



Date: March 11, 2014

To: Governing Board  
San Francisco Bay Restoration Authority

From: Karen McDowell  
San Francisco Estuary Partnership

Subject: **Authorize Funds and Identify Key Questions for Tracking Poll**

#### Summary

A tracking poll conducted in early May would 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 poll will be a short tracking poll which will ask standard tracking questions (i.e. Do you feel that things in the Bay Area are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?), along with testing the 75 word ballot measure question and one or two variables. The variables that could be tested include price (\$9 - \$14) and duration (10 or 14 years).

Staff has issued an RFQ to the polling firms that were used for previous Restoration Authority polls and will provide materials and a recommendation for a polling firm at the meeting.

#### Recommended Action

Staff requests that the Governing Board approve the polling firm (materials to be provided at the meeting), authorize staff to enter into an agreement to spend up to \$25,000 to for the tracking poll, and make a recommendation for the variables to be tested in the tracking poll.