



# Governing Board

## MEETING AGENDA

Wednesday, November 14, 2012  
12:00 p.m. to 2:00 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)

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. Roll Call**
- 3. Public Comment**
- 4. Announcements**
- 5. Approval of Summary Minutes for July 25, 2012**  
*Action*  
*Attachment: Summary Minutes for July 25, 2012*

Agenda

**6. Chair's Report**

*Information/Discussion*

Sam Schuchat

A. Legislation (AB 1656)

*Attachment: Chaptered version of AB 1656*

B. Coastal Cleanup Day

C. Other outreach activities

D. Analysis of general election outcomes

*Schuchat memo to be provided separately*

**7. Additional appointments to the Advisory Committee**

*Action*

Subcommittee on Advisory Committee

*Attachment: Denninger memo on behalf of the Governing Board Subcommittee on the Advisory Committee dated November 5, 2012*

**8. Possible future legislation**

*Information/Discussion*

Sam Schuchat and Patrick Band, Restoration Funding Campaign Manager, Save the Bay

**9. Financial report**

*Discussion*

Sam Schuchat; Ken Moy, Legal Counsel, Association of Bay Area Governments;

Herb Pike, Director of Finance, Association of Bay Area Governments

*Attachments: Association of Bay Area Governments memo dated November 2, 2012 and California State Coastal Conservancy letter dated November 2, 2012*

**10. Major activities and decision points for Governing Board in 2013**

*Discussion*

Sam Schuchat and Patrick Band

*Attachment: Hutzel memo dated November 2, 2012*

**11. Governing Board meeting schedule for 2013**

*Action*

Sam Schuchat

*Attachment: Hutzel memo dated November 5, 2012*

**12. Adjournment**

Agenda Submitted by the Clerk of the Governing Board:  
November 6, 2012

Agenda Posted:  
November 6, 2012

August 11, 2012 Bay Area News Group article provided by John Sutter

NOVEMBER ELECTION

## Bay Area voters face full ballot of tax measures

Closer look reveals fewer state,  
local initiatives than in 2010

By Steven Harmon

*sharmon@bayareanewsgroup.com*

SACRAMENTO — Brace yourself when you head to the ballot box this November. California Gov. Jerry Brown wants more of your money. So do more than 30 city halls and local school districts in the Bay Area. Not to mention counties, like Santa Clara, or institutions like the Oakland Zoo.

Friday was the deadline to qualify measures for the November ballot. And while it may seem like governments across the state are digging deeper than ever into Californians' pockets this year, an analysis by this newspaper shows there are fewer tax and bond initiatives across the state and in the Bay Area than there were just two years ago.

See **TAXES**, Page 7

# Taxes

Continued from Page 1

But with a pair of statewide sales tax measures near the top of your November ballot, everybody in California is being asked to share the burden this year.

Voters like Henry Riggs of Menlo Park are guarding their wallets. Even though the local measure on his ballot will be aimed at hotel guests — not residents — he's feeling a bit fed up by all the tax demands.

"There's always the good things that people don't want to lose," he said, "but in every case ... there's one communal pot of money."

Anti-tax groups say the fall ballot will surely give voters a heavy dose of tax fatigue, but an analysis of recent elections shows hearty support for taxes — at least at the local ballot box. Over the last three years, including votes on taxes earlier this year, Californians have approved nearly two-thirds of all local taxes, many of them requiring super majority votes.

Bay Area residents are even more inclined to support local taxes than the rest of the state. They've approved 73 percent of the 190 tax hikes that have gone before them since 2010.

"Those numbers show the opposite of tax fatigue," said Lenny Goldberg, president of the California Tax Reform Association. "They're not anti-government, they're not anti-tax. If people know where the money is going and trust it will be spent well, they're for it."

Even tax foes admit voters often support local taxes because there are very few local anti-tax groups to lead campaigns against them, said Jon Coupal, president of the Howard Jarvis Taxpayers Association.

"Because there's no viable local taxpayer groups, and city councils phrase the questions in a one-sided manner, they almost always go unchallenged," Coupal said.

But having three statewide tax measures on the ballot could build on the cynicism and confusion of even Bay Area voters.

"The tendency is, I'm

## How well do tax and bond measures do?

Local tax and bond measures that appeared on ballots in California since 2010:

2010			
Measure	Win	Loss	% won
Marijuana	12	0	100%
Special tax	1	0	100%
School bond	63	21	75%
Business license	3	1	75%
Vehicle	5	2	71%
Sales	19	8	70%
Miscellaneous	6	3	67%
Utility	17	10	63%
General bond	3	3	50%
Parcel	39	43	48%
Hotel	10	12	45%
Business gross receipts	0	1	0%
<b>Total: 282</b>	<b>178</b>	<b>104</b>	<b>63%</b>

Source: caltax.org

confused, so I'll vote no," said Larry Gerston, a San Jose State political science professor. "That's why Brown was working so hard to get these other statewide tax proposals off the ballot. But there doesn't seem to be much of a correlation between how people vote on state issues and how they vote on local ones."

Brown's tax, Proposition 30, would fall largely on the wealthy, raising income taxes for couples making \$500,000 or more, while also asking for a quarter cent hike in the sales tax. The \$6 billion to \$9 billion would prevent massive cuts to schools, community colleges and law enforcement, a threat seen as Brown's best bet to win.

A rival tax, Proposition 38, bankrolled by attorney Molly Munger, would boost school funding with higher taxes on all but the very poor.

Another tax, Proposition 39, would close a loophole for out-of-state companies, requiring them to pay taxes based on sales in the state rather than allowing them to choose how they are taxed.

Voters have been less forgiving on statewide taxes, rejecting the last eight, including one — by a paper-thin margin — in June that would have raised tobacco taxes.

Even though it's tough to compete on such a crowded ballot, local officials say that with the state's drastic budget cuts, the need is so great they couldn't wait.

"We have schools that are getting so overcrowded

2011			
Measure	Win	Loss	% won
General bond	1	0	100%
Hotel	5	0	100%
Marijuana	2	0	100%
Property	2	0	100%
Business license	5	1	83%
School bond	7	2	78%
Sales	8	4	67%
Parcel	31	17	65%
Utility	4	3	57%
Oil	0	2	0%
Miscellaneous	0	1	0%
<b>Total: 95</b>	<b>65</b>	<b>30</b>	<b>68%</b>

that waiting for another election cycle would be unacceptable," said Craig Baker, superintendent of the San Carlos School District, which is seeking higher property taxes to finance a \$72 million bond to pay for equipment and facility upgrades for the city's elementary and middle schools.

Even Orinda Mayor Steve Glazer, who also serves as Brown's political adviser, forged ahead with a local sales tax hike for road improvements.

"My view is that it wouldn't hurt the governor's important tax measure or ours," Glazer said.

Don Horsley, the vice president of the San Mateo County Board of Supervisors, said his county had already done what it could to tighten its budget belt, by eliminating county positions, reducing employee benefits and cutting services.

"I'm unwilling to make those cuts without going to the voters to make the case that these are vital public services," Horsley said.

Santa Clara County Supervisor Dave Cortese, among four supervisors who voted this week to place a sales tax on the November ballot, said the county's health and hospital system needed the support after a decade of cuts.

Cortese supports Brown's tax measure as well, and thinks local voters "are well-informed and will realize that our measure is money that is staying right here in Santa Clara County."

2012				On Nov. ballot	% won
Measure	Win	Loss	Nov. ballot	won	
General bond	1	0	2	100%	
Business gross receipts	2	0	0	100%	
Sales	11	1	7	92%	
School bond	26	9	12	74%	
Hotel	4	2	3	67%	
Parcel	25	17	17	60%	
Business license	1	1	0	50%	
Utility	1	5	6	17%	
Miscellaneous	0	1	3	0%	
Marijuana	0	0	1	NA	
<b>Total: 158</b>	<b>71</b>	<b>36</b>	<b>51</b>	<b>66%</b>	

BAY AREA NEWS GROUP

In San Leandro, school officials view a new five-year \$39 residential parcel tax as a form of self-reliance, a chance to fund things that enrich students' lives such as music and the arts.

"I'm tired of Sacramento making the decision of what gets funded on the local level," said Mike Katz-Lacabe, a San Leandro school board member.

One of the closest-watched tax measures in Alameda County will be the permanent doubling of the transportation sales tax from a half cent to 1 cent to fix potholes, improve roads and freeways, as well as operate and expand public transit.

Alameda County residents will also be asked by the Oakland Zoo to approve a parcel tax worth as much as \$5 million a year if the measure passes.

Oakland resident Margo Robinson, 38, said she was "iffy" about the transportation tax but would support the zoo tax.

Voters in the Contra Costa Fire Protection District will decide whether to pay a \$75 annual parcel tax to preserve fire protection services. District officials recently told county supervisors that if voters reject the parcel tax, six district fire stations will have to close within two years.

Neighboring East Contra Costa Fire District closed three of its six stations and laid off 15 firefighters after voters in June rejected a \$197 parcel tax.

Concord Mayor Bill Shinn calls the fire tax a "yin and yang type of deal"

## TAX MEASURES THAT WILL CRAM THE BALLOTS

### Statewide

#### Proposition 30

Couples making \$500,000 or more would see their income taxes rise, while the state's sales tax would go up by a quarter cent. The \$6 billion to \$9 billion it is expected to raise would prevent nearly \$6 billion in cuts to schools, community colleges and law enforcement.

#### Proposition 38

Would boost school funding with higher income taxes on all but the very poor, though the biggest burden would fall on the wealthy. Annual revenues would be \$10 billion for 10 years.

#### Proposition 39

It would close a loophole for out-of-state companies, requiring them to pay taxes based on sales in the state rather than allowing them to choose how they are taxed. Annual revenues would be \$1 billion.

### Contra Costa County

**Chabot Las Positas Community College District:** \$28 parcel tax for six years to provide Chabot and Las Positas community colleges funds spent on local colleges.

**Contra Costa Community College District:** \$11 per parcel for six years to provide Diablo Valley College, Contra Costa College, Los Medanos College, and the Brentwood and San Ramon Centers with funds.

**Contra Costa County Fire Protection District:** Annual parcel tax of \$75 per single family home to provide local fire protection and emergency medical services.

**Martinez Unified School District:** \$50 per parcel annually for five years, with an exemption for seniors, age 65 or over, to continue funding academic programs.

**West Contra Costa Unified School District:** Renews its existing parcel

tax that will only help in the short term.

"On the one hand, we in the government have clearly been hit real hard with the different mandates from the state and spiraling employee costs," Shinn said. "On the (other) hand, if it's voted down, you have immediate consequences."

tax for five years, keeping the current rate.

### Antioch School Facilities Improvement District No. 1

Issues \$56.5 million in construction bonds to modernize Antioch High School by renovating classrooms.

### Knighten Elementary School District

Issues \$3,000,000 of bonds payable from property taxes to refinance a lease entered into in 2007.

### San Ramon Valley Unified School District

Issues \$260 million in bonds.

**West Contra Costa Unified School District:** Issues \$360,000,000 in bonds.

**Moraga:** A one-cent sales tax for 20 years.

**Orinda:** A one-half cent sales tax for 10 years.

**Pinole:** Continues the existing Utility Users Tax of eight percent until December 31, 2020.

**Richmond:** Imposes a business license fee of one cent per ounce of sugar-sweetened beverage.

### Alameda County

**City of Berkeley:** Expenditures of voter-approved taxes for parks maintenance, library relief, emergency medical services, emergency services for severely physically disabled persons and fire protection and emergency response and preparedness. Special tax to fund operation and maintenance of the warm water and Willard pools.

**San Leandro Unified School District:** A \$39 per residential parcel tax to fund schools, possibly including music and arts education.

**Albany:** A half-cent sales tax measure, which would expire in eight years, to maintain city services, including public safety, recreation programs for youth and seniors, parks, playgrounds and open space.

Staff writers Tracy Seipel, Bonnie Eslinger, Sharon Noguchi, Angela Woodall, Katie Nelson and David DeBolt contributed. Contact Steven Harmon at 916-441-2101. Follow him at Twitter.com/ssharmon. Read the Political Blotter at IBAbuzz.com/politics.



# Governing Board

## DRAFT SUMMARY MINUTES

Wednesday, July 25, 2012  
12:00 p.m. to 2:00 p.m.

Meeting Locations:

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 12:05 p.m.

### 2. Roll Call

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

Present were Keith Caldwell, Sam Schuchat, Dave Cortese, Rosanne Foust, John Sutter, Phil Ting. Absent was John Gioia.

Staff members present were Patricia Jones, Kenneth Moy, Susan Hsieh (ABAG); Judy Kelly, Karen McDowell (San Francisco Estuary Partnership); Amy Hutzler, Melanie Denninger (California State Coastal Conservancy).

### 3. Public Comment

There were no public comments.

### 4. Announcements

There were no announcements.

**5. Approval of Summary Minutes of April 25, 2012**

A motion to approve the summary minutes of the Governing Board meeting on April 25, 2012, was made by Foust and seconded by Sutter. The motion passed unanimously.

**6. Chair's Report**

**A. Report on Legislation (AB 1656)**

Schuchat reported on AB 1656 (Fong) which seeks to make technical modifications to the statute creating the San Francisco Bay Restoration Authority. He spoke with Lois Wolk, Chair, Senate Governance and Finance Committee, who asked that the change regarding the sunset date be removed. The legislation is expected to be considered by the Senate, forwarded to the Assembly for a concurring vote, and enrolled by the end of August.

**B. Coastal Cleanup Day Outreach**

Denniger reported on Coastal Cleanup Day outreach and the production of a brochure about bay restoration around San Francisco Bay and the San Francisco Bay Restoration Authority. Coastal Conservancy and SFEP staff and Save The Bay are working together to produce a card that, along with the brochure, will be available for distribution at Coastal Cleanup Day sites this year and at other events, including the Bay Delta Science Conference and ABAG General Assembly in October.

**C. Analysis of June 2012 Election Outcomes**

Schuchat reported on the performance of funding measures in the June 2012 election.

Members discussed the election turnout; assessment measure in Contra Costa County and a parcel tax measures in Vallejo; and a sales tax measure in San Mateo County.

Schuchat reported on the state park scandal and state finances and their impacts on sales tax measures in Sonoma County and Marin County, and on a parcel tax measure for the Santa Clara Water District.

**D. Roadmap for Next Year**

Patrick Bond, Save The Bay, reported on constituent outreach, engagement, polling, and editorial boards through 2013 and 2014. Both Schuchat and Bond reported on their outreach to Governing Board and Advisory Committee members. Legislative activity

would include legislation to change the sunset date and for a regional measure designation.

#### **7. Progress Report on Outreach Activities and the Silicon Valley Leadership Group**

Schuchat commented on outreach activities with a steering committee of the Silicon Valley Leadership Group. Hutzler spoke about the SVLG's legacy project, including flood protection.

#### **8. Advisory Committee Membership**

Hutzler reported on additional appointments to the Advisory Committee. Staff recommended making additional appointments to broaden the representation of community and agency interests, replace members who have left, and increase constituency-building capacity.

Members discussed potential communities and agencies that could be represented on the Advisory Committee, the composition of the Advisory Committee, and geographic representation.

The Subcommittee on the Advisory Committee, comprised of Schuchat, Foust, Gioia, and Ting, was asked to provide the Governing Board at its next meeting with a list of individuals to be appointed to the Advisory Committee.

#### **9. Move October 24 Governing Board Meeting to November 14**

A motion to move the October 24, 2012, Governing Board meeting to November 14, 2012, was made by Caldwell and seconded by Sutter. The motion passed unanimously.

#### **10. Adjournment**

Sutter asked for a report on the Authority's finances, including expenses incurred by ABAG and the Coastal Conservancy.

The San Francisco Bay Joint Venture will schedule Fall tours of San Francisco Bay to focus on restoration projects in the East and South Bay.

The Governing Board meeting adjourned at about 1:04 p.m.

The next Governing Board meeting is on November 14, 2012.

Submitted by the Clerk of the Governing Board:  
August 23, 2012

Approved by the Governing Board:  
TBD



**Assembly Bill No. 1656**

CHAPTER 535

An act to amend Sections 66701, 66703, and 66704.5 of the Government Code, relating to San Francisco Bay.

[Approved by Governor September 25, 2012. Filed with Secretary of State September 25, 2012.]

LEGISLATIVE COUNSEL'S DIGEST

AB 1656, Fong. San Francisco Bay Restoration Authority.

(1) The San Francisco Bay Restoration Authority Act establishes the San Francisco Bay Restoration Authority to raise and allocate resources for the restoration, enhancement, protection, and enjoyment of wetlands and wildlife habitat in the San Francisco Bay and along its shoreline. Existing law repeals the act on January 1, 2029.

The act establishes a governing board of the authority composed of specified local and regional governmental officials, including one member who is an elected official of a bayside city or county in the East Bay, which is defined as consisting of the portion of Contra Costa County that is west of the City of Pittsburgh and a specified portion of Alameda County.

This bill would revise that definition of the East Bay, for purposes of that appointment, to provide that it consists of the whole Contra Costa County, as well as that specified portion of Alameda County, excluding the Delta primary zone, as defined.

(2) The act authorizes the authority to raise funds and award grants to public and private entities for eligible projects, including projects that, among other things, restore, protect, or enhance tidal wetlands, managed ponds, or natural habitat on the San Francisco Bay shoreline. The act defines the term "San Francisco Bay Area" as including a specified area within the State Coastal Conservancy's San Francisco Bay Area Conservation Program.

This bill would revise that requirement to instead make eligible projects that restore, protect, or enhance tidal wetlands, managed ponds, or natural habitat on the shoreline in the San Francisco Bay Area, excluding the Delta primary zone.

*The people of the State of California do enact as follows:*

SECTION 1. Section 66701 of the Government Code is amended to read:

66701. Unless the context otherwise requires, the following definitions govern the construction of this title:

(a) “Advisory committee” means the Bay Restoration Advisory Committee convened by the governing board of the San Francisco Bay Restoration Authority pursuant to Section 66703.7.

(b) “Authority” means the San Francisco Bay Restoration Authority established as a regional entity pursuant to Section 66702.

(c) “Bayside city or county” means a city or county with a geographical boundary that touches San Francisco Bay, and includes the City and County of San Francisco.

(d) “Board” means the governing board of the San Francisco Bay Restoration Authority created pursuant to Section 66703.

(e) “Delta primary zone” means the area described in Section 29728 of the Public Resources Code.

(f) “Elected official” means an elected member of a city council or an elected member of a county board of supervisors.

(g) “Member” means a person appointed as a member of the governing board of the San Francisco Bay Restoration Authority pursuant to Section 66703.

(h) “San Francisco Bay” means the area described in subdivision (a) of Section 66610.

(i) “San Francisco Bay Area” means the area within the State Coastal Conservancy’s San Francisco Bay Area Conservancy Program created pursuant to Chapter 4.5 (commencing with Section 31160) of Division 21 of the Public Resources Code and includes the Counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

SEC. 2. Section 66703 of the Government Code is amended to read:

66703. (a) The authority shall be governed by a board composed of seven voting members, as follows:

(1) One member shall be a resident of the San Francisco Bay area with expertise in the implementation of Chapter 4.5 (commencing with Section 31160) of Division 21 of the Public Resources Code and shall serve as the chair.

(2) One member shall be an elected official of a bayside city or county in the North Bay. For purposes of this subdivision, the North Bay consists of the Counties of Marin, Napa, Solano, and Sonoma.

(3) One member shall be an elected official of a bayside city or county in the East Bay. For purposes of this subdivision, the East Bay consists of Contra Costa County and the portion of Alameda County that is north of the southern boundary of the City of Hayward, excluding the Delta primary zone.

(4) One member shall be an elected official of a bayside city or county in the South Bay. For purposes of this subdivision, the South Bay consists of Santa Clara County, the portion of Alameda County that is south of the southern boundary of the City of Hayward, and the portion of San Mateo County that is south of the northern boundary of Redwood City.

(5) One member shall be an elected official of a bayside city or county in the West Bay. For purposes of this subdivision, the West Bay consists

of the City and County of San Francisco and the portion of San Mateo County that is north of the northern boundary of Redwood City.

(6) Two members shall be elected officials of one or more of the following:

(A) A bayside city or county.

(B) A regional park district, regional open-space district, or regional park and open-space district formed pursuant to Article 3 (commencing with Section 5500) of Chapter 3 of Division 5 of the Public Resources Code that owns or operates one or more San Francisco Bay shoreline parcels.

(b) The Association of Bay Area Governments shall appoint the members.

(c) Each member shall serve at the pleasure of his or her appointing authority.

(d) A vacancy shall be filled by the Association of Bay Area Governments within 90 days from the date on which the vacancy occurs.

SEC. 3. Section 66704.5 of the Government Code is amended to read:

66704.5. (a) The authority may raise funds and award grants to public and private entities, including, but not limited to, owners or operators of shoreline parcels in the San Francisco Bay area, excluding the Delta primary zone, for eligible projects in the counties within the authority’s jurisdiction.

(b) An eligible project shall do at least one of the following:

(1) Restore, protect, or enhance tidal wetlands, managed ponds, or natural habitats on the shoreline in the San Francisco Bay area, excluding the Delta primary zone.

(2) Build or enhance shoreline levees or other flood management features that are part of a project to restore, enhance, or protect tidal wetlands, managed ponds, or natural habitats identified in paragraph (1).

(3) Provide or improve public access or recreational amenities that are part of a project to restore, enhance, or protect tidal wetlands, managed ponds, or natural habitats identified in paragraph (1).

(c) In awarding grants pursuant to subdivision (a), the authority shall give priority to projects that, to the greatest extent possible, meet the selection criteria of the State Coastal Conservancy’s San Francisco Bay Area Conservancy Program in accordance with subdivision (c) of Section 31163 of the Public Resources Code, and are consistent with the San Francisco Bay Conservation and Development Commission coastal management program for the San Francisco Bay segment of the California coastal zone and the San Francisco Bay Joint Venture implementation strategy updated list of Ongoing and Potential Wetland Habitat Projects.

(d) In reviewing and assessing projects, the authority shall solicit input from the advisory committee convened pursuant to Section 66703.7. The authority shall adopt a procedure for evaluating proposals in consultation with the advisory committee.

(e) Grants awarded pursuant to subdivision (a) may be used to support all phases of planning, construction, monitoring, operation, and maintenance for projects that are eligible pursuant to subdivision (b).

O



**MEMORANDUM**

**DATE:** November 5, 2012

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

**FROM:** Melanie Denninger  
Project Specialist  
State Coastal Conservancy

On behalf of the Subcommittee on the Advisory Committee  
Councilmember Rosanne Foust  
Supervisor John Gioia  
Assessor Phil Ting

**SUBJECT:** Appointment of additional Advisory Committee members

Attachment 1: Biographies of proposed appointees  
Attachment 2. Excerpt from enabling legislation re: Advisory Committee  
Attachment 3: Roster of existing Advisory Committee members

**Summary**

In order to represent and communicate with a broader range of constituencies interested in Bay restoration, the Subcommittee on the Advisory Committee recommends that the Governing Board of the San Francisco Bay Restoration Authority appoint the following additional individuals to the Advisory Committee. Biographies of proposed appointees are included as Attachment 1 to this memorandum.

Pete Fieueiredo, Treasurer, Operating Engineers Local Union #3  
John Frawley, President & Chief Executive Officer, The Bay Institute  
Zeke Grader, Executive Director, Pacific Coast Federation of Fishermen's Associations  
Mike Mielke, Sr. Director, Environmental Programs & Policy, Silicon Valley Leadership Group  
Anne Morkill, Project Leader, San Francisco Bay National Wildlife Refuge Complex  
Douglas Overman, Executive Vice President for Governmental Affairs & Community Relations,  
Golden Gate National Parks Conservancy  
Richard Sinkoff, Director of Environmental Programs and Planning, Port of Oakland  
Renee Spent, Regional Biologist, Western Region, Ducks Unlimited  
Dan Taylor, Director of Public Policy, Audubon California  
Scott Wilson, Acting Regional Manager, Bay-Delta Region, Department of Fish & Game  
Bruce Wolfe, Executive Officer, San Francisco Regional Water Quality Control Board  
Jim Wunderman, President & Chief Executive Officer, Bay Area Council

The Subcommittee is continuing to recruit potential Advisory Committee members and may recommend more appointments at the Governing Board's first 2013 meeting.

### **Background**

The San Francisco Bay Restoration Authority's enabling legislation (Title 7.25 of the Government Code) provides for the Restoration Authority's Governing Board to appoint an Advisory Committee "to assist and advise the board in carrying out the functions of the board." (Govt. Code Section 66703.7; see Attachment 2.) In 2009 and 2010, the Governing Board appointed a total of 22 individuals to its Advisory Committee and, in the period since then, has occasionally made replacement appointments in light of resignations. The existing Advisory Committee now has 19 active members. It has provided valuable advice on formulation of a revenue measure, preparing and interpreting voter surveys and, through the efforts of individual members, has expanded outreach.

Nonetheless, as the Governing Board discussed at its July 25, 2012 meeting, additional Advisory Committee appointees are needed in order to augment and expand the Restoration Authority's consultation and communication with Bay restoration constituencies. After that discussion, the Subcommittee conferred to identify specific proposed appointees for the Advisory Committee and directed staff to recruit them. The 12 appointees proposed in the "Summary" above are those recruits who have agreed to be considered for appointment so far. Among them, they will bring expertise and interests in crafting successful revenue measures; informing the public; advising about the relationship between Bay restoration and the labor, commercial fishing and business communities; determining Bay restoration needs and costs; communicating with special constituencies; and assembling funding for election costs. Staff is actively recruiting additional individuals as directed by the Subcommittee and the Subcommittee expects to recommend that the Governing Board make further appointments at its first meeting in 2013.

**BRIEF BIOGRAPHIES OF  
PROPOSED NOVEMBER 14, 2012 APPOINTEES  
TO THE ADVISORY COMMITTEE OF THE S. F. BAY RESTORATION AUTHORITY**

**Pete Figueiredo, Treasurer, Operating Engineers Local Union No. 3**

Pete Figueiredo began his career as an Operating Engineer when he entered the Apprenticeship Program in 1980. He worked in the field for 21 years as a Construction Equipment Operator doing primarily demolition and excavation work.

In June 2002, Pete joined the payroll of the Operating Engineers when he was hired as a Business Agent for the Burlingame district office. In September of 2006, he was promoted to the position of District Representative for the Oakland District office, and in 2010 was again promoted to Special Representative to the Business Manager.

He is a 2012 graduate of the Harvard Trade Union Program.

**John Frawley, President and CEO of The Bay Institute**

In 2009, John Frawley was appointed President and CEO of the Bay Institute, one of the region's most influential non-profit education, research and advocacy organizations. It has conceived and led landmark campaigns to bring the Bay back to health after decades of decline. John also continues his 16-year leadership role at the Aquarium of the Bay, where he played a major role in its transition from a failing commercial business to a fully accredited, successful marine nature center. Frawley was president of the Fisherman's Wharf Merchants Association, sits on the executive board of California Association of Zoos and Aquariums, serves on the Association of Zoos and Aquariums (AZA) Board of Directors, and is a board member of the American Institute of Ethics. He holds a B.S. Degree from Minnesota State University in Recreation, Parks and Leisure Services with an emphasis in Wildlife and Resources Management/Biology.

**Zeke Grader, Executive Director, Pacific Coast Federation of Fishermen's Associations**

Zeke Grader is the Executive Director of the Pacific Coast Federation of Fishermen's Associations (PCFFA). Since 1992, Grader has also served as Executive Director of the Institute for Fisheries Resources, an organization begun by the PCFFA. In both capacities, he works to assure sustainable fisheries, including measures to protect against overfishing, decreasing by-catch, rebuilding depleted fish stocks and protecting and restoring fish habitats. He has served as the president of the western region of the old National Federation of Fishermen and the West Coast Fisheries Development Foundation, and he currently serves on the board of directors of the Marine Fish Conservation Network. As a result of his work promoting sustainable fisheries and the protection of habitat, Grader has been the recipient of numerous commendations and awards, including the 1998 U.S. Department of Commerce Environmental Hero Award.

**Mike Mielke, Vice President for Environmental Programs & Policy, Silicon Valley Leadership Group**

In Mike Mielke's capacity as Vice President for Environmental Programs & Policy for the Silicon Valley Leadership Group, he works to advance state and federal policy specifically related to climate change mitigation and adaptation; corporate environmental sustainability; water quality, supply and governance; and hazardous and solid waste.

Mike's life work involves promoting stronger and more sustainable businesses and communities. He has held jobs in the non-profit, government, and private sectors, including posts with a number of consulting firms, the White House Council on Environmental Quality and the National Estuary Program. His direct experience encompasses assignments in the developed and developing world, where his work required close collaboration with business, non-profits, local and national governments, and bi- and multi-lateral donor organizations.

Prior to joining the Silicon Valley Leadership Group, Mike was the Executive Director and Co-Founder of the Sustainable Business Network of Washington, a non-partisan not-for-profit dedicated to working with companies and local governments to advance the principles of corporate social responsibility. Prior to running SB NOW, Mike worked as an international development consultant, serving in posts such as Afghanistan, Thailand, Egypt and all across the southern Caribbean.

Mike holds a Master's degree in Public Policy, with a specialization in Ecological Economics, and a B.S. in Environmental Science. Mike is also a board member with Sustainable Silicon Valley.

**Anne Morkill, Project Leader, San Francisco Bay National Wildlife Refuge Complex**

Anne Morkill grew up in Miami, Florida and earned a Bachelor of Science in Wildlife Biology at Colorado State University and Masters of Science at the University of Wyoming. She started permanently with the U.S. Fish and Wildlife Service (USFWS) in 1990 as a Refuge Biologist at the Alamosa-Monte Vista National Wildlife Refuge (NWR) in Colorado, working on migratory waterfowl and colonial nesting waterbirds. In 1992, she moved to Alaska to work as a Wildlife Biologist for the Bureau of Land Management. In 1998, she returned to USFWS as Assistant Refuge Manager for the Arctic NWR. In 2001, Anne became Deputy Refuge Manager for the Alaska Maritime NWR, based in Homer, overseeing daily operations of the biology, marine research vessel, visitor services, and administrative programs. In 2006, she became Project Leader for the Florida Keys NWR Complex that includes the Key West, Great White Heron, Key Deer, and Crocodile Lake NWRs, which protect pine rockland, hardwood hammock and mangrove forests, and more than 30 listed species. Her focus has been to integrate the best available science into management decision-making by fostering partnerships with the research and conservation communities and facilitating collaborative stakeholder participation. She moved to Fremont in October 2012 as the Project Leader for the San Francisco Bay NWR Complex, which includes 7 refuges in the San Francisco and Monterey Bay areas.

**Doug Overman, Executive Vice President for Government and Community Relations, Golden Gate National Parks Conservancy**

Doug Overman is Executive Vice President for Government and Community Relations at the Golden Gate National Parks Conservancy, where he also oversees and advises on education and volunteer programs, partnership development, board development, and capital and program fundraising and public funding. At the Parks Conservancy he previously served as associate director of development, director of community programs, and director of strategic initiatives and government relations.

Doug has devoted his career to education, youth, and the environment. He was the founding executive director of the Non-Violence Project in Miami, Florida and director of corporate development for City Year Boston. He is president of the board of the Mural Music and Arts Project and a former board member and development committee chair of the San Francisco Education Fund. Doug has an MBA from the UC Berkeley Haas School of Business and a BA in history from UCLA.

Doug is also a member of the Environmental Education Collaborative, and serves on its Steering Committee.

**Renee Spent, Regional Biologist, Ducks Unlimited**

Dr. Spent is a trained wetland ecologist who manages wetland restoration projects in the San Francisco Bay Area for Ducks Unlimited, a habitat conservation organization. She has worked in tidal marshes in the San Francisco Estuary for the past decade, and possesses expertise in invasive plant ecology, restoration theory, and restoration implementation. Dr. Spent currently oversees over \$10 million annually in funding to restore, enhance, or conserve wetland and associated upland habitat on more than 8,500 acres. Responsibilities include regional planning and coordination; project management, design, and implementation; working collaboratively with landowners and other partners; budgetary oversight; grant acquisition and management; and preparation of permit applications and environmental documents.

**Richard Sinkoff, Director of Environmental Programs and Planning, Port of Oakland**

As director of Environmental Programs and Planning, Richard Sinkoff leads the Port's efforts to ensure the highest standards of regulatory compliance and environmental performance; improve responsiveness to environmental concerns raised by the community and Port customers; increase the Port's capacity to respond to emerging environmental regulations, policies and conditions; and promote the Port's strategic alignment efforts. Most recently, Mr. Sinkoff served as the Port's environmental manager. Prior to joining the Port of Oakland in 1992, Mr. Sinkoff worked as a city planning and environmental planning consultant for cities and counties throughout Northern and Southern California. Mr. Sinkoff received his Bachelor of Arts degree, cum laude, from Columbia University in New York City and his master's degree in City and Regional Planning from the University of California, Berkeley, where he majored in land use planning and urban design. In 2006, Mr. Sinkoff completed his juris doctorate from Golden Gate University



School of Law. Mr. Sinkoff is also a member of the American Planning Association, the Urban Land Institute and the American Institute of Certified Planners. He is fluent in Spanish, French, Portuguese and German.

**Dan Taylor, Director of Public Policy and Government Affairs, Audubon California**

Dan Taylor serves as Audubon California's director of public policy and government affairs. Prior to this position he served as National Audubon Society's vice president for state programs, and was responsible for the growth and development of state-based Audubon programs in nine different states across the western United States.

Dan served as Executive Director for Audubon California from 1996-2002, launching the state office and building our first state board. While state director Dan led the first strategic plan for Audubon California, brought the Kern River Preserve into the Audubon fold, established a full time lobbying presence in Sacramento, served on the steering committees for the successful passage of Propositions 40 and 50, initiated the development of the Debs Park Audubon Center and launched Audubon California's Landowner Stewardship and Important Bird Areas programs.

Before assuming the post as Audubon California State Director, Dan served as Western Regional Representative of the National Audubon Society for 17 years. His duties included leading National Audubon's work on protecting Mono Lake, water reform, endangered species protection, and forest conservation. He currently serves on the board of the Sacramento-San Joaquin Delta Conservancy as an appointee of Assembly Speaker John Perez and as a board member of the non-profit Tejon Ranch Conservancy.

A California native, he received a BA degree in zoology from University of California, Davis, and an MA in Biology with emphasis in plant ecology from California State University, Fullerton.

**Scott Wilson, Action Region Manager, Bay-Delta Region, Department of Fish and Game**

Mr. Scott Wilson has a Bachelors and Master Degree in Environmental Biology from California State University Fresno. He spent 10 years conducting field biological investigations for recourse assessment and environmental law compliance for state and federal agencies and working for consulting companies. Since 1998, Mr. Wilson has worked for the California Department of Fish and Game on a wide range of water and terrestrial projects involving environmental review, permitting, and conservation planning in the Bay-Delta Region. He has lead, supervised and managed a number of programs and is currently the Acting Regional Manager of the California Department of Fish and Game's Bay-Delta Region.

**Bruce Wolfe, Executive Officer, San Francisco Regional Water Quality Control Board**

Bruce Wolfe has been the Executive Officer of the San Francisco Bay Regional Water Quality Control Board since 2003. He oversees the 110 staff of the Regional Water Board in carrying out the Board's mission of understanding, protecting, enhancing, and restoring the Bay and the Region's waters. Prior to his appointment, Bruce had been the Board's division chief for implementing watershed management programs, including control and restoration of impacts to wetlands and streams, stormwater pollution control, nonpoint source control, implementation of wastewater reuse, and control of discharges of waste to land.

Bruce started with the Regional Water Board in 1977, and, in addition to his watershed management oversight, has overseen the Board's drinking water well investigation program and its Superfund and fuel leak cleanup programs, has had direct responsibility for permitting wastewater treatment plants and landfills, and developed the Board's initial program to oversee wastewater treatment plant operations and maintenance. Bruce is a registered professional engineer in California, and holds a B.S. in Civil Engineering and an M.S. in Civil/Environmental Engineering from Stanford University.

**Jim Wunderman, President & Chief Executive Officer, Bay Area Council**

Jim Wunderman is the President and CEO of the Bay Area Council, a business-backed public policy organization formed in 1945. Since becoming CEO in 2004, Wunderman has honed the council's regionalist approach to advocacy in the key areas that impact the Bay Area's economy and competitiveness, including education, transportation, renewable energy, sustainability, land use, and business climate. Under his leadership, the Council has continued to play a key role in efforts to achieve consensus-based solutions to California's water challenges, and is leading the region's business community in the effort to make sure the economy is a primary driver of planning and regional sustainability efforts. With Wunderman at the helm, the Council has continued their tradition of working in partnerships to bridge the divides between economic, environmental and social equity interests.

Prior to his work at the Bay Area Council, Wunderman's career from 1984 to 2004 was split between the private and public sectors. He served as Chief of Staff to San Francisco Mayor Frank Jordan from 1992-95, following five years of work for Mayor Dianne Feinstein. From 1997-2004, he served as Senior Vice President for External Affairs at Provident Financial Corporation. He also served as Vice President and General Manager of two major waste collection, disposal and recycling firms in the Bay Area under their parent company, Recology, Inc.

Wunderman has served on numerous Boards and Commissions. He currently serves on the board of directors or advisors of the Bridge Housing Corporation, Fisher Center for Real Estate & Urban Economics, the Keston Institute for Public Finance and Infrastructure, The Pew Charitable Trusts, Sierra Energy, and TMG Partners, and also serves on the Transit Sustainability Project Steering Committee.

Wunderman is a Visiting Professor at the UC Davis Graduate School of Management. He is a graduate of San Francisco State University, majoring in Political Science, and received an

Associate's Degree in Business Administration from Kingsborough College, City University of New York.

**Excerpt from SF Bay Restoration Authority Enabling Legislation  
Regarding its Advisory Committee**

**Government Code Section 66703.7**

66703.7. (a) Not later than six months after the date of the board's first meeting described in subdivision (a) of Section 66703.6, the board shall convene a Bay Restoration Advisory Committee to assist and advise the board in carrying out the functions of the board. The advisory committee shall meet on a regular basis.

(b) The membership of the advisory committee shall be determined by the authority based upon criteria that provide a broad representation of community and agency interests within the authority's jurisdiction over the restoration of wetland areas in the San Francisco Bay and along its shoreline. The membership of the advisory committee may include, but is not limited to, representatives from the following:

- (1) The Department of Fish and Game.
- (2) The State Coastal Conservancy.
- (3) The San Francisco Bay National Wildlife Refuge Complex operated by the United States Fish and Wildlife Service.
- (4) Open space and park districts that own or operate shoreline parcels in the San Francisco Bay Area.
- (5) The San Francisco Bay Regional Water Quality Control Board.
- (6) The San Francisco Bay Conservation and Development Commission.
- (7) The San Francisco Bay Joint Venture Management Board.
- (8) The San Francisco Bay Trail Project.
- (9) The San Francisco Estuary Project.
- (10) Nongovernmental organizations working to restore, protect, and enhance San Francisco Bay wetlands and wildlife habitat.
- (11) Members of the public from bayside cities and counties in the San Francisco Bay Area.

**Roster of Advisory Committee Appointees and the Status of Each 10/10/12**

<u>Appointee</u>	<u>Affiliation</u>	<u>Status</u>	<u>Notes</u>
Steve Abbors	Mid-Peninsula Regional Open Space Dist.	Active	
Josh Arce	Brightline Defense Project	Active	
Dion Aroner	AJE Partners	Active	
Cindy Chavez	South Bay Labor Council	Active	
John Coleman	Bay Planning Coalition	Active	Replaced Ellen Johnck
Patrick Congdon	Santa Clara County Open Space Auth.	Retired	Replacement needed
Grant Davis	Sonoma County Water Agency	Active	
Steve Goldbeck	BCDC	Active	Replaced Will Travis; Need to replace w new ED
Beth Huning	SF Bay Joint Venture	Active	
Ellen Johnck	Bay Planning Coalition	Resigned	Replaced by J. Coleman
Jerry Kent	EBRPD (Retired)	Active	
David Lewis	Save The Bay	Active	
Sally Lieber	Consultant; Candidate for Assembly	Active	
Cynthia Murray	North Bay Leadership Council	Active	
Steve Ngo	SF City College Trustee	Resigned	
Rahul Prakash	Entrepreneur	Active	
Bruce Raful	Raful & Associates	Active	
Curt Riffle	The David and Lucille Packard Fdtn.	Active	
John Rizzo	SF City College Trustee	Active	
Bob Spencer	Economic consultant	Active	
Mendel Stewart	SF Bay National Wildlife Refuge	Left area	Replacement needed.
Laura Thompson	SF Bay Trail Project/ABAG	Active	
Will Travis	SF Bay Conservation & Development Commission	Resigned	Replaced by S. Goldbeck
Kate White	San Francisco Foundation	Active	

# ASSOCIATION OF BAY AREA GOVERNMENTS

Celebrating 50 Years of Service to the Region



To: Governing Board, San Francisco Bay Restoration Authority  
Fr: Kenneth Moy, Legal Counsel  
Dt: November 2, 2012  
Re: Staffing and Financial Reporting

This memorandum responds to questions posed at the last meeting of the Governing Board.

Since 2009, the San Francisco Bay Restoration Authority (SFBRA) has been staffed by employees of the Association of Bay Area Governments (ABAG) and the State Coastal Conservancy - San Francisco Bay Area (SCC) at no charge. This arrangement is memorialized in letters from ABAG and SCC to SFBRA (attached). ABAG and SCC also stated that if the SFBRA decides to issue bonds in connection with its revenue measure they may seek reimbursement for interim staff costs from the proceeds of the bond.

SFBRA has tentatively decided against issuing bonds. Further, ABAG has not maintained comprehensive records on staff time or resources used to support SFBRA. Therefore, reimbursement for ABAG's interim costs is moot.

ABAG has no plans to withdraw its support of SFBRA or to modify its 2009 letter. I understand this is also true for SCC.

The chief financial officer for SFBRA, Herbert Pike will be presenting a report on SFBRA's financial reporting obligation(s) at the November 14 meeting.



April 20, 2009

Governing Board Member (name)  
c/o Association of Bay Area Government  
101 8<sup>th</sup> Street  
Oakland, CA 94607

Re: San Francisco Bay Restoration Authority

Dear Board Members:

The Association of Bay Area Governments (ABAG) is the agency responsible for appointing the Governing Board of the San Francisco Bay Restoration Authority (Authority). ABAG's programs include the San Francisco Estuary Project and the San Francisco Bay Trail. The Authority and ABAG have overlapping and compatible goals for enhancing the natural resources of the San Francisco Bay and providing public access and recreational opportunities along the Bay.

At this time, the Authority has neither funds nor staff. ABAG will make its staff available on an as needed basis to support the work of the Governing Board. ABAG agrees to the appointment of its Executive Director, Legal Counsel, Finance Director and Clerk of its Executive Board to the positions of the Authority's Director, Legal Counsel, Treasurer and Clerk to the Governing Board, respectively. In the event that ABAG needs to withdraw this offer, it will provide the Authority with prior notice so as to avoid disruption to the Authority's work.

ABAG may seek reimbursement for the cost of providing interim staff to the Authority from the proceeds of any financings undertaken for restoration projects.

ABAG looks forward to the Authority's success.

Sincerely,

Original signed by Henry Gardner

Henry L. Gardner  
Executive Director



April 8, 2009

Governing Board Members  
San Francisco Bay Restoration Authority  
P.O. Box 2050  
Oakland, CA 94604-2050

Re: Staffing for San Francisco Bay Restoration Authority

Dear Board Members:

The State Coastal Conservancy (Conservancy) is a state agency that works in partnership with local governments, other public agencies, nonprofit organizations, and private landowners along the coast of California and in the nine-county Bay Area. The San Francisco Bay Area Conservancy Program (Bay Program) was established as a program of the Conservancy in the late 1990s to protect open space, restore habitats, and provide public access and recreation in the nine-county Bay Area.

The Bay Program's goals are closely aligned with the goals of the San Francisco Bay Restoration Authority (Authority), and include restoration of wetlands habitat and associated tidal flood management in the San Francisco Bay, as well as completion of the San Francisco Bay Trail, San Francisco Bay Area Water Trail, and other public access and recreation along the Bay's shoreline.

At this time, the Authority has neither funds nor staff. The Conservancy's Executive Officer has been appointed to be the Chair of the Governing Board. The Conservancy will make its staff available on an as needed basis to support the work of the Governing Board. In the event that the Conservancy needs to withdraw this offer, it will provide the Authority with prior notice so as to avoid disruption to the Authority's work.

The Conservancy may seek reimbursement for the cost of providing interim staff to the Authority from the proceeds of any financings undertaken for restoration projects. The Conservancy looks forward to the Authority's success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Amy Hutzell".

Amy Hutzell  
Program Manager  
San Francisco Bay Area Conservancy

1330 Broadway, 13th Floor  
Oakland, California 94612-2512  
510-286-1015 Fax: 510-286-0470







# Coastal Conservancy

November 2, 2012

Governing Board Members  
San Francisco Bay Restoration Authority  
P.O. Box 2050  
Oakland, CA 94604-2050

Re: Staffing for the San Francisco Bay Restoration Authority

Dear Board Members:

The purpose of this letter is to respond to questions raised at your last meeting regarding the terms under which the State Coastal Conservancy (the Conservancy) is providing interim staff assistance to the San Francisco Bay Restoration Authority (the Authority).

My April 8, 2009 letter to you on this subject (copy enclosed) continues to reflect the Conservancy's intentions with respect to providing interim staffing to the Authority. In brief, we will continue to make staff available on an as needed basis to support the work of the Governing Board. While my April 8, 2009 letter stated that the "Conservancy may seek reimbursement for the cost of providing interim staff to the Authority from the proceeds of any financing undertaken for restoration projects," the Conservancy now has no intention of seeking reimbursement from the Authority for interim staff services.

Sincerely,

Amy Hutzel  
Program Manager  
San Francisco Bay Area Conservancy

Encl.

Item 9

1330 Broadway, 13th Floor  
Oakland, California 94612-2512  
510-286-1015 Fax: 510-286-0470





April 8, 2009

Governing Board Members  
San Francisco Bay Restoration Authority  
P.O. Box 2050  
Oakland, CA 94604-2050

Re: Staffing for San Francisco Bay Restoration Authority

Dear Board Members:

The State Coastal Conservancy (Conservancy) is a state agency that works in partnership with local governments, other public agencies, nonprofit organizations, and private landowners along the coast of California and in the nine-county Bay Area. The San Francisco Bay Area Conservancy Program (Bay Program) was established as a program of the Conservancy in the late 1990s to protect open space, restore habitats, and provide public access and recreation in the nine-county Bay Area.

The Bay Program's goals are closely aligned with the goals of the San Francisco Bay Restoration Authority (Authority), and include restoration of wetlands habitat and associated tidal flood management in the San Francisco Bay, as well as completion of the San Francisco Bay Trail, San Francisco Bay Area Water Trail, and other public access and recreation along the Bay's shoreline.

At this time, the Authority has neither funds nor staff. The Conservancy's Executive Officer has been appointed to be the Chair of the Governing Board. The Conservancy will make its staff available on an as needed basis to support the work of the Governing Board. In the event that the Conservancy needs to withdraw this offer, it will provide the Authority with prior notice so as to avoid disruption to the Authority's work.

The Conservancy may seek reimbursement for the cost of providing interim staff to the Authority from the proceeds of any financings undertaken for restoration projects. The Conservancy looks forward to the Authority's success.

Sincerely,

Amy Hutzell  
Program Manager  
San Francisco Bay Area Conservancy

Item 9

1330 Broadway, 13th Floor  
Oakland, California 94612-2512  
510-286-1015 Fax: 510-286-0470





**MEMORANDUM**

**DATE:** November 2, 2012

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

**FROM:** Amy Hutzal  
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



**MEMORANDUM**

**DATE:** November 5, 2012

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

**FROM:** Amy Hutzell  
San Francisco Bay Area Conservancy Manager

**SUBJECT:** Proposed Governing Board Meeting Schedule for CY 2013

Staff recommends that in CY 2013, the Restoration Authority Governing Board hold its customary two meetings in the first half of CY 2013, but schedule three meetings in the second half of the year in anticipation the need to meet more frequently for ballot measure preparation purposes. The following specific meeting dates are proposed:

Wednesday, January 23 (fourth Wed. of the month)  
Wednesday, April 24 (fourth Wed. of the month)  
Wednesday, July 24 (fourth Wed. of the month)  
Wednesday, September 25 (fourth Wed. of the month)  
Wednesday, November 20 (*third* Wed. of the month, to avoid mtg. the day before Thanksgiving)

In order to reduce a scheduling conflict with Metropolitan Transportation Commission meetings, staff also recommends moving the time of all Restoration Authority Governing Board meetings from the customary 12:00 p.m. to 2:00 p.m. and instead meet from 1:00 p.m. to 3:00 p.m.