



Date: April 18, 2012

To: Governing Board

From: Amy Hutzl
Program Manager, San Francisco Bay Area Conservancy

Subject: **Report on Outreach To-Date Regarding Ballot Measure**

Attachments: (1) Outreach by Chair Sam Schuchat and Amy Hutzl
(2) Sample of Save The Bay's Endorsement Statement

Beginning in late 2011, Restoration Authority Chair Sam Schuchat and I began a series of meetings to raise awareness of the Restoration Authority and to describe and get feedback on its potential regional revenue measure. To date, Sam and I have met with some 45 local elected officials, special districts, environmental organizations, foundations, business and labor representatives and others. The names of specific individuals and organizations with whom we have met are listed on Attachment 1 to this memo. We will report regularly to the Governing Board about our ongoing outreach efforts.

Over roughly the past year, Save The Bay staff report having met with most of the Bay Area's state legislators and Congressional representatives. Save The Bay has obtained endorsement of the concept of a regional revenue measure for Bay restoration from most of the legislators whom it has approached. A sample of this endorsement was provided to the Governing Board shortly after its January 2012 meeting and is attached for reference. Some legislators have signed customized statements. In addition, Save the Bay reports having had conversations specific to the Restoration Authority with the following local officials: County Supervisors Mike McGuire, Shirlee Zane, Dave Pine and Susan Adams and Councilmember Mark Green.

Another type of outreach was undertaken by Governing Board Member John Gioia last September when he distributed several hundred brochures about San Francisco Bay wetlands and the Restoration Authority at his annual Coastal Cleanup Day event in Richmond. At Supervisor Gioia's urging, Conservancy staff provided several hundred additional brochures for distribution at two other East Bay Coastal Cleanup Day sites that anticipated heavy attendance.

Staff to the Restoration Authority are developing outreach materials that can be used at future meetings and events.

San Francisco Bay Restoration Authority Outreach Meetings by Sam Schuchat (SS) and Amy Hutzel (AH) through April 2012

State Legislators

- Noreen Evans (aide only) – AH
- Michael Allen (aide only) - AH
- Richard Gordon (aide only) – AH
- Paul Fong - AH
- Jerry Hill - AH
- Joe Simitian (aide only) - AH
- Susan Bonilla - AH
- Mark DeSaulnier – AH

County Supervisors

- Efron Carrillo - SS
- Valerie Brown - AH and SS
- Keith Caldwell (prior to appt. to Gov. Bd.) – SS
- Brad Wagenknecht - SS
- Barbary Kondylis – AH and SS
- Keith Carson - SS
- Wilma Chan (aide only) - SS
- Ken Yeager (aide only) - SS
- Adrienne Tissier - SS

Special Districts

- Marin Parks and Open Space (Linda Dahl) – SS
- Napa POSD (John Woodbury) – AH and SS
- East Bay Regional Park District (Bob Doyle) – AH and SS
- Santa Clara Valley Water District (Beau Goldie, Rick Calendar) – AH and SS
- Mid-Peninsula Open Space District (Steve Abbors) – AH and SS
- Santa Clara County Open Space Authority (Andrea Mackenzie) – AH and SS

Business Groups

- North Bay Leadership Council (Cynthia Murray) - SS
- Bay Area Council (Jim Wunderman) –AH and SS*

Foundations/Enviros

- Steve Blank – SS
- Michael Mantel/RLF – SS*
- Tom Steinbach/Hewlett – SS*

Conservation Organizations

- Audubon Calif. (Graham Chisholm and Dan Taylor) - SS
- Golden Gate Audubon (Mark Welther and Mike Lynes) - SS
- Sequoia Audubon (Jennifer Rycenga) - SS
- Santa Clara Valley Audubon (Mike Power) - SS
- Marin Audubon (Barbara Salzman) - SS
- Peninsula Open Space District (Walter Moore) – AH and SS
- Marin Agricultural Land Trust (Bob Berner and Jeff Stump) – AH
- Save Mt Diablo (Ron Brown) – AH and SS
- Golden Gate National Parks Conservancy (Greg Moore) – AH and SS
- Sonoma Land Trust (Ralph Benson and Wendy Eliot) – AH and SS
- The Nature Conservancy (Jay Ziegler, Liz O’Donoghue, Mike Sweeney) – AH and SS
- Save The Redwoods League (Ruskin Hartley) – AH and SS
- SF Bay Sierra Club (Kate Looby) - SS
- Bay Area Open Space Council Executive Committee – AH
- SF Bay Joint Venture Management Team and Gov’t Committee – AH

*with David Lewis of Save The Bay

I Support the Campaign to Fund Restoration Throughout the San Francisco Bay Area



The San Francisco Bay Area's economy and incredible quality of life are dependent upon the San Francisco Bay. The Bay is a world-class treasure and a thriving estuary, supporting hundreds of species of fish and wildlife.

In the decades following the Gold Rush, a full third of the Bay was diked off or filled for development, such that by 1961 residents of the Bay Area had access to less than six miles of shoreline, and that the bay was choked with raw sewage and industrial pollution.

Through the tireless work of thousands across the Bay Area for the past 50 years, tens of thousands of acres of wetlands have been restored to health and reopened to tidal flow, allowing millions of fish, birds, and other wildlife to thrive across the Bay region.

I, _____, recognize the unique and critical role of the San Francisco Bay to those living and working in the Bay Area, and that restoring wetland habitat across the Bay is of critical importance to us all;

I also recognize and publically endorse the work of the San Francisco Bay Restoration Authority in seeking to establish a source of funding to ensure that critical restoration work can continue for decades to come.

Signed: _____

Date: _____