



## MEMORANDUM

**DATE:** April 16, 2014

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

**FROM:** Karen McDowell  
San Francisco Estuary Partnership

**SUBJECT:** Finalize Questions for Tracking Poll

**ATTACHMENTS:**

- Attachment #1: Draft Tracking Poll

### Summary

At the March 19<sup>th</sup> meeting, the Governing Board authorized staff to enter into an agreement with EMC to spend up to \$25,000 to for a tracking poll. The tracking poll will provide important information to the Governing Board prior to the May 28<sup>th</sup> meeting, when a final decision is likely to be made for a 2014 ballot measure.

The draft tacking poll is included in attachment #1. The most recent version of the ballot question is included the draft poll (see questions #4 & 14), but if there are changes in the ballot language prior to the poll, the new version of the ballot question would be used in the poll.

### Timeline

April 23 <sup>rd</sup>	Governing Board approve tracking poll
April 27 <sup>th</sup> – May 4 <sup>th</sup>	Conduct Survey
May 16 <sup>th</sup>	Ballot Measure <i>Ad Hoc</i> Committee reviews draft report and analysis
Week of May 19 <sup>th</sup>	EMC finalizes report and recommendations; staff distributes to Governing Board
May 28 <sup>th</sup>	EMC presents final report with recommendations to Governing Board

**Action:** We ask the Governing Board to review and approve the tracking poll questions and the timeline.