

SAN FRANCISCO BAY RESTORATION AUTHORITY
DRAFT SCHEDULE OF TASKS, GOVERNING BOARD DECISIONS & DEADLINES THROUGH CY 2015 (11-25-14)

NOTES: 1. EXCLUDES CAMPAIGN ACTIVITIES 2. INCLUDES TASKS FOR GOVERNING BOARD MEMBERS (GB), STAFF (S) AND SAVE THE BAY (STB) 3. ALL TASKS WILL BE UNDERTAKEN IN CLOSE CONSULTATION WITH INTERESTED PARTIES

TOPIC	QUARTER AND CALENDAR YEAR				
	Q4 2014 <i>(Governing Board Mtg.: Dec. 10)</i>	Q1 2015 <i>(Governing Board Mtg.: Feb. 25)</i>	Q2 2015 <i>(Governing Board Mtgs.: Apr. 22 & June 24)</i>	Q3 2015 <i>(Governing Board Mtg: Sept. 16)</i>	Q4 2015 <i>(Governing Board Mtg: Nov. 18)</i>
FUNDRAISING - Co. ballot costs - Polling - Ballot advisors - Filing fees	Tasks (GB, S, STB) Determine amounts of cash or commitments needed, set deadlines for ballot-cost- and filing-fee-funding, refine fundraising strategy, identify roles & expectations, prepare support materials. (GB, S, STB) Identify key potential funding sources. Deadlines Key potential funding sources should be identified prior to Jan. 14 Baylands Steering Cmte. meeting.	Tasks (GB, S, STB) Identify additional key potential funding sources. (GB, S, STB) Implement fundraising strategy and report on progress. If needed, make changes in strategy.	Tasks (GB, S, STB) Implement fundraising strategy and report on progress. If needed, make changes in strategy. If SFBRA is to conduct Aug. polling, then by June 1 , any funds needed for Aug. polling must be in SFBRA account or available from another source.	Tasks (GB, S, STB) Implement fundraising strategy and report on progress. If needed, make changes in strategy.	Tasks (GB, S, STB) Implement fundraising strategy and report on progress. If needed, make changes in strategy. Nov. 18: Determine whether results of fundraising for ballot costs enables continuing to work toward Nov. 2016 ballot measure. By Nov. 1 , commitments of funding to cover ballot costs must be in hand to help GB evaluate whether to continue work toward a November 2016 ballot measure.
POLLING - Benchmark - Tracking	Tasks (S) With assistance of outside counsel, evaluate feasibility of tiered parcel tax and prepare memo. (S) Prepare summary of ballot measure options considered to date, along with reasons that flat parcel tax rose to top Deadlines Analysis of legal and other feasibility factors associated with tiered parcel tax should be completed prior to Jan. 14 Baylands Steering Cmte. meeting.	Tasks (S) If needed, obtain consultant assistance for estimating revenue that would be generated with a tiered parcel tax. (GB, S, STB) Based upon feedback from fundraising and outreach, consider whether revisions to the Draft Expenditure Plan or list of potentially eligible projects are needed. Feb. 25: Confirm or revise major terms of ballot measure and ID any terms requiring further investigation	Tasks (GB, S, STB) Based upon feedback from fundraising and outreach, consider whether revisions to the Draft Expenditure Plan or list of potentially eligible projects are needed. If needed, devise and implement a process for making such revisions. April 22: If revisions are needed per above, direct staff regarding objectives and process for making them.	Tasks (GB, S, STB) Conduct benchmark poll, analyze results, and report to GB. Sept. 16: Determine whether results of Aug. poll support continuing to work toward Nov. 2016 ballot measure. The results and analysis of the Aug. poll are needed by Sept. 1 to enable the GB to consider them at its Sept. 16 meeting.	Tasks (S, STB) Implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars). (STB) Pursue bill to extend SB279.
REVENUE MEASURE -Revenue-raising mechanism -Expenditure plan -Resolutions	Tasks (S) With assistance of outside counsel, evaluate feasibility of tiered parcel tax and prepare memo. (S) Prepare summary of ballot measure options considered to date, along with reasons that flat parcel tax rose to top Deadlines Analysis of legal and other feasibility factors associated with tiered parcel tax should be completed prior to Jan. 14 Baylands Steering Cmte. meeting.	Tasks (S) If needed, obtain consultant assistance for estimating revenue that would be generated with a tiered parcel tax. (GB, S, STB) Based upon feedback from fundraising and outreach, consider whether revisions to the Draft Expenditure Plan or list of potentially eligible projects are needed. Feb. 25: Confirm or revise major terms of ballot measure and ID any terms requiring further investigation	Tasks (GB, S, STB) Based upon feedback from fundraising and outreach, consider whether revisions to the Draft Expenditure Plan or list of potentially eligible projects are needed. If needed, devise and implement a process for making such revisions. April 22: If revisions are needed per above, direct staff regarding objectives and process for making them.	Tasks (GB, S, STB) If needed, implement a process for revising the Draft Expenditure Plan or list of potentially eligible projects.	Tasks (S, STB) Implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars). (STB) Pursue bill to extend SB279.
BALLOT ACCESS -Coordination among counties -SFBRA relations with each county -County election charges	Tasks (STB) Seek legislation to extend SB279. Identify bill authors. Deadlines Per tentative leg. calendar: Jan. 30 is last day to submit bill requests to the Leg. Counsel.	Tasks (S, STB) Develop & provide the GB a schedule and strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars). (STB) Ensure that bill to extend SB279 is introduced. Feb. 25: Direct staff to implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments Per tentative leg. calendar: Feb. 27 is last day for bills to be introduced.	Tasks (S, STB) Implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars). (STB) Pursue bill to extend SB279.	Tasks (S, STB) Implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars). (STB) Pursue bill to extend SB279.	Tasks (S, STB) Implement strategy for sustaining prior agreements with Counties and adjusting to any pertinent new developments (e.g., change in parcel tax structure or in registrars).
OUTREACH, EDUCATION & COMMUNICATION	Tasks (GB, S, STB) Identify key leaders & clarify who is responsible for contacting and reporting on responses. (GB,S) Update Advisory Cmte. (GB, S, STB) In consultation with Advisory Cmte., develop strategy for benefitting from Advisory Cmte. in 2015 Deadlines Key leaders should be identified prior to Jan. 14 Baylands Steering Cmte. meeting.	Tasks (GB, S, STB) Identify Key leaders & clarify who is responsible for contacting and reporting on responses. (GB, S, STB) Contact key leaders and report on responses, (GB,S) Update Advisory Cmte. & have GB/Adv. Cmte. meetings back-to-back on Feb. 25. (GB, S, STB) Refine strategy for benefitting from Advisory Cmte. during CY 2015 and submit for GB consideration. Feb. 25: Direct staff to implement strategy for benefitting from Advisory Cmte. in CY 2015.	Tasks (GB, S, STB) Contact key leaders and report on responses. (GB,S) Update Advisory Cmte. & deploy for outreach and feedback.	Tasks (GB, S, STB) Contact key leaders and report on responses. (GB,S) Update Advisory Cmte. & deploy for outreach and feedback.	Tasks (GB, S, STB) Contact key leaders and report on responses; report on feedback from Advisory Cmte. outreach. (GB,S) Update Advisory Cmte. Nov. 18: Determine whether support by key leaders and others warrants continuing work toward Nov. 2016 ballot measure
ADMINISTRATION	Tasks (STB) Seek legislation to extend sunset date of SFBRA and modify eligibility criteria for Chair. Identify bill authors. Deadlines Per tentative leg. calendar: Jan. 30 is last day to submit bill requests to the Leg. Counsel.	Tasks (STB) Ensure that legislation to extend sunset date of SFBRA and modify eligibility criteria for Chair is introduced. Per tentative leg. schedule: Feb. 27 is last day for bills to be introduced.	Tasks (GB, S) Revisit the viability of administering SFBRA via a JPA entered into in Fall 2016. If needed, craft and pursue an alternative to be put in place prior to adoption of ballot measure resolutions.	Tasks (STB) Pursue legislation to extend sunset date of SFBRA and modify eligibility criteria for Chair. (S) Prepare financial statement for FY14/15 (GB, S, STB) Review post-enactment administrative needs and confirm or modify strategy to meet those needs (e.g., JPA). Sept. 16: Approve financial statement for FY 14/15.	