



**MEMORANDUM**

**DATE:** March 13, 2014

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

**FROM:** Sam Schuchat  
Executive Officer  
State Coastal Conservancy

**SUBJECT:** Decisions and documents needed to proceed with ballot measure

**Introduction**

By the end of May 2014, the San Francisco Bay Restoration Authority will make a series of judgments and decisions culminating in either adoption of a resolution placing a revenue measure on Bay Area ballots in November 2014 or a decision not to do so. For the convenience of the Governing Board, this memo summarizes threshold questions and discretionary ballot measure terms. A list of resolutions and other documents needed to place the measure on county ballots is also provided. From your discussion at the March 19 Governing Board meeting, we look forward to learning what additional information the Governing Board needs staff to assemble for its April and May meetings.

**Threshold questions**

- 1. Is there a viable geographic area encompassing all or a portion of the nine Bay Area counties in which at least two-thirds of the voters in November 2014 are likely to vote in favor of a Restoration Authority parcel tax measure?**
- 2. Should the Restoration Authority place a measure on the ballot with the current level of support from public agencies, elected officials, media, environmental, business, labor and other community groups?**
- 3. Should the Restoration Authority place a measure on the ballot with the current status of funding for ballot costs?**
- 4. Should the Restoration Authority place a measure on the ballot with the current status of external campaign readiness?**

**Discretionary terms of ballot measure**

**1. Should the measure encompass the entirety of all nine Bay Area counties or a smaller area?** (Proposed for discussion and tentative conclusion by the Governing Board at its March 19 meeting. See memo for Agenda Item #10.)

**2. Can or should the measure offer exemptions to senior citizens or others?** (Proposed for discussion and tentative conclusion by Governing Board at its March 19 meeting. See memo for Agenda Item #10.)

**3. What tax rate should the measure provide for? Should the rate be flat or variable based upon such factors as number of parcels under one ownership or inflation?** (Proposed for discussion and tentative conclusion by Governing Board at its April 23 meeting, with possible adjustment to basic rate following completion of tracking poll.)

**4. Should the measure provide for the option to issue of revenue anticipation notes or bonds?** (Proposed for discussion and tentative conclusion by Governing Board at its April 23 meeting.)

**5. Should the duration of the measure be 10 or 14 years?** (Proposed for discussion and decision by Governing Board at its May 28 meeting following completion of tracking poll.)

**Resolutions and other documents needed for measure placement**

<i>Document needed</i>	<i>Source</i>	<i>Status</i>
Ballot measure resolution	Ballot advisors, staff and Save The Bay, subject to Gov. Bd. approval	In preparation; form for review at Apr. 23 GB meeting
Consolidation resolution	Ballot advisors, staff and Save The Bay, subject to Gov. Bd. approval	In preparation; form for review at Apr. 23 GB meeting
Impartial analysis	Ballot advisors, staff and Save The Bay, subject to Gov. Bd. approval and revision by Santa Clara County counsel	In preparation; form for review at Apr. 23 GB meeting
Arguments in favor	External campaign	In preparation; form for review at May 28 GB meeting