



Date: September 11, 2015

To: Governing Board
San Francisco Bay Restoration Authority

From: Judy Kelly
Director
San Francisco Estuary Partnership

Subject: **Need for Establishing Ad Hoc Polling Subcommittee and Follow-up Actions**

Current Status

In previous Restoration Authority Board meetings, the Board gave staff direction to prepare for a tracking poll on the Special Parcel Tax Ballot Measure being considered for placement on the ballot in June 2016 should the Restoration Authority Board decide to take that action.

In order to complete the work needed to conduct the tracking poll staff requests that the Board establish an ad hoc advisory committee to review the responses to the Request for Qualifications (RFQ) to conduct the tracking poll, and to provide assistance to staff and the selected contractor.

This tracking poll has been discussed in terms of a short set of questions to determine public response to the wording of a final Special Parcel Tax Ballot Measure in the range of \$20,000 to \$25,000. Previous discussions called for this poll to be conducted in time to give the Board key information prior to making a final determination on whether to go forward with the Special Parcel Tax Ballot Measure. According to the current schedule, the poll would take place in December and the results would be presented to the Board at the January Board meeting.

Funds to conduct such a poll are currently not on hand but can be obtained if it appears likely that the Board will vote to take the measure to the ballot.

Recommendation

The Governing Board is requested to create an ad hoc polling advisory committee to assist staff in developing the RFQ, reviewing resulting submissions, selecting a firm to conduct the poll, and developing the final poll questions.