



# Governing Board

## DRAFT SUMMARY MINUTES

Wednesday, July 27, 2011  
11:00 a.m. to 1:00 p.m.

Meeting Location:  
MetroCenter  
101 8<sup>th</sup> 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](http://www.sfbayrestore.org)

### 1. Call to Order

Sam Schuchat, Chair, called the meeting to order at approximately 11:10 a.m.

### 2. Welcome Supervisor Keith Caldwell

Schuchat welcomed Keith Caldwell, Supervisor, County of Napa.

Supervisor Caldwell introduced himself as the Supervisor of the Fifth District in Napa County, Vice Chair of the North Bay Water Reuse Authority, Vice Chair of the Board of Supervisors, and Chair of the Napa County Transportation and Planning Agency.

### 3. Roll Call

Frederick Castro, Clerk, reported that five of seven members were present. A quorum of the Governing Board was present.

Present were Sam Schuchat, Keith Caldwell, Roseanne Foust, John Gioia, John Sutter, Phil Ting (arrived later). Absent was Dave Cortese.

Staff members present were Ezra Rapport, ABAG Executive Director; and Kenneth Moy, ABAG Legal Counsel.

#### **4. Public Comment**

There were no public comments.

#### **5. Announcements**

There were no announcements.

Schuchat reported on his outreach efforts to identify support for a ballot measure and funding sources, including meeting with local elected officials, county supervisors, and business groups. With Save The Bay, he has been speaking with foundation leaders for grant funding to hire staff to conduct outreach and fundraising. He met with potential donors and fundraisers, environmental non-governmental organizations, and foundations.

Schuchat spoke about developing a projects list. Staff is working with the San Francisco Bay Joint Venture to develop a projects list which will be reviewed by the Advisory Committee at a meeting to be called before the next Governing Board meeting in October.

Schuchat reported on the suggestion to use the Coastal Cleanup Day in September as an outreach opportunity. The Coastal Commission is amenable to having information cards printed and distributed during Coastal Cleanup Day. The Coastal Conservancy is willing to provide funds to cover printing cost.

#### **6. Approval of Summary Minutes of January 26, 2011**

A motion to approve the summary minutes of the Governing Board meeting on May 26, 2011, was made by Gioia and seconded by Schuchat. The motion passed with four ayes (Gioia, Caldwell, Schuchat, Ting), and two abstentions (Foust, Sutter).

#### **7. Report on Parcel Tax Advice: Latitude and Limitations, and County Fees**

Tim Seufert, NBS, reviewed election costs and tax collection fees. He reported that the total estimated cost to be on the ballot in all nine Bay Area counties in November 2012 is \$5.5 million, with actual costs determined after the election by the Registrars of Voters. Major factors determining actual costs are the number of registered voters, number of measures on a ballot, and lengths of the measures.

Seufert also reported on the schedule of fees for collecting parcel tax which is based on either a percentage of the total amount to be collected or a per parcel fixed fee. He described the Teeter Plan and the general tax collection process and remittances.

Seufert compared other Bay Area parcel tax measures, including AC Transit's Measure VV in Alameda and Contra Costa Counties, and the East Bay Regional Park District's Measure CC.

Members discussed cost savings using a mail ballot, and the election costs of a subset of all counties.

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

Schuchat reviewed the memo by Melanie Denninger, Project Specialist, State Coastal Conservancy, on estimated annual revenue from a \$10 parcel tax from counties and from Bay-side cities. Staff estimated that annual net revenue would be \$19,010,334 if the parcel tax applies to the entirety of all nine Bay Area counties, or \$10,588,206 if the parcel tax applies to only incorporated cities touching the Bay.

Members discussed distinguishing between residential and commercial parcels.

John Coolis addressed the Governing Board.

#### **9. Report on Phase II Voter Survey Results**

Ruth Bernstein, EMC, reported on the results of the Telephone Survey of Bay Area Voters conducted July 6 to 14, 2011. She presented the survey methodology; defined Area B, the subset of the Bay Area that include areas close to the Bay; and listed key findings. She described the Phase I Survey and reviewed the Focus Group findings. She then presented the Phase II Survey results; reported on questions about a potential ballot measure; and listed conclusions and recommendations.

Members discussed analyzing data from other defined areas of support, and identifying voters who would support a ballot measure. Members reviewed a report on the Clean Water Measure for Contra Costa County.

#### **10. Approval of Schedule for Decisions and Meetings**

Members discussed information needed in order to make a decision on whether to proceed with a ballot measure on a parcel tax in 2012 and whether additional meetings are needed.

Gioia suggested that the Polling Subcommittee review voter analysis of other elections with input from pollsters. He stated that the Authority can begin to build public support with smaller projects in areas of higher support which can create an incremental basis of revenue to leverage local support for state and grant funding.

Schuchat suggested doing additional voter analysis of ballot measures such as Proposition 21 and Measure WW.

Sutter spoke about staff costs related to revenue and generating local support through projects. Gioia commented on aligning projects with areas of support, and recognizing

support for the Bay and of Bay projects. Foust suggested seeking Advisory Committee input about leveraging partnerships, and finding what other measures may be on the ballot in 2012.

Members discussed voter support of creek and watershed projects; the Authority's jurisdiction and projects on the Bay as compared to those projects that benefit the Bay; and trail restoration.

Members discussed the Authority's decision regarding revenue and cost of projects, and funding to continue polling efforts.

Schuchat offered the following scenarios: determine what can be done in 2012, its costs and the projects, based on polling data, voting analysis, and projects list; and, take no electoral action in 2012, and instead list activities to do between now and 2014.

Gioia suggested continuing working on relevant federal and state legislation for grants. Foust suggested developing private funding. Sutter suggested looking at a subset of Area B. Members discussed a strategy of local support and communications.

Schuchat listed the next steps as convening the Polling Subcommittee to look at polling data and voter analyses; convening the Administrative Committee to review a projects list; and developing two or three scenarios.

## **11. Adjournment**

The Governing Board meeting adjourned at about 12:43 p.m.

The next Governing Board meeting is on October 26, 2011.

Submitted by the Clerk of the Governing Board:  
August 9, 2011

Approved by the Governing Board: