



MEMORANDUM

DATE: February 18, 2014

TO: Governing Board
San Francisco Bay Restoration Authority

FROM: Amy Hutzel, Manager
San Francisco Bay Area Conservancy Program
State Coastal Conservancy

SUBJECT: Coordination on External Communications

Attachments: 1. Media Inquiry Process
2. Media Talking Points

Save The Bay (STB), in consultation with Coastal Conservancy and ABAG staff, has developed the two attached documents for guidance on external communications leading up to the potential Governing Board adoption of an election resolution on May 28. STB's objective in providing these documents is to provide the best responses to media inquiries and to provide consistent information in all external communications. STB will present these guidance documents for discussion under Agenda Item 11: External Communications at the Governing Board's February 26, 2014 meeting.