



DATE: November 18, 2015

To: San Francisco Bay Restoration Authority Board

From: Judy Kelly, Director San Francisco Estuary Partnership

Subject: Results of Ad Hoc Polling Subcommittee Meeting and Follow-up Actions

Current Status

In previous Restoration Authority Board meetings, the Board gave staff direction for a tracking poll on a Special Parcel Tax Ballot Measure to potentially be placed on the ballot in June 2016.

The Board established an Ad Hoc Committee to review the RFQ submittals and select a final pollster, to provide advice on the questions to be included in the tracking poll, and to give direction to staff and the selected contractor. Board members Sutter, Pine and Gioia acting as the Ad Hoc Committee, met by conference call on November 4th and selected EMC Research to be the contractor for this round of polling.

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 and is expected to cost 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 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 13th Board meeting. In the interim, on behalf of the Board, the Polling Subcommittee members will work with EMC Research to refine the details of the poll. Funds to conduct the poll are being provided by the San Francisco Estuary Partnership through ABAG .

Requested Action

For Board information.