



# Priorities & Next Steps

for SF Bay Restoration Authority

JANUARY 25, 2012

Presented by **Save the Bay &  
Storefront Political Media**



## How we got here

### **Important coalition partners brought together**

- Ducks Unlimited
- Bay Area Council
- Silicon Valley Leadership Group
- Senator Dianne Feinstein

### **Governing Board assembled to lead us to ballot**

## How we got here

### Intellectual infrastructure — 3 polls in 4 years — What we learned

- Economy closely tied to voter attitudes
- Voters under 30, Democrats, renters, low propensity voters are key
- Identified differences in opinion within 9 counties
- *Greening the Bay* report

### Endorsements from regional stakeholders on concept\*

- Representatives Zoe Lofgren, Pete Stark, Jackie Speier, Lynn Woolsey
- State Senators Loni Hancock, Lois Wolk, Noreen Evans, Mark Leno
- State Assembly Members Tom Ammiano, Jim Beall, Jerry Hill, Michael Allen, Paul Fong, Jared Huffman





## Priorities going forward

### **Pursue decision on path to ballot**

- Pay full amount — estimated \$3-5M
- Negotiate “marginal cost” with local counties through ABAG
- Seek legislative action through Sacramento
- Pursue grassroots signature gathering campaign

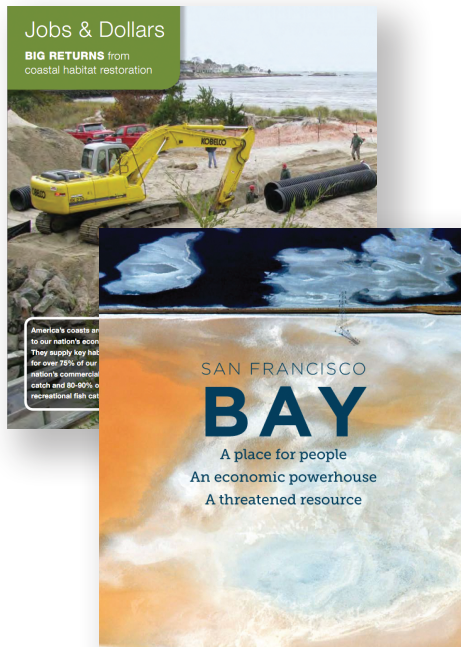


## Restoration Authority next steps: Prepare for stakeholder outreach and organizing efforts

### **Develop materials and strategy for outreach**

- Before we can make our case, we need to solidify facts
- Develop educational materials
- Targeting — who should be contacted and when
- Determine what matters to each community, stakeholder, Bay at large

## Restoration Authority next steps: Continue to strengthen intellectual infrastructure



### Solidify facts we need to build our case

- Jobs created
- Environmental benefits
- Health benefits
- Economic benefits

### Audit of useful existing data

- Repurpose existing data for our efforts
- If new data is needed, pursue it

### *San Francisco Chronicle*

**Huge Wetlands Plan Floated for Bay**

### CONTRACOSTA TIMES

**San Francisco Bay would get more attention, money under bill**

### *San Jose Mercury News*

**Bay Area 'trash hot spots' list is out**

## Highlight SF Bay's issues and funding needs

- **Engage fellow elected officials** to join in earned media opportunities
- **Meet with editorial boards** to begin educating them on issue
- **Develop educational materials** to be used in meetings with key stakeholders
- **Draft and place OpEds and blogs** on important SF Bay issues