



# Governing Board

## DRAFT SUMMARY MINUTES

Thursday, May 26, 2011  
11:00 a.m. to 1:00 p.m.

Meeting Location:  
State Coastal Conservancy  
1330 Broadway, 11<sup>th</sup> Floor Conference Room  
Oakland, California 94612

4221 Littleworth Way, San Jose, CA 95135

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 about 11:21 a.m.

### 2. Moment of Silence in Memory of Supervisor Charles McGlashan

The Governing Board observed a moment of silence in memory of Supervisor Charles McGlashan, County of Marin.

### 3. Roll Call

Frederick Castro, Clerk, reported that three of seven members were present. A quorum of the Governing Board was present at 11:34 a.m.

Present were Sam Schuchat, Dave Cortese (joined by teleconference at about 11:34 a.m.), John Gioia, Phil Ting. Absent: Keith Caldwell, Rosanne Foust, John Sutter.

Staff members present were Kenneth Moy, ABAG Legal Counsel; and Herb Pike, ABAG Finance Director.

### 4. Public Comment

There were no public comments.

**5. Announcements**

John Gioia, Supervisor, County of Contra Costa, thanked Caroline Warner and the San Francisco Bay Joint Venture for organizing the urban tour of wetlands project in May. Schuchat stated that other wetland tours will be scheduled.

There were no other announcements.

**6. Approval of Summary Minutes of January 26, 2011**

A motion to approve the summary minutes of the Governing Board meeting on January 26, 2011, was made by Gioia and seconded by Ting. The motion passed unanimously.

**7. Organizational Matters**

**A. Appointment of New Governing Board Member**

Schuchat announced the appointment of Keith Caldwell, Supervisor, County of Napa, to the Governing Board by the Executive Board of the Association of Bay Area Governments. Supervisor Caldwell had a prior commitment and was unable to attend the meeting.

**B. Appointment of John Coleman to the Advisory Committee**

Schuchat reported that Ellen Johnck retired from the Bay Planning Coalition and was giving up her appointment to the Advisory Committee. Recognizing the importance of having the Bay Planning Coalition engaged with the work of the Restoration Authority, Schuchat sent a communication to the Advisory Committee Subcommittee to consider John Coleman, Executive Director, Bay Planning Coalition, as her replacement on the Advisory Committee.

A motion to appoint John Coleman to the Advisory Committee was made by Ting and seconded by Gioia. The motion passed unanimously.

**C. Appointment of New Member to the Polling Subcommittee**

Schuchat reported a vacancy in the Polling Subcommittee and asked for nominations to fill the vacancy. Gioia volunteered to serve on the Polling Subcommittee.

A motion to appoint Gioia to the Polling Subcommittee was made by Ting and seconded by Cortese. The motion passed unanimously.

**8. Request for Authorization to Seek Additional Funding for Developing Ballot Measure**

Schuchat reported on staff efforts to identify sources of additional funding for developing ballot measure. He asked for Governing Board approval to apply for and accept funding from the Hewlett Foundation which is expected to invite the Restoration Authority to submit a proposal when the Restoration Authority's current funding is completed in August.

A motion to approve the application for and acceptance of funding for the Restoration Authority was made by Ting and seconded by Gioia. The motion passed unanimously.

## **9. Report on Parcel Tax Advisors**

Karen McDowell, Environmental Planner, San Francisco Estuary Partnership, reported that a request for qualifications for parcel tax advisors was issued on May 4 and interviews were conducted on May 17. Tim Seufert, NBS, and Chris Lynch, Jones Hall, were selected as parcel tax advisors for the Restoration Authority ballot measure.

## **10. Report on Proposition 21 Vote Analysis**

Schuchat reported that staff has been working with GreenInfo Network on developing parcel and precinct map of the Bay Area to analyze prior election results. Members reviewed the report on the Bay Area Voting Analysis of Proposition 21. An analysis of Measure WW election results in Alameda and Contra Costa Counties will be conducted.

At a meeting with the Advisory Committee, two strategies that were developed include a "block" strategy and a "Highway 101/880" strategy. Schuchat will ask Fairbanks, Maslin, Maullin to run polling numbers under these strategies.

## **11. Report on Phase II Polling**

### **A. Review Status and Schedule**

McDowell reviewed Phase II public opinion poll activities and presented a proposed timeline through August 2011. Next steps include finalizing the polling document, conducting the survey in late June or mid-July, and presenting the polling results at the July meeting of the Governing Board.

### **B. Report on Focus Group Findings**

Ruth Bernstein, EMC Research, reported on Focus Groups with South Bay Voters, Presentation of Focus Group Findings. The presentation included the methodology used for conducting the focus groups, key findings, and potential vulnerabilities.

Key findings include the perception that "The Bay" is the San Francisco Bay Area; voters value and feel responsible for the Bay; the reaction to the proposed parcel tax amount; reasons for voting for the measure; focusing on the benefits; and focusing on "the whole

Bay.” Potential vulnerabilities include tax fatigue and crowded ballot, and the perception that restoration is frivolous or unnecessary in this economy.

Members discussed key findings and potential vulnerabilities. Videos of the focus groups are available for members to view.

### **C. Review Draft Phase II Voter Survey**

Bernstein presented the draft Phase II voter survey questionnaire for review by members. The Polling Subcommittee will continue working with the polling consultant on the final Phase II voter survey questionnaire and polling geography.

Members discussed development of questions, questionnaire length, sample size, and geographic areas to be polled.

## **12. Discussion of Parcel Tax Measure and Schedule**

Melanie Denninger, State Coastal Conservancy, reported on upcoming Parcel Tax Measure activities and schedule. The staff memo listed information needed to make a decision on whether to place parcel tax measures on the ballot in 2012, including questions about a viable geographic area for the parcel tax, likely political support or opposition to the measure, and funding needed to get the measure on the ballots.

Schuchat reported that he has been meeting with elected officials about the funding needed and feasibility of a parcel tax ballot measure, and asked members to assist if they can.

Members discussed preparing informational materials to be distributed at public events around the Bay Area, like Coastal Cleanup Day, and having additional Governing Board meetings as work continues on developing the parcel tax measure.

## **13. Adjournment**

The Governing Board meeting adjourned at about 12:26 p.m.

The next Governing Board meeting is on July 27, 2011.

Submitted by the Clerk of the Governing Board:  
July 20, 2011

Approved by the Governing Board: