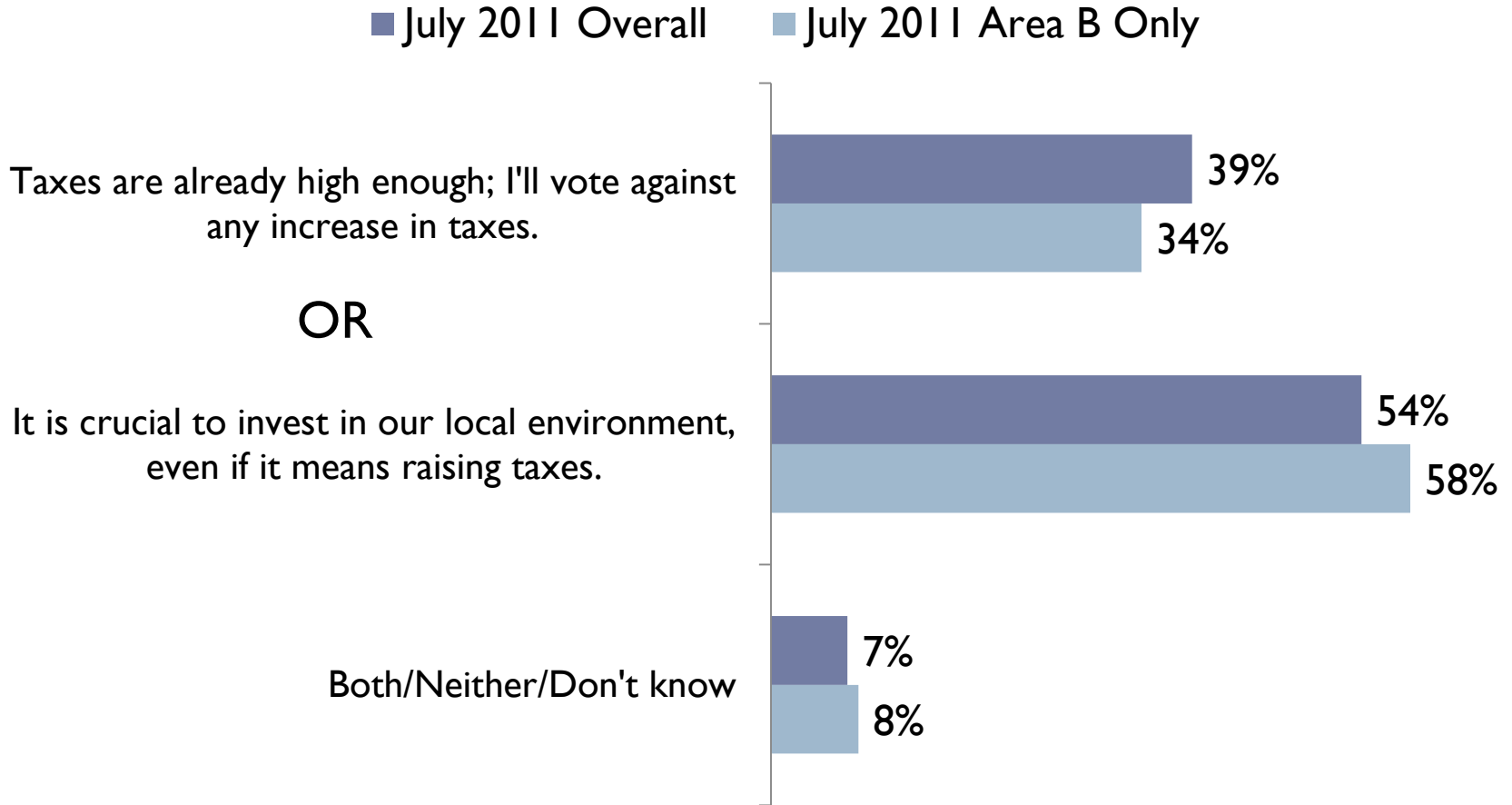
There are too many other priorities in this area, I would not support even a small tax increase for wetland restoration around the Bay

Both/Neither/Don't know



There is a high level of tax fatigue. Even in Area B, one third of voters would vote against any tax increase.

Which of the following is closer to your opinion (Q15)



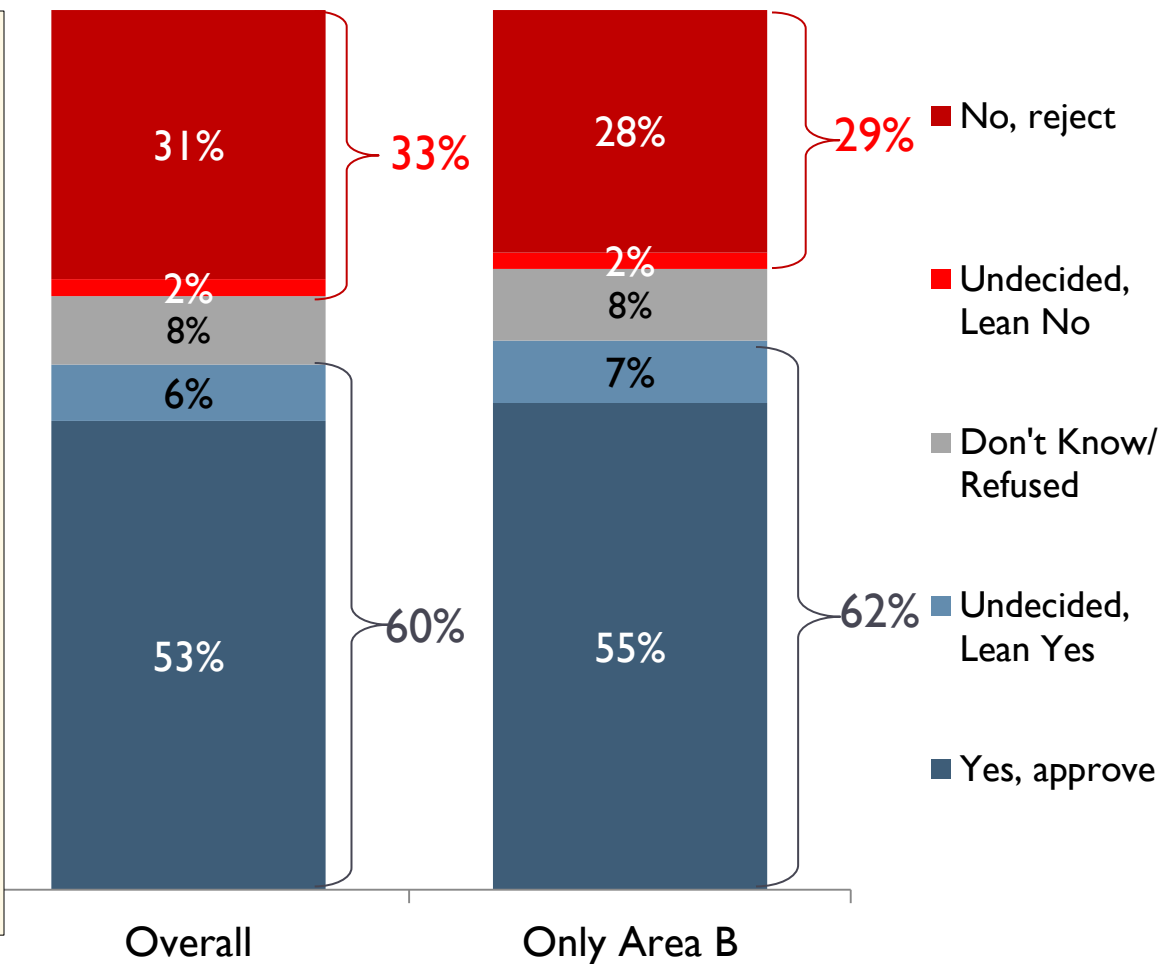
Potential Ballot Measure

On the initial ask, fewer than two-thirds would vote for a Bay Restoration measure

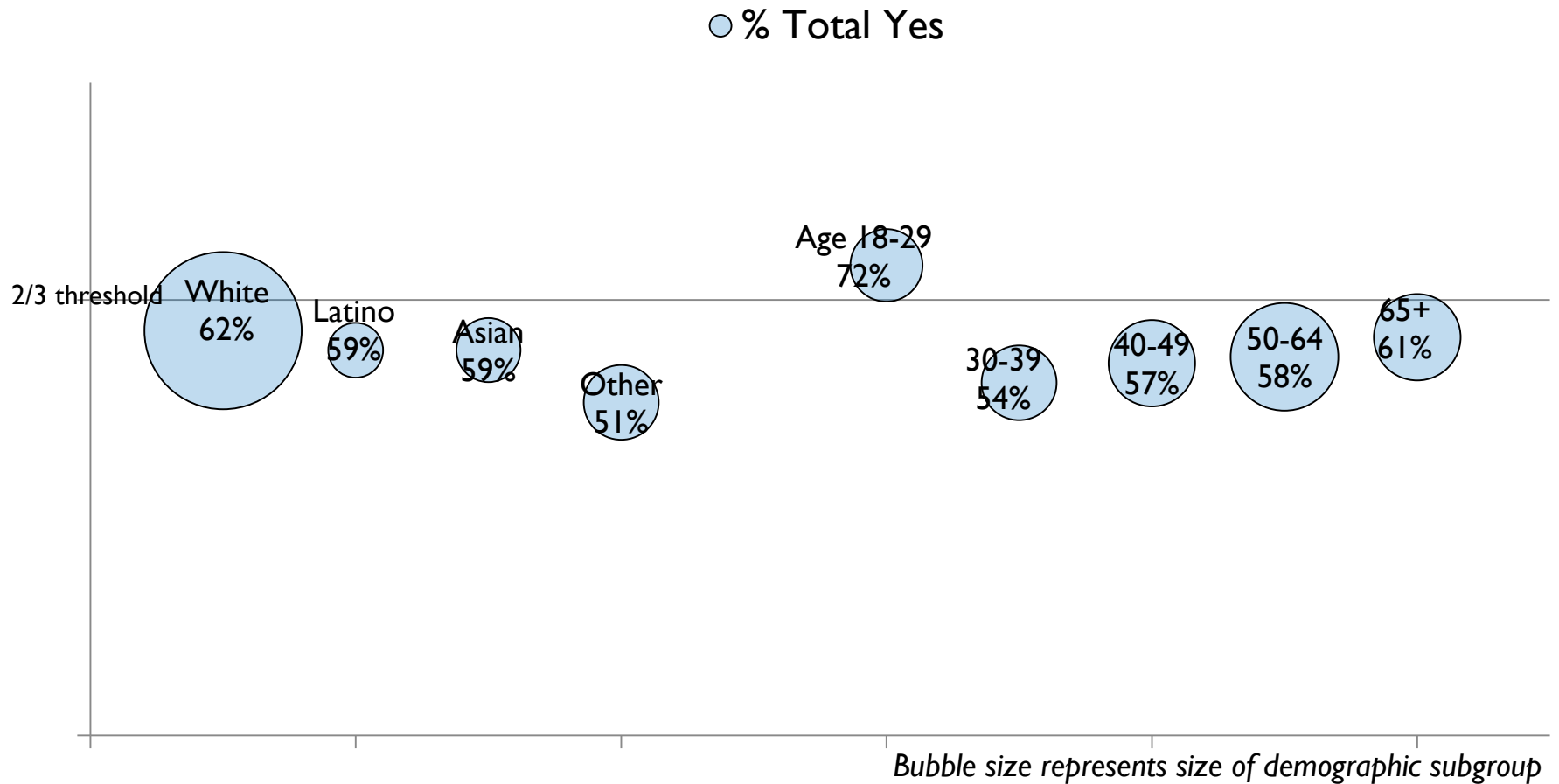
Now, I'm going to read you a measure that may appear on the ballot next year:

To restore and protect the quality of the San Francisco Bay including: cleaning up trash and pollution; protecting habitat for fish and wildlife; improving water quality; restoring more than forty-thousand acres of wetlands; and, providing flood protection; shall the San Francisco Bay Restoration Authority authorize an annual special tax of ten dollars per parcel for ten years with citizen oversight, audits, and all funds staying in the Bay Area.

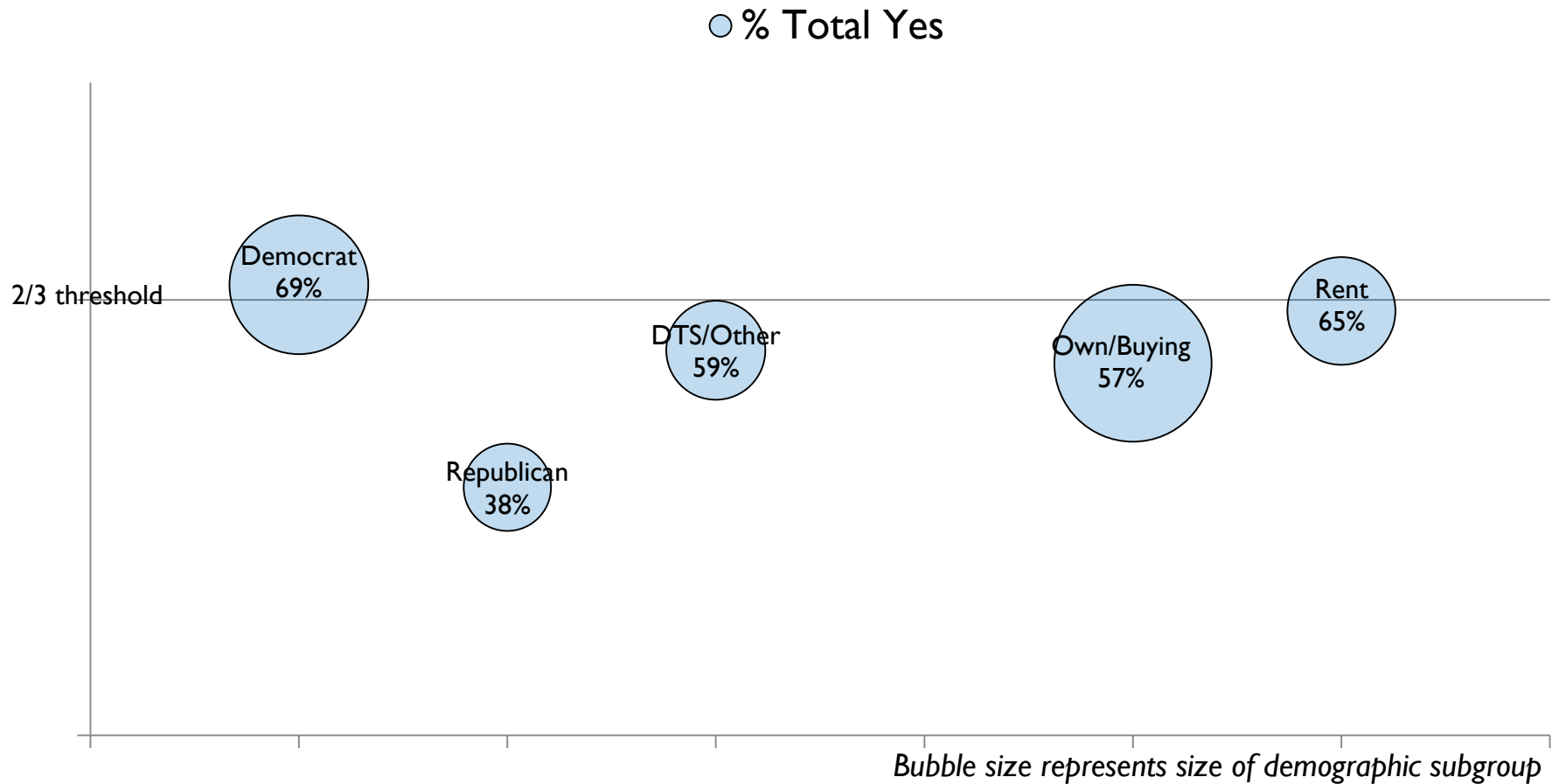
If the election were held today, would you vote Yes to approve or No to reject this measure? (Q7)



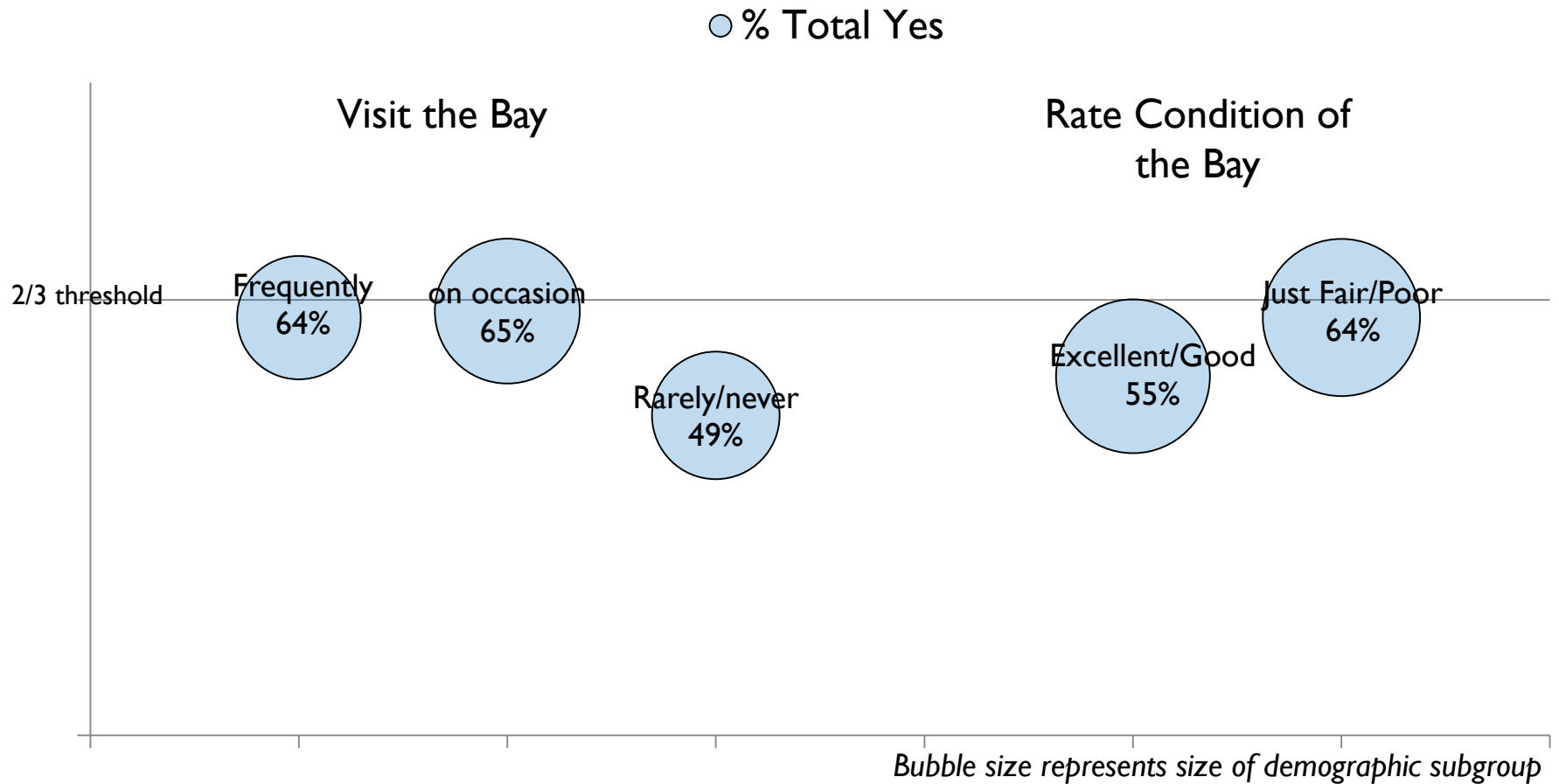
Voters under 30 are supportive



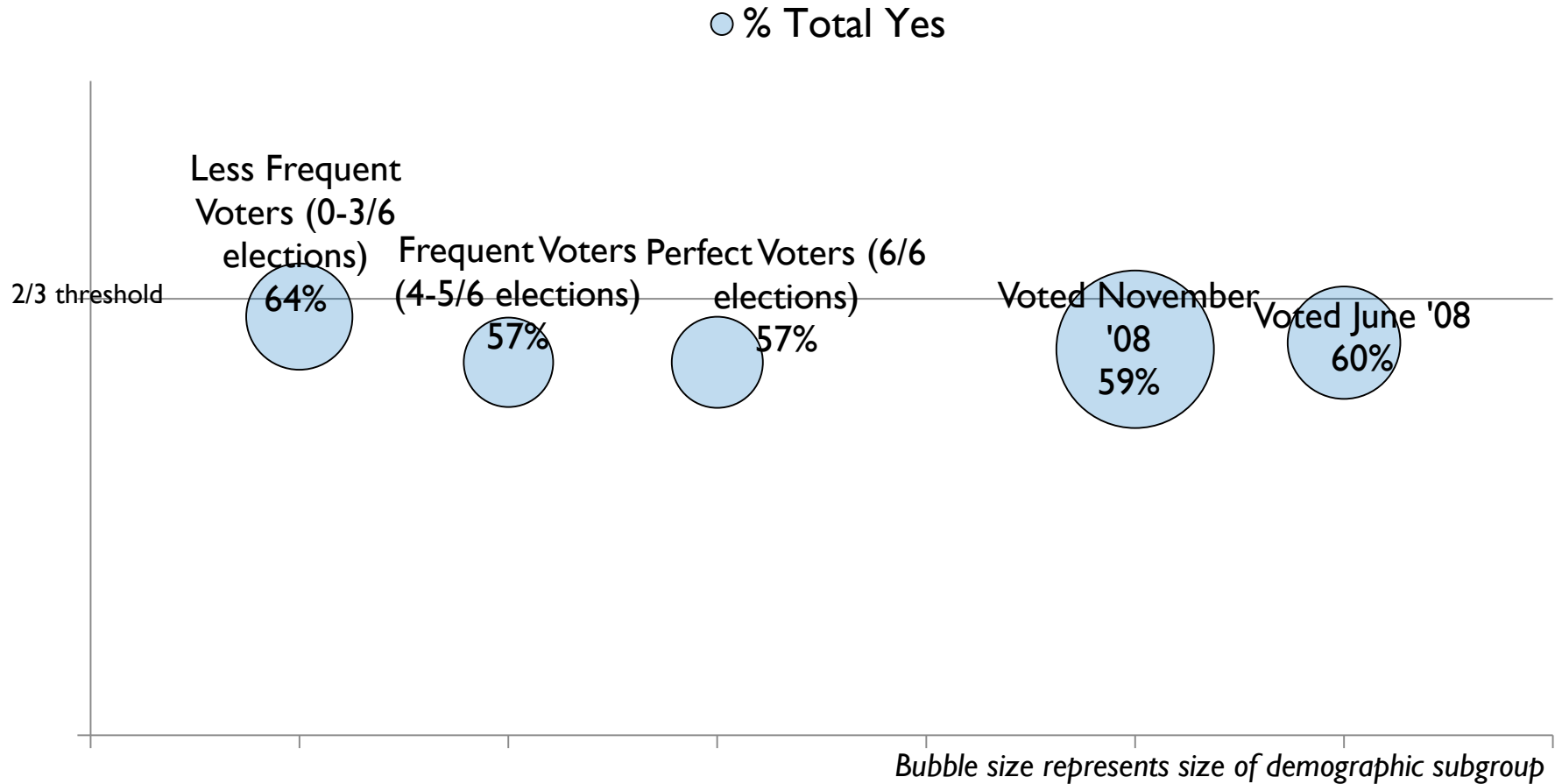
Democrats support the measure



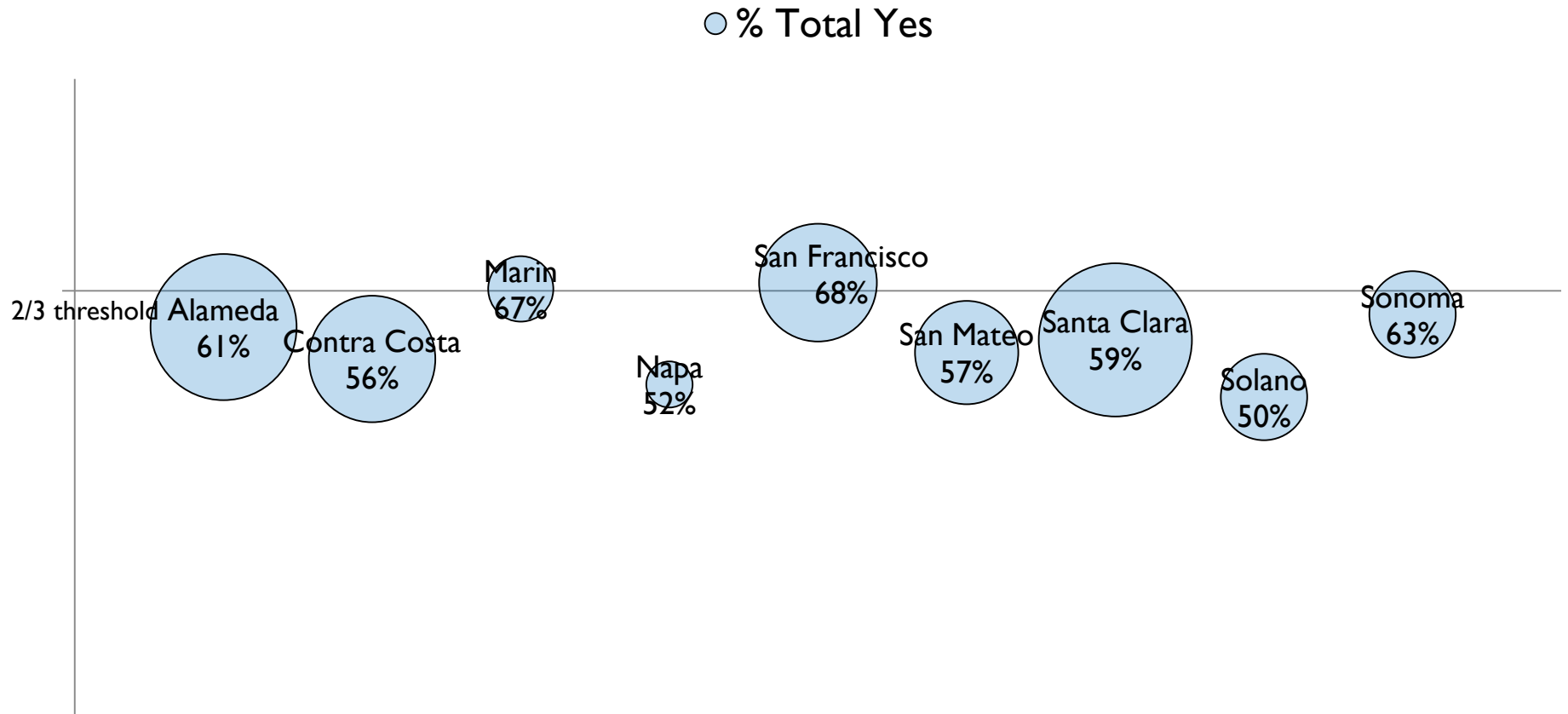
Those who do not visit the Bay and those who think it is already in good condition are less supportive.



Lower-propensity voters are the most supportive of the measure

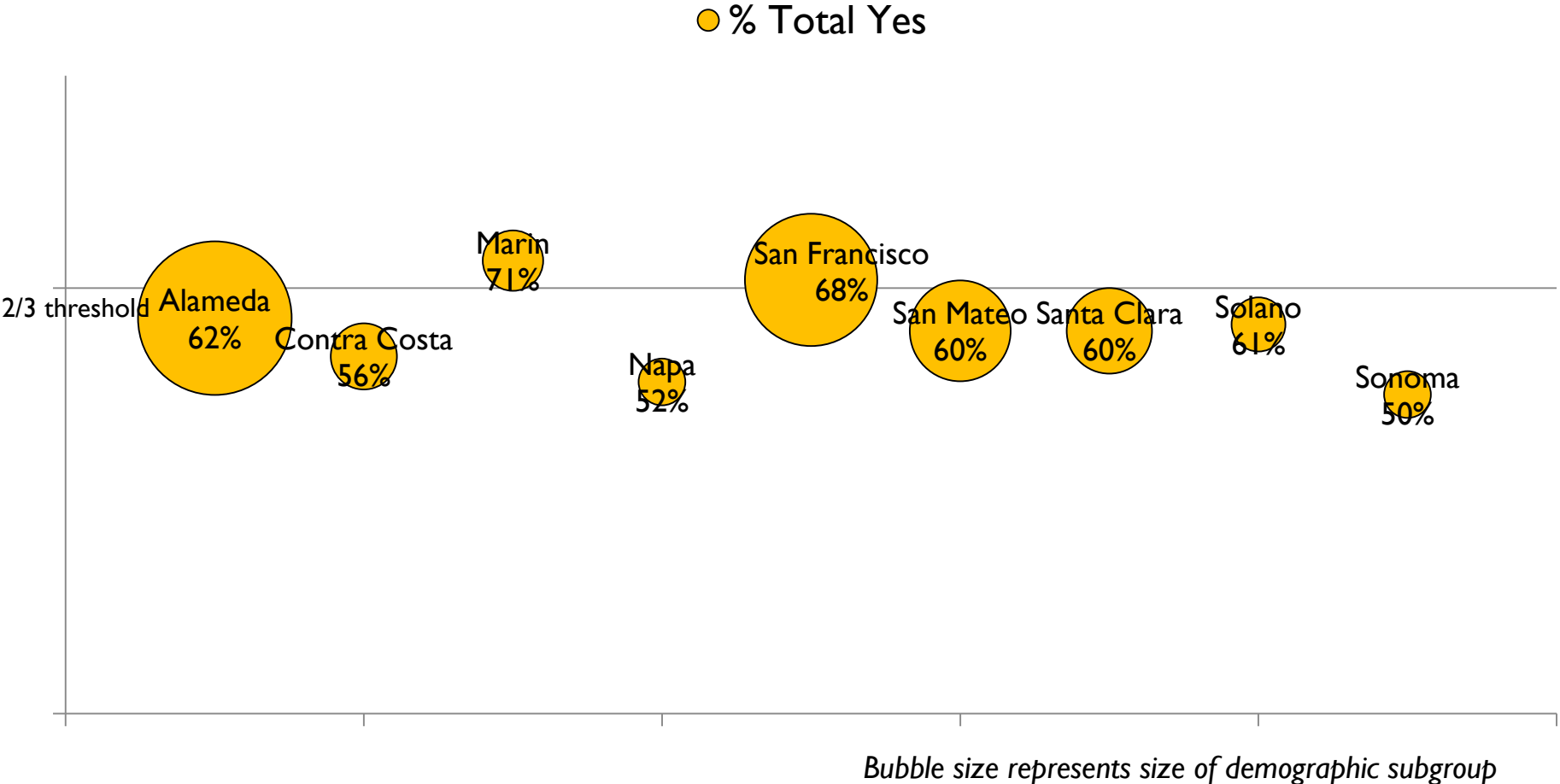


San Francisco and Marin Counties are most supportive

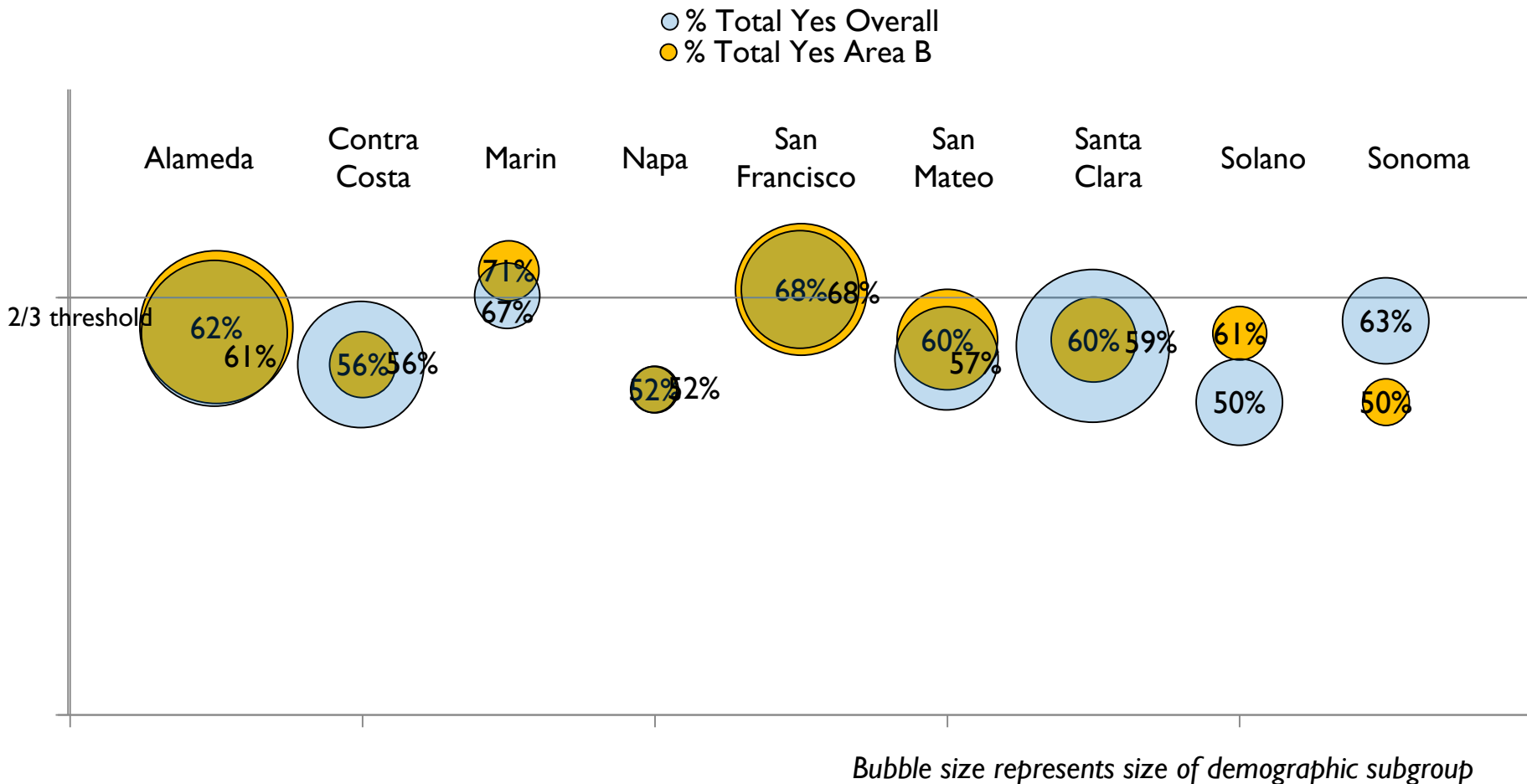


Bubble size represents size of demographic subgroup

Area B Only: Support by Counties



Support by county overall compared to Area B: not a big difference



Neither the senior exemption nor the COLA appear to be deal-breakers

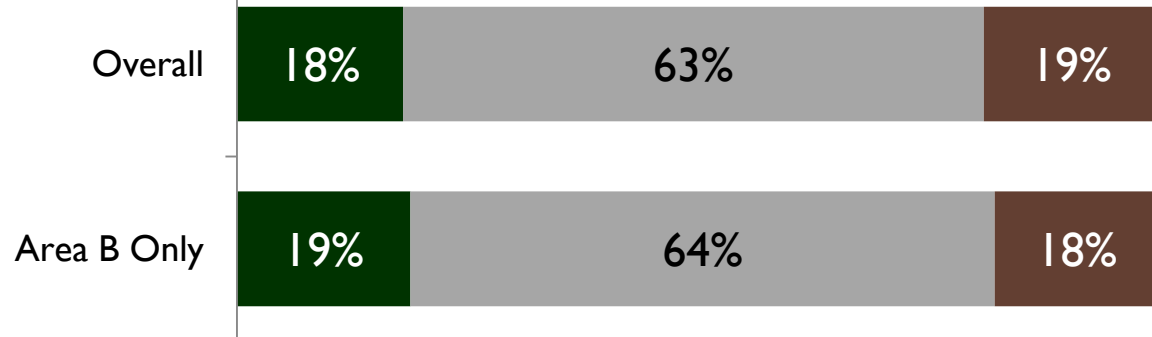
...would you be more likely to vote yes, more likely to vote no, or would it make no difference? (Q8-9)

■ More Likely to Vote Yes ■ No Difference/Don't Know ■ More Likely to Vote No

If this measure had an exemption available for seniors, age 65 and older... (Q8)

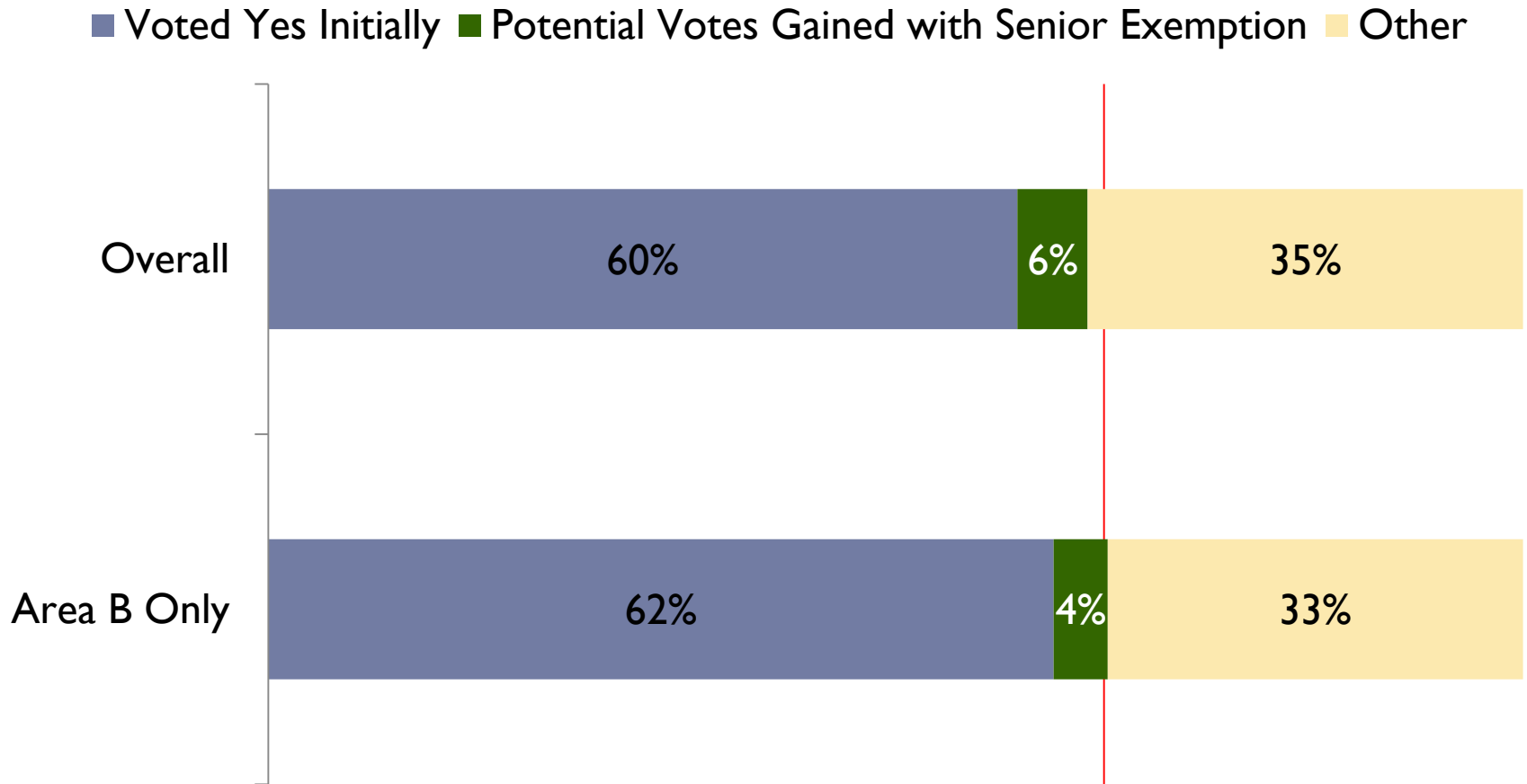


And, if this measure included an annual cost of living adjustment equal to the Bay Area Consumer Price Index... (Q9)



Including voters who are “more likely to vote yes” with a senior exemption, the overall “yes” vote might reach 65%

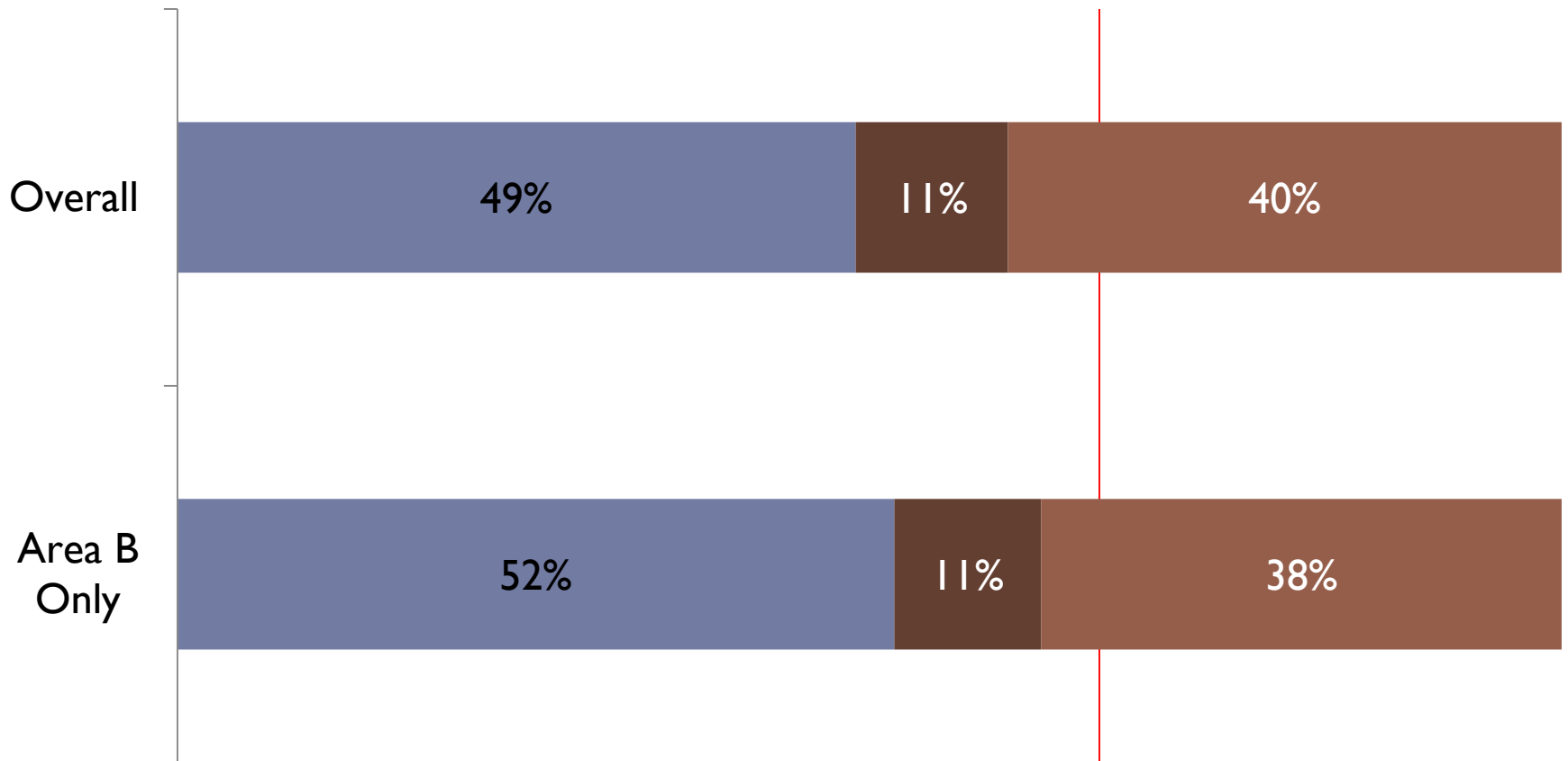
If this measure had an exemption available for seniors, age 65 and older... (Q8)



Including a COLA could potentially lead to 11% decrease in the “yes” vote

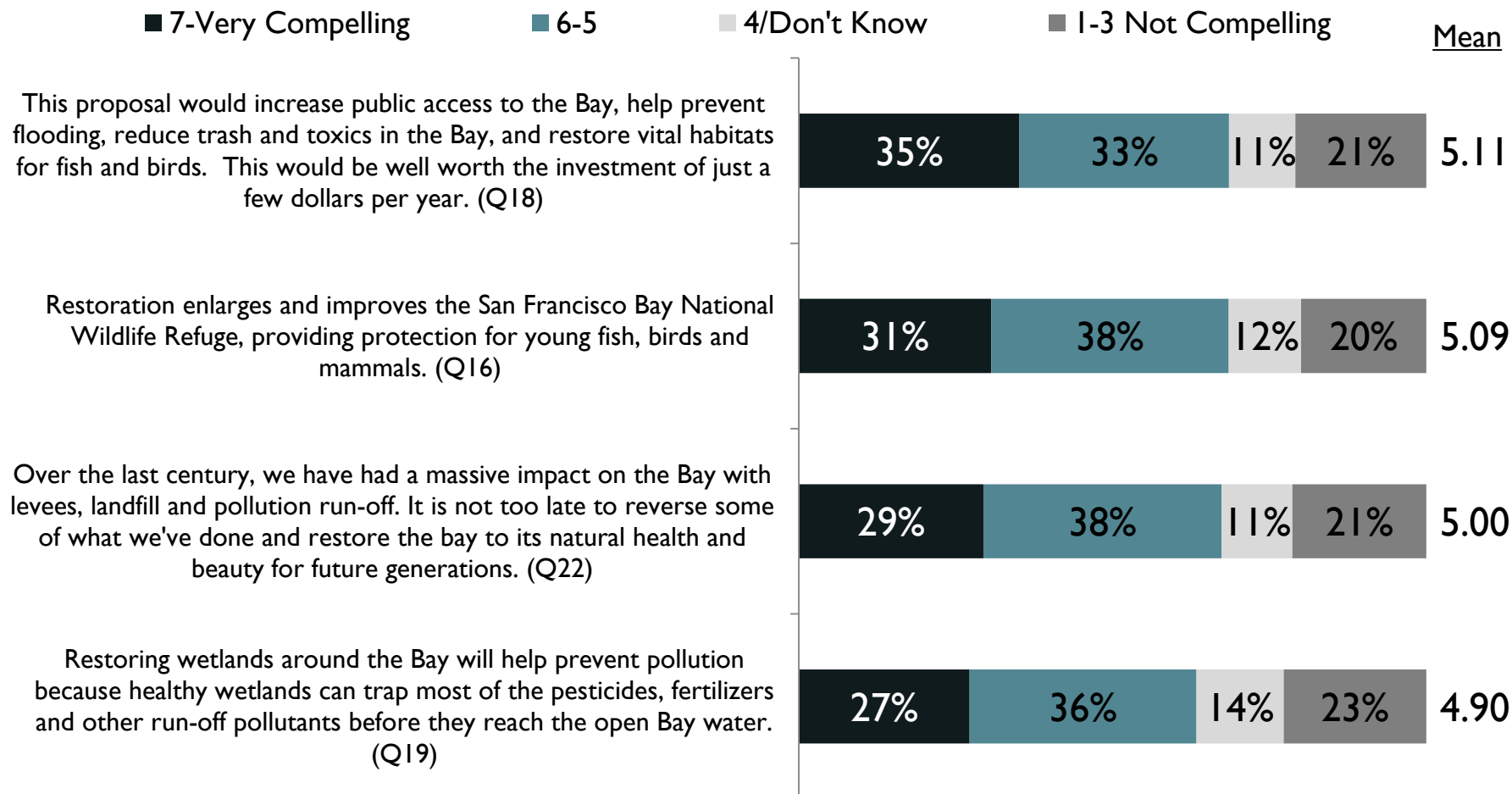
If this measure included an annual cost of living adjustment equal to the Bay Area Consumer Price Index... (Q9)

■ Voted Yes, Not Impacted by COLA ■ Votes Potentially Lost with COLA ■ Voted No/Undecided



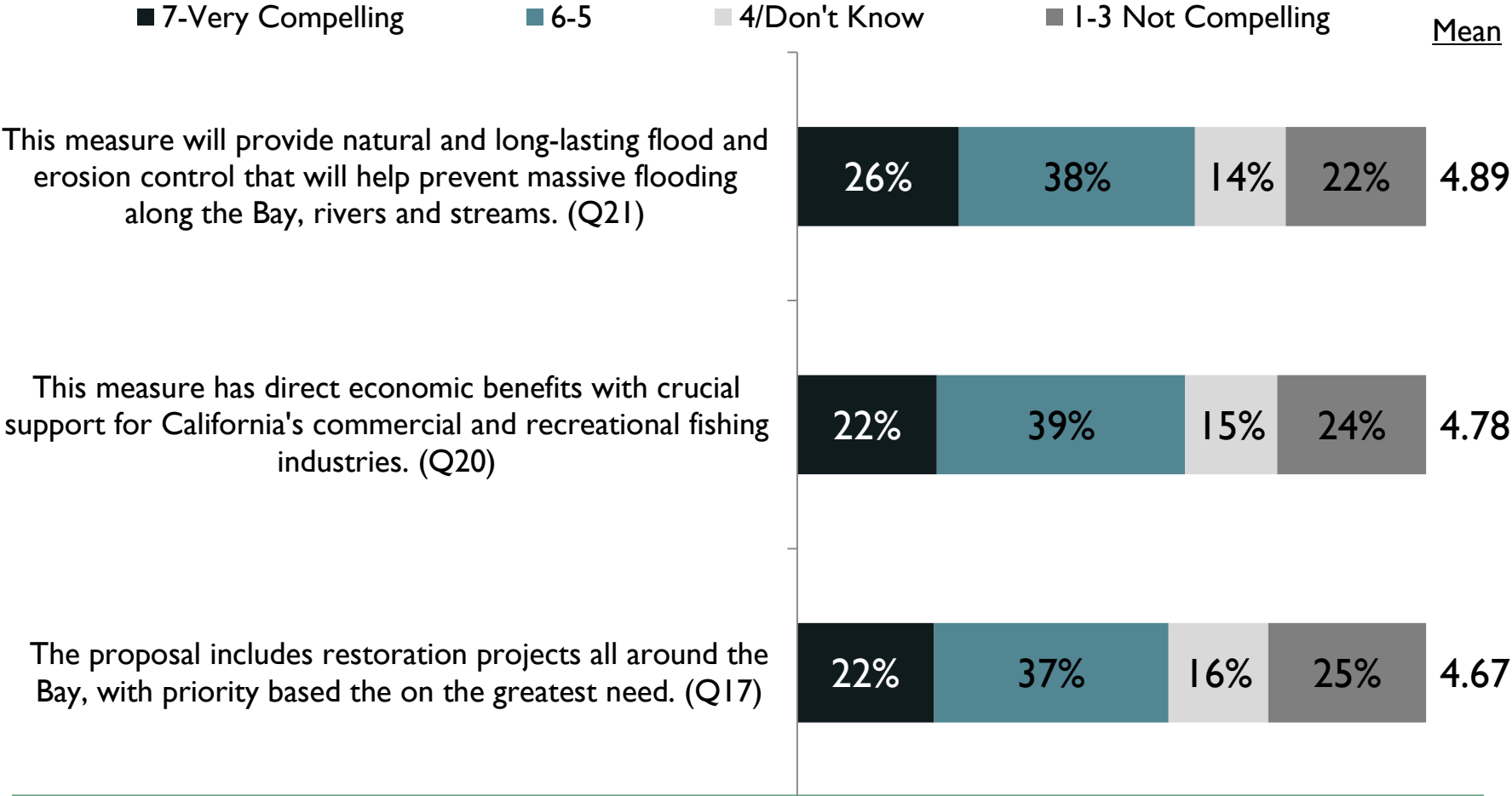
Reducing trash and toxics for a few dollars a year is the most compelling message in favor of the measure

For each statement please tell me how compelling this is as a reason to support the measure. Please use the scale from 1 to 7 where one is not at all compelling and seven is a very compelling reason to support a Bay restoration measure.



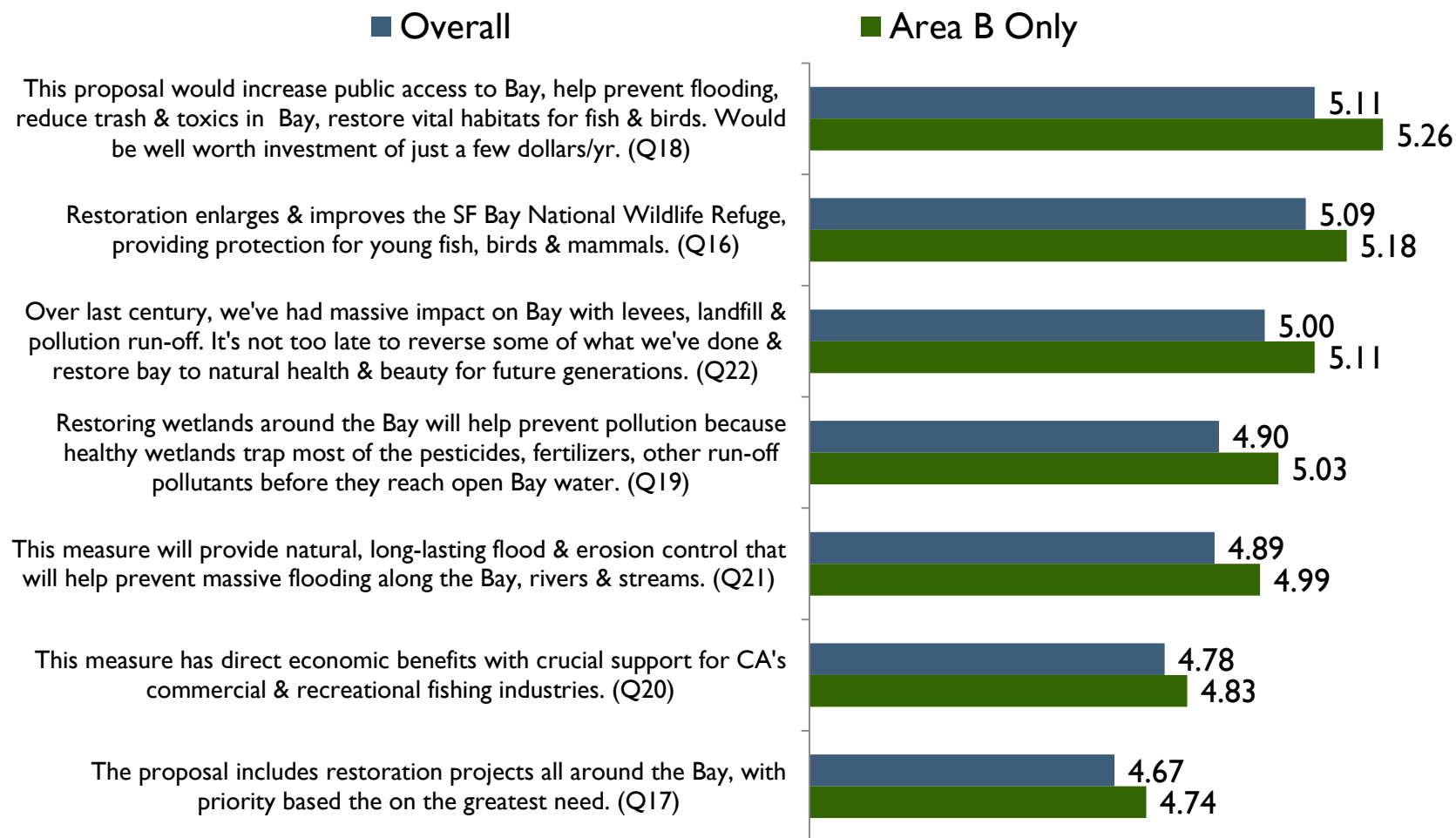
Surprisingly, economic benefits are less compelling

I'd like to read you a list of some of the components of the California Jobs & Investment Act. Rate each component on a 1 to 7 scale, where 1 means you think that component is of Little or No Importance and 7 means you think that component is Extremely Important.



Voters in area B are more responsive to the message themes

MEAN RATING (1 to 7 scale, where 1 means it is Not at all Compelling and 7 means it is Very Compelling)

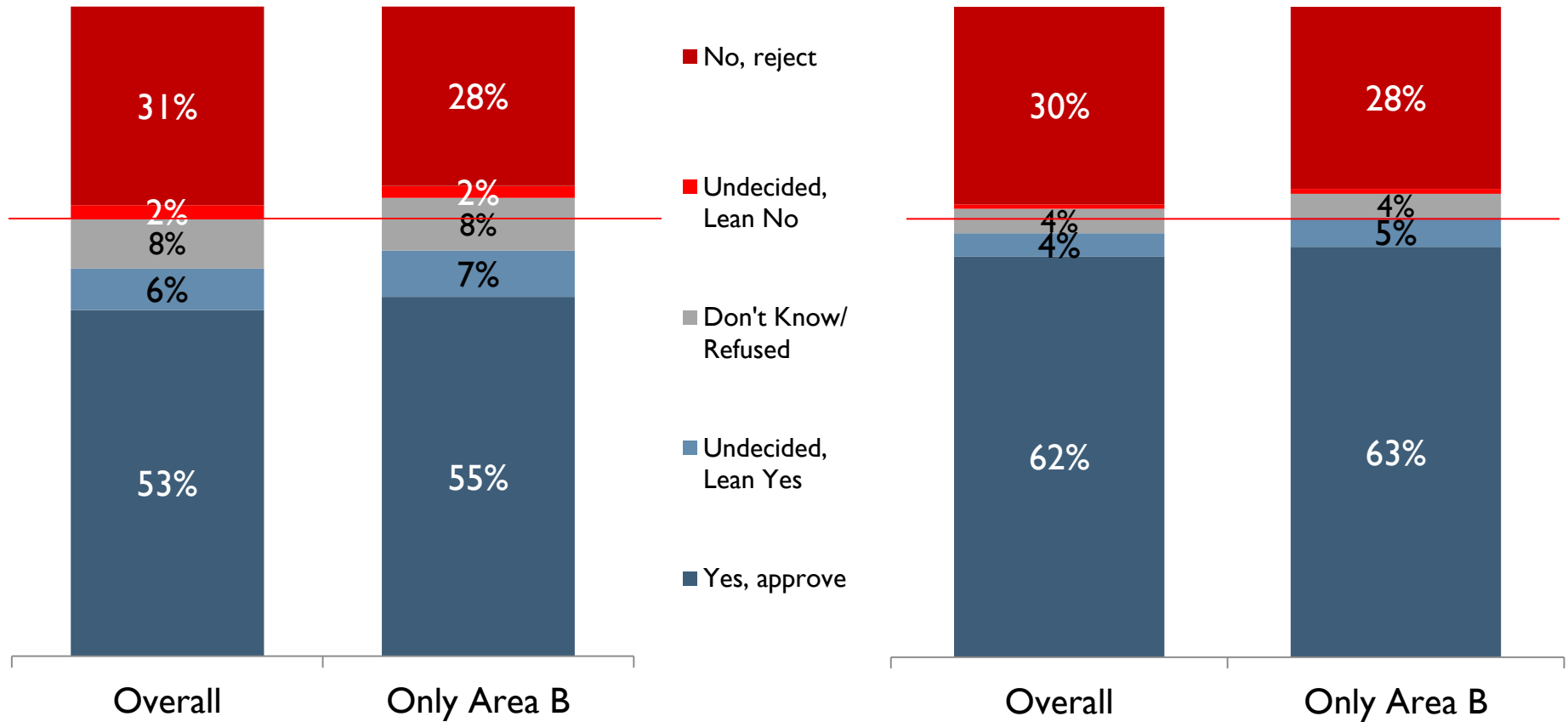


In Area B, the “yes” vote (including “lean yes”) just reaches the two-thirds threshold after positives

If the election were held today, would you vote Yes to approve or No to reject this measure? (Q23)

First Vote (Q7)

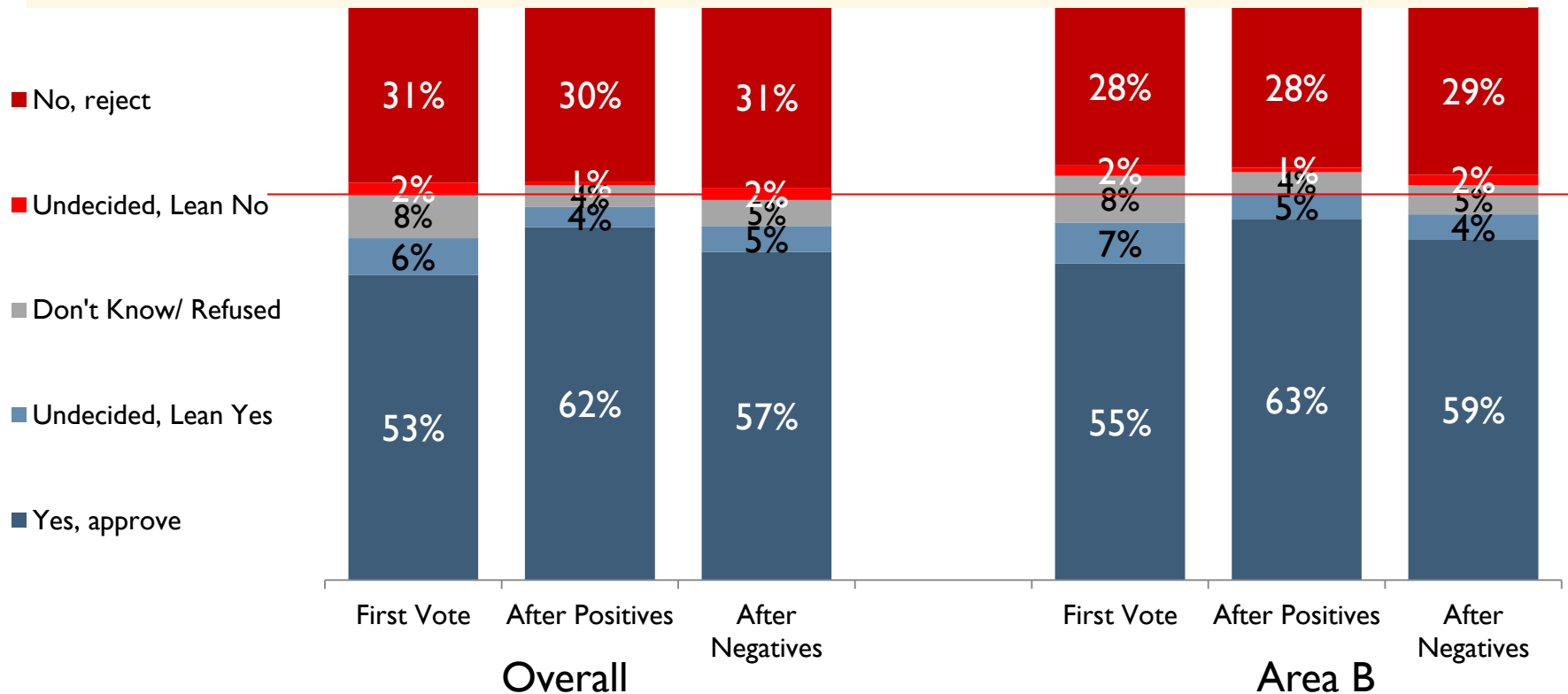
After Positives (Q23)



A negative message may be damaging, but support remains above the initial level

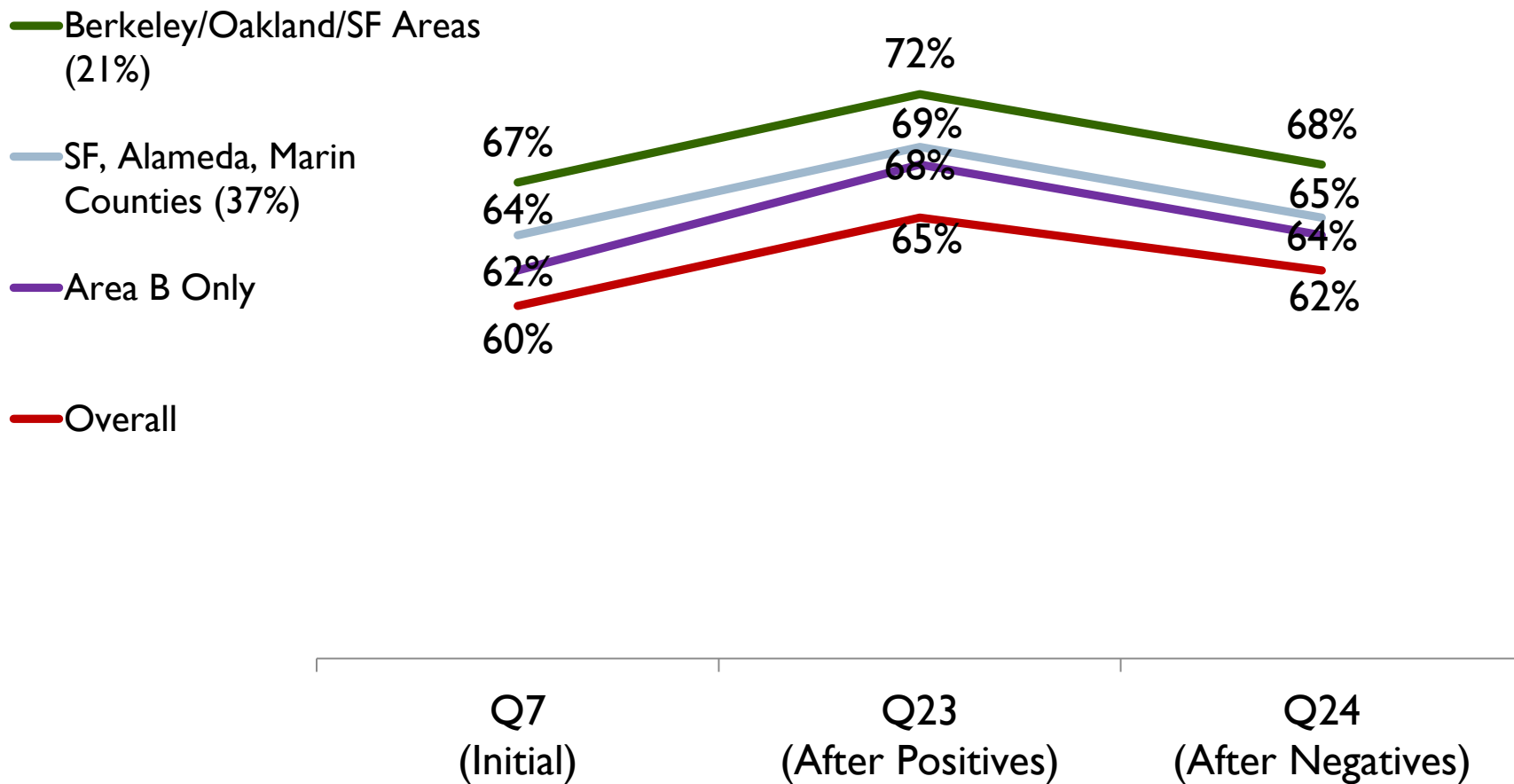
Some people say that with the current economy and many Bay area residents facing layoffs, unemployment, and foreclosures, this simply isn't the time to be raising taxes for Bay restoration. We have more important priorities for our limited tax dollars, like funding public education, police, and fire departments. The businesses who contributed most to the Bay's pollution problems should have to pay to clean it up, not the taxpayers.

Given what you've heard, if the election were held today, would you vote Yes to approve or No to reject this measure? (Q24)



Limiting the geographic scope has only a small impact on the likely vote

Total Yes + Lean Yes



Conclusions / Recommendations

- ▶ While support for a measure does not quite reach two-thirds today, the hesitancy is likely due to economic conditions not lack of willingness to support the projects.
- ▶ An early education campaign is not likely to make a significant difference in support, but if a measure is placed on the ballot some cohesive campaign effort is recommended.
- ▶ The high turnout November 2012 election should not be discarded as an option for a measure.
- ▶ The next nine months should include:
 - ▶ An evaluation of the ability to raise private campaign funds
 - ▶ Stakeholder outreach to gain support from local elected officials and other opinion leaders
 - ▶ A poll next spring to identify change in support after possible changes in economic environment



MARKET
& OPINION
RESEARCH
SERVICES

811 First Avenue
Suite 451
Seattle, WA 98104
(206) 652-2454 TEL
(206) 652-5022 FAX

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680 TEL
(510) 844-0690 FAX

4041 North High Street
Suite 300M
Columbus, OH 43214
(614) 268-1660 TEL

EMCresearch.com

**Survey of Bay Area Voters
Conducted for: SF Bay RA
Interviews Conducted July 5-14, 2011
N=1500; Margin of Error \pm 2.43
EMC 11-4463**

Where applicable, results are compared with:

San Francisco Bay Ballot Measure Feasibility Survey
Interviews Conducted August 10-18, 2010
N=1202; Margin of Error \pm 2.8%
Fairbank, Maslin, Maullin, Metz & Associates
220-2916 WFT

Survey of Alameda, Contra Costa, Marin, Napa, San Francisco,
San Mateo, Santa Clara, Solano, and Sonoma County voters
Conducted for: Save the Bay
Interviews Conducted March 29-April 2, 2006
N = 500; Margin of Error \pm 4.4%
EMC 06-3455

(T) = tracking question asked previously

Hello, my name is _____, may I speak with _____ (**Name on list**)? Hello, my name is _____, and I'm calling from EMC Research to find out how the people in California feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
1. SEX (RECORD FROM OBSERVATION)				
Male	47%	48%	47%	47%
Female	53%	52%	53%	53%
2. Area Flag (RECORD FROM SAMPLE)				
A (not B)	-	-	46%	-
B	-	-	54%	100%
3. Are you registered to vote at your current address?				
Yes \rightarrow CONTINUE	-	-	100%	100%
No \rightarrow TERMINATE	-	-	-	-

	<u>4/06</u>	<u>8/10</u>	<u>7/11</u>	Overall	Only B
				<u>7/11</u>	<u>7/11</u>
4. I know it's a long way off, but what are the chances that you will vote in the 2012 elections for president, Congress and other local offices and measures -- are you almost certain to vote, will you probably vote, are the chances 50/50, or do you think that you will not vote?					
Almost Certain → CONTINUE	-	-	91%	91%	
Probably → CONTINUE	-	-	6%	6%	
50/50 Chance → CONTINUE	-	-	3%	3%	
Will not vote → TERMINATE	-	-	-	-	
(Don't Know) → CONTINUE	-	-	0%	0%	
5. (T) Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?					
Right Direction	38%	41%	35%	38%	
Wrong Track	46%	44%	46%	41%	
(Don't know)	16%	16%	20%	21%	
6. (T) What is the most important problem facing the Bay Area today? (1 RESPONSE; DO NOT READ LIST)					
Total: Economy/Jobs/Unemployment/Budget	7%	-	54%	54%	
(Economy)	-	-	13%	13%	
(Jobs/Unemployment)	-	-	29%	29%	
(Budget deficit/State Budget crisis)	-	-	12%	11%	
(Education)	11%	-	9%	9%	
(Traffic/Transportation)	24%	-	5%	6%	
(Crime)	5%	-	4%	4%	
(Political Environment/Politicians)	3%	-	4%	3%	
(Environmental Issues)	4%	-	3%	3%	
(High cost of living)	6%	-	3%	2%	
(Lack of Affordable Housing)	12%	-	2%	3%	
(Homelessness)	-	-	2%	2%	
(Overcrowding)	4%	-	1%	1%	
(General Infrastructure)	3%	-	1%	1%	
(Healthcare)	2%	-	1%	1%	
(Illegal Immigration)	5%	-	1%	1%	
(Other (specify _____))	9%	-	2%	1%	
(Nothing/Don't know/Refuse)	6%	-	7%	7%	

Overall **Only B**
7/11 **7/11**

7. Now, I’m going to read you a measure that may appear on the ballot next year:

To restore and protect the quality of the San Francisco Bay including: cleaning up trash and pollution; protecting habitat for fish and wildlife; improving water quality; restoring more than forty-thousand acres of wetlands; and, providing flood protection; shall the San Francisco Bay Restoration Authority authorize an annual special tax of ten dollars per parcel for ten years with citizen oversight, audits, and all funds staying in the Bay Area.

If the election were held today, would you vote Yes to approve or No to reject this measure? (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Yes, approve	53%	55%
(Undecided, lean yes)	6%	7%
Total Yes	60%	62%
(Undecided, lean no)	2%	2%
No, reject	31%	28%
Total No	33%	29%
(Don’t know/ Refused)	8%	8%

8. If this measure had an exemption available for seniors, age 65 and older, would you be more likely to vote yes, more likely to vote no, or would it make no difference?

More likely Yes	29%	28%
More likely No	8%	8%
No Difference	61%	61%
(Don’t know/Refuse)	3%	3%

9. And, if this measure included an annual cost of living adjustment equal to the Bay Area Consumer Price Index, would you be more likely to vote yes, more likely to vote no, or would it make no difference?

More likely Yes	18%	19%
More likely No	19%	18%
No Difference	56%	54%
(Don’t know/Refuse)	8%	10%

Now I would like to ask you a few specific questions about the San Francisco Bay.

	<u>4/06</u>	<u>8/10</u>	<u>7/11</u>	<u>7/11</u>
			Overall	Only B
10. (T) Based on what you know, how would you rate the overall condition of the San Francisco Bay? (Read 1-4)				
Excellent	-	3%	4%	5%
Good	-	40%	41%	41%
Just Fair, or	-	43%	37%	38%
Poor	-	10%	9%	10%
(Don't Know)	-	5%	8%	7%

And for each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement. If you do not have an opinion one way or the other, please just say so.

(IF NEEDED) Do you agree or disagree with that statement? **(If agree/disagree)** Is that strongly agree/disagree or somewhat?
(RANDOMIZE)

SCALE	1. Strongly Agree	2. Somewhat Agree	3. Somewhat Disagree	4. Strongly Disagree	5. Don't Know
-------	-------------------	-------------------	----------------------	----------------------	---------------

11. (T) It is important for the region's economy to have a clean, healthy, and vibrant San Francisco Bay.

4/06	74%	20%	3%	1%	2%
8/10	68%	24%	5%	2%	1%
7/11 Overall	64%	27%	4%	1%	4%
7/11 Only B	68%	25%	3%	1%	4%

12. (T) The San Francisco Bay is clean and healthy.

4/06	7%	24%	30%	28%	12%
7/11 Overall	9%	35%	29%	14%	13%
7/11 Only B	8%	35%	33%	14%	11%

13. (T) The San Francisco Bay is very important to my quality of life.

8/10	46%	31%	13%	9%	1%
7/11 Overall	47%	34%	9%	3%	8%
7/11 Only B	54%	31%	7%	2%	7%

(END RANDOMIZE)

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
14. (T) Which of the following is closer to your opinion (read and randomize choices 1 & 2. Read "OR" between 2 statements. Do not read numbers.)				
1. I am willing to invest in wetland restoration around the Bay, even if it means a small increase in my taxes (OR)	75%	-	54%	58%
2. There are too many other priorities in this area, I would not support even a small tax increase for wetland restoration around the Bay	21%	-	38%	33%
(Both)	-	-	1%	1%
(Neither)	1%	-	3%	3%
(Don't Know)	3%	-	5%	5%
15. Which of the following is closer to your opinion (read and randomize choices 1 & 2. Read "OR" between 2 statements. Do not read numbers.)				
1. Taxes are already high enough; I'll vote against any increase in taxes. (OR)	-	-	39%	34%
2. It is crucial to invest in our local environment, even if it means raising taxes;	-	-	54%	58%
(Both)	-	-	1%	1%
(Neither)	-	-	2%	3%
(Don't Know)	-	-	4%	4%

I'm going to read you some things people have said in support of this Bay restoration measure. For each statement please tell me how compelling this is as a reason to support the measure. Please use the scale from 1 to 7 where one is not at all compelling and seven is a very compelling reason to support a Bay restoration measure. (code 1-7. 8=don't know)

(IF NEEDED) ...How compelling is that as a reason to support a Bay restoration measure? One is not at all compelling and seven is very compelling.

(RANDOMIZE)

SCALE: 1 2 3 4 5 6 7 | 8 Mean
 Not at all compelling **Very compelling | (DK)**

16. Restoration enlarges and improves the San Francisco Bay National Wildlife Refuge, providing protection for young fish, birds and mammals.

Overall	8%	4%	8%	10%	20%	18%	31%	1%	5.09
Only B	6%	3%	8%	10%	22%	19%	31%	1%	5.18

17. The proposal includes restoration projects all around the Bay, with priority based the on the greatest need.

Overall	11%	6%	8%	12%	22%	15%	22%	3%	4.67
Only B	10%	6%	8%	12%	21%	18%	21%	4%	4.74

18. This proposal would increase public access to the Bay, help prevent flooding, reduce trash and toxics in the Bay, and restore vital habitats for fish and birds. This would be well worth the investment of just a few dollars per year.

Overall	10%	4%	7%	9%	18%	15%	35%	2%	5.11
Only B	9%	3%	6%	9%	17%	16%	38%	2%	5.26

19. Restoring wetlands around the Bay will help prevent pollution because healthy wetlands can trap most of the pesticides, fertilizers and other run-off pollutants before they reach the open Bay water.

Overall	10%	5%	7%	11%	18%	18%	27%	3%	4.90
Only B	10%	5%	6%	10%	19%	19%	29%	3%	5.03

20. This measure has direct economic benefits with crucial support for California's commercial and recreational fishing industries.

Overall	9%	5%	9%	11%	23%	16%	22%	3%	4.78
Only B	9%	4%	10%	11%	23%	17%	23%	3%	4.83

21. This measure will provide natural and long-lasting flood and erosion control that will help prevent massive flooding along the Bay, rivers and streams.

Overall	10%	5%	7%	10%	20%	17%	26%	5%	4.89
Only B	9%	5%	7%	9%	20%	18%	27%	4%	4.99

22. Over the last century, we have had a massive impact on the Bay with levees, landfill and pollution runoff. It is not too late to reverse some of what we've done and restore the bay to its natural health and beauty for future generations.

Overall	9%	5%	7%	10%	21%	17%	29%	2%	5.00
Only B	8%	4%	7%	10%	21%	18%	30%	2%	5.11

(END RANDOMIZE)

Overall **Only B**
7/11 **7/11**

23. Given what you've heard, if the election were held today, would you vote Yes to approve or No to reject a measure that reads:

To restore and protect the quality of the San Francisco Bay including: cleaning up trash and pollution; protecting habitat for fish and wildlife; improving water quality; restoring more than forty-thousand acres of wetlands; and, providing flood protection; shall the San Francisco Bay Restoration Authority authorize an annual special tax of ten dollars per parcel for ten years with citizen oversight, audits, and all funds staying in the Bay Area.

If the election were held today, would you vote Yes to approve or No to reject this measure? (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Yes, approve	62%	63%
(Undecided, lean yes)	4%	5%
Total Yes	65%	68%
(Undecided, lean no)	1%	1%
No, reject	30%	28%
Total No	31%	29%
(Don't know/ Refused)	4%	4%

24. Some people say that with the current economy and many Bay area residents facing layoffs, unemployment, and foreclosures, this simply isn't the time to be raising taxes for Bay restoration. We have more important priorities for our limited tax dollars, like funding public education, police, and fire departments. The businesses who contributed most to the Bay's pollution problems should have to pay to clean it up, not the taxpayers.

Given what you've heard, if the election were held today, would you vote Yes to approve or No to reject this measure? (IF Undecided: Well, which way do you lean — toward voting Yes to approve or voting No to reject the measure?)

Yes, approve	57%	59%
(Undecided, lean yes)	5%	4%
Total Yes	62%	64%
(Undecided, lean no)	2%	2%
No, reject	31%	29%
Total No	34%	31%
(Don't know/ Refused)	5%	5%

	<u>4/06</u>	<u>8/10</u>	<u>Overall</u> <u>7/11</u>	<u>Only B</u> <u>7/11</u>	
Now I'd like to ask you a few questions for statistical purposes only.					
25.	How often would you say you personally visit the San Francisco Bay, either its surrounding parks and public spaces, or actually out on the water? Would you say you visit frequently, on occasion, rarely or never?				
	Frequently	-	-	29%	36%
	On occasion	-	-	40%	40%
	Rarely	-	-	24%	18%
	Never	-	-	5%	5%
	(Don't Know)	-	-	2%	1%
26.	In terms of your job status, are you employed, unemployed but looking for work, retired, a student or a homemaker?				
	Employed	56%	-	54%	58%
	Unemployed	4%	-	8%	7%
	Retired	26%	-	23%	22%
	Student	5%	-	6%	6%
	Homemaker	5%	-	6%	4%
	Other	3%	-	2%	2%
	(Don't Know)	2%	-	2%	1%
27.	Do you own or rent your apartment or home?				
	Own/buying	70%	75%	68%	62%
	Rent	24%	24%	26%	33%
	(DK/Refused)	6%	2%	6%	5%
28.	What is the last grade you completed in school?				
	Some grade school	1%	-	0%	0%
	Some high school	2%	-	2%	2%
	Graduated High School	12%	-	10%	10%
	Technical/Vocational	2%	-	2%	2%
	Some College	23%	-	23%	20%
	Graduated College	34%	-	35%	39%
	Graduate/Professional/Masters/PhD/Doctorate	24%	-	24%	25%
	(Don't Know/Refused)	2%	-	3%	2%

	<u>4/06</u>	<u>8/10</u>	<u>Overall 7/11</u>	<u>Only B 7/11</u>
29. Do you primarily consider yourself to be African-American, White, Hispanic, Asian or something else:				
Afr-Amer/Black	4%	4%	5%	6%
White/Caucasian	70%	69%	66%	64%
Hispanic/Latino/Latin-American	7%	11%	8%	8%
Asian/Asian-Am/Pacific Islander	7%	9%	11%	12%
Mixed Race	a	a	1%	1%
(Other_____)	6%	4%	2%	2%
(Refused)	6%	3%	7%	6%

a: Respondents of mixed race may be included in the “Other” category.

30. In what year were you born? (Do not read categories, code as appropriate)				
1935 or earlier (75+)	a	8%	9%	10%
1936-1940 (70-74)	a	b	4%	4%
1941-1945 (65-69)	a	b	6%	5%
1946-1950 (60-64)	11%	9%	10%	9%
1951-1955 (55-59)	11%	11%	10%	10%
1956-1960 (50-54)	13%	10%	9%	9%
1961-1965 (45-49)	9%	10%	11%	11%
1966-1970 (40-44)	12%	10%	8%	9%
1971-1975 (35-39)	6%	8%	8%	9%
1976-1980 (30-34)	5%	7%	6%	6%
1981-1985 (25-29)	4%	7%	5%	6%
1986-1992 (18-24)	7%	6%	8%	8%
(Refused)	3%	3%	5%	4%

a: 19% of respondents were age 65 and older.

b: 11% of respondents were ages 65-74.

THANK YOU

PARTY

Democrat	54%	53%	53%	58%
Republican	25%	21%	21%	15%
DTS	15%	22%	23%	23%
Other	6%	4%	4%	4%

VOTE HISTORY

Less likely voters: 0-3 / 6	-	-	41%	43%
Likely voters: 4-5 / 6	-	-	29%	29%
Perfect voters: 6 / 6	-	-	30%	28%

	<u>4/06</u>	<u>8/10</u>	Overall <u>7/11</u>	Only B <u>7/11</u>
PERMANENT ABSENTEE				
Yes	-	56%	55%	49%
No	-	44%	45%	51%
COUNTY				
Alameda	21%	21%	20%	32%
Contra Costa	14%	15%	15%	6%
Marin	5%	5%	4%	5%
Napa	3%	3%	2%	3%
San Francisco	11%	12%	13%	24%
San Mateo	11%	10%	10%	14%
Santa Clara	22%	22%	22%	10%
Solano	6%	5%	7%	4%
Sonoma	8%	7%	7%	3%