



**MEMORANDUM**

**DATE:** November 2, 2012

**TO:** Governing Board  
San Francisco Bay Restoration Authority

**FROM:** Amy Hutzell  
San Francisco Bay Area Conservancy Program Manager  
State Coastal Conservancy

**SUBJECT:** Refined work program for CY 2013

Attached for your reference is a refined work program for activities proposed to be undertaken in CY 2013 by the Governing Board, staff, and allies in preparation for a November 2014 ballot measure. This work program for 2013 updates and expands upon the 2013 portion of a 24-month work program provided by staff in April 2012. Campaign activities will be undertaken separately as allowed under law and are not included in the work program.

# San Francisco Bay Restoration Authority

## Ballot Preparation Work Program for Calendar Year 2013

### Overview

Below is an outline of tasks proposed to be undertaken by the Governing Board, staff, and allies in CY 2013 in preparation for an envisioned ballot measure.

### January - April

- Conduct targeted outreach to community stakeholders along the Bay shoreline
  - Meet with schools & school districts with identified flood risk, where wetland restoration could mitigate impacts or enhance safety
  - Conduct similar meetings for health & public safety or other public infrastructure
  - Conduct 2-3 meetings per Governing Board member in this Quarter
- Conduct planning and fundraising for polling
  - Determine how to raise \$30,000+ for polling to identify ballot provisions that will suit various constituencies
  - Selection of polling vendor
  - Tracking of public perception of value of wetland restoration, willingness to pay small amount to restore the Bay
- Consider 2013 legislation & ballot access opportunities

### May - July

- Continue targeted outreach –make adjustments based on feedback from first set of meetings
- Execute polling and assess results
- Continue to track and pursue any legislation or other new initiatives
- Establish and approve outline for next 16 months, key dates and deadlines for action by Governing Board
  - Ballot access – Determine what’s needed to secure a spot on the ballot
  - Public engagement in process – Determine what level of public review the proposal should go through before being placed on the ballot
  - Specific ballot language – Develop a process and timeline, and identify roles and responsibilities, for identifying how language is drafted and reviewed and ensuring compliance with election regulations
  - Regularly update approach based on new information and changed conditions on the ground (economic, news events, etc)
- Continue to partner and support as appropriate other public education activities being executed by stakeholders and allies.

### August - December

- Increase number of outreach and engagement meetings, as stakeholder attention begins to grow around a likely 2014 regional measure
- Increase frequency of Governing Board meetings to enable timely discussion and review of public outreach and ballot access strategies and direction to staff.
- Much of the detail for the second half of the year will be determined by the results of the outreach in the first half of the year