



Governing Board

Wednesday, October 28, 2009
12:30 p.m. to 2:30 p.m.

Meeting Location:
Elihu M. Harris State Building
1515 Clay Street, Second Floor, Room 7, Oakland, CA 94612

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7910

Agenda and attachments available at:
www.sfbayrestore.org

AGENDA

1. Call to Order

Action

Samuel Schuchat, Executive Officer, California State Coastal Conservancy

2. Roll Call

3. Public Comment

4. Announcements

5. Approval of Summary Minutes of July 29, 2009

Action

Attachment: Summary Minutes for July 29, 2009

6. Presentation by San Francisco Bay Conservation and Development Commission on Experience in Building Regional Focus

Information

Will Travis, Executive Director, San Francisco Bay Conservation and Development Commission

Attachment: Kelly memo dated October 19, 2009

GOVERNING BOARD
San Francisco Bay Restoration Authority

AGENDA

Wednesday, October 28, 2009

7. Organizational Matters

A. Formation of Advisory Committee (Update)

Action

Rosanne Foust, Mayor, City of Redwood City; John Gioia, Supervisor, County of Contra Costa; Phil Ting, Assessor/Recorder, City and County of San Francisco

Attachment: Kelly/McEnespy memo dated October 20, 2009; List of Nominees for Advisory Committee (Revised) dated October 20, 2009

B. Presentation by Save The Bay on Public Opinion Polling/Research Survey Results

Information

Stephen Knight, Political Director, Save The Bay

Attachment: Kelly/McEnespy memo dated October 19, 2009

C. Report on Funding Mechanisms and Expenditure of San Francisco Foundation Grant Funds to Support Public Opinion Polling/Research Survey

Action

Judy Kelly, Director, San Francisco Estuary Partnership, and Moira McEnespy, Deputy Program Manager, State Coastal Conservancy, San Francisco Bay Area Program

Attachment: Kelly/McEnespy memo dated October 19, 2009

D. Scheduling Site Visits

Information

Judy Kelly and Moira McEnespy

Attachment: Reid letter dated October 19, 2009

E. Selection of Authority Logo (Update)

Information

Kenneth Moy, Legal Counsel, Association of Bay Area Governments

F. Scheduling Governing Board Meetings (Update)

Action

Attachment: Meeting schedule (revised)

8. Adjournment

Agenda approved by the Governing Board Chair: October 22, 2009

Agenda posted: October 22, 2009

Governing Board

San Francisco Bay Restoration Authority

Directions

The Elihu M. Harris Building is located at 1515 Clay Street Oakland, CA 94612 on the north side of Oakland's City Center, between 14th & 16th Streets on Clay Street.

NOTE: There is a public parking garage immediately across the street from the Elihu M. Harris Building on Clay Street.



FROM SACRAMENTO:

Take Highway I-80 West, and then take I-580 East toward OAKLAND. Merge onto I-980 West toward DOWNTOWN OAKLAND and take the 14th - 18th Street exit, stay straight to go onto BRUSH Street. Turn LEFT onto 17th Street, turn RIGHT onto Clay Street and the Elihu M. Harris Building is immediately on the right.

FROM SAN FRANCISCO:

Cross the Bay Bridge, stay in the middle right hand lanes and merge onto I-580 East toward OAKLAND. Merge onto I-980 West toward DOWNTOWN OAKLAND take the 14th - 18th Street exit, stay straight to go onto BRUSH St. Turn LEFT onto 17th Street, Turn RIGHT onto CLAY Street and the Elihu M. Harris (EMH) Building is immediately on the right.

FROM WALNUT CREEK:

Take Highway I-680 South merge onto CA-24 West, after the Caldecott Tunnel CA-24 West becomes I-980 West. Take the 14th - 18th Streets exit stay straight to go onto Brush Street. Turn LEFT onto 17th Street, turn RIGHT onto Clay Street and the Elihu M. Harris Building is immediately on the right.

FROM HAYWARD:

Take I-880 North merge onto I-980 East towards DOWNTOWN OAKLAND. Take the 13th - 17th Streets exit and stay in the right hand lane and go 2 blocks. Turn RIGHT onto 14th Street, continue on 14th Street to Clay Street; Turn LEFT onto Clay Street and the Elihu M. Harris Building is immediately on the left.

BART:

BART runs parallel to Broadway Street in downtown Oakland. The City Center (12th Street) Station is just two blocks east of the Elihu M. Harris Building in the City Center Retail Area. The SF/Concord, SF/Richmond and Richmond/Fremont lines stop at City Center Oakland. Riders on the Pleasanton/SF and Fremont/SF line must transfer to one of the above line.

AC TRANSIT:

AC Transit has numerous buses that stop within two blocks of the building. Contact AC Transit for schedules and fares.



Governing Board

DRAFT SUMMARY MINUTES

Wednesday, July 29, 2009
1:00 p.m. to 3:00 p.m.

Meeting Location:
MetroCenter, Auditorium
101 8th Street, Oakland, California 94607

For additional information, please contact:
Clerk of the Governing Board, (510) 464 7910

Summary Minutes available at:
www.sfbayrestore.org

1. Call to Order

Sam Schuchat, Chair, called the meeting to order at 1:07 p.m.

2. Roll Call

Frederick Castro, Clerk, reported that five of seven members were present. A quorum of the Governing Board was present. Dave Cortese had previously announced that he would not be able to attend the meeting.

3. Public Comment

Pat O'Brien, Executive Director, East Bay Regional Park District, commented on the importance of the Authority's efforts, the ecology of San Francisco Bay and its relation to the region's economy. He suggested consideration of environmental justice issue in the work of the Authority.

Beth Huning, Coordinator, San Francisco Bay Joint Venture, thanked the Authority's for its efforts on behalf of those implementing wetlands projects and conducting biological planning and for its invitation to join the Advisory Committee.

4. Announcements

Charles McGlashan reported that he participated in a tour on July 9, 2009 of the wetlands of the North Bay sponsored by the San Francisco Bay Joint Venture. He commended Huning for providing the opportunity to experience the wetlands.

John Gioia suggested that the Authority participate in the 25th anniversary of the California Coastal Cleanup on September 19, 2009, to share information about and to build support for wetland restoration.

There were no other announcements.

5. Approval of Summary Minutes of April 22, 2009

A motion to approve the summary minutes of the Governing Board meeting on April 22, 2009 was made by McGlashan and seconded by Gioia. The motion passed unanimously.

6. Organizational Matters

A. Election of Vice Chair

A motion to elect John Gioia as Vice Chair of the Governing Board was made by McGlashan and seconded by John Sutter. The motion passed unanimously.

[Phil Ting joined the meeting.]

B. Selection of Authority Logo

Judy Kelly, Director, San Francisco Estuary Partnership, reported on staff work on developing a logo for the Authority. A graphic designer was engaged by the Estuary Partnership to develop three logo designs for the Authority.

Members discussed the three logo designs.

Kenneth Moy, Legal Counsel, reported on research conducted related to registering the logo designs as the Authority's service mark with the U.S. Department of Patents and Copyright.

A motion to adopt the "Heron" logo as the Authority's logo, authorize use of the logo in connection with Authority published materials and activities, and submit servicemark application was made by McGlashan and seconded by Gioia. The motion passed unanimously.

Staff was directed to report on the findings related to registering the logo design as the Authority's service mark.

C. Adoption of FPPC Conflict-of-Interest Code

Moy reported that the 45-day public comment period on the proposed Conflict-of-Interest Code for the Authority has ended and no comments were received.

A motion to adopt Resolution 3 authorizing the submission of the proposed Conflict-of-Interest Code for the Authority to the California Fair Political Practices Commission was made by Rosanne Foust and seconded by McGlashan. The motion passed unanimously.

D. Formation of Advisory Committee

Kelly reported on staff actions related to the formation of the Advisory Committee. Staff compiled a list of potential nominees for appointment to the Advisory Committee. Letters were sent soliciting those individuals' interest in an appointment and recognizing that the appointing authority is with the Governing Board. The 19 individuals who responded affirmatively were included in the list of potential Advisory Committee members presented to the Governing Board.

Members discussed the staff actions in the compilation of the list of potential Advisory Committee members and the Governing Board's responsibility to appoint members to the Advisory Committee. Members requested that the letter sent to potential nominees be provided to them.

Members discussed the composition of the Advisory Committee, developing a process for soliciting additional individuals for consideration for an appointment to the Advisory Committee, and the need for a diverse and broadly representative body.

Henry Gardner, Director, addressed the actions taken by staff to compile a list of nominees to the Advisory Committee.

Schuchat suggested that members discuss the composition of Advisory Committee members, solicit names of individuals to be considered for appointment, set a deadline for the submission of names of individuals to be considered, develop a process, including the formation of a sub-committee, for selecting appointees based on willingness to serve on the Advisory Committee.

Members discussed the criteria and process for selecting members of the Advisory Committee.

Staff responded to questions regarding timing and composition.

Members formed a committee, comprised of Gioia, Foust, and Phil Ting, to review applications for membership to the Advisory Committee. This committee is to report back to the Governing Board at its next meeting.

E. Report of Finance Options

Stephen Knight, Political Director, Save The Bay, gave a briefing to the Governing Board on the legislation creating the Authority as introduction to the report, *San Francisco Bay Restoration Authority Funding Options Report 2009*, prepared for Save The Bay by SCI Consulting Group.

Gerard van Steyn, President, SCI Consulting Group, presented an overview of funding options based on the *San Francisco Bay Restoration Authority Funding Options Report 2009*. The overview included a profile of the likely voters and taxable parcels in the nine-county Bay region, main local funding options, advantages and limitations of main local funding options, and a recommendation to conduct a survey and opinion research. The presentation also included an estimate of annual parcel tax revenues and other funding options.

Members discussed various local funding options and conducting an initial survey and opinion research to determine public responses to a parcel tax as a funding source for the Authority. Members also discussed local sales tax and Carbon off-set fees as a revenue option.

A motion to accept the report on finance options and to conduct a higher level survey and opinion research to determine public responses to a parcel tax and sales tax as funding sources for the Authority was made by McGlashan and seconded by Gioia. The motion passed unanimously.

SCI Consulting Group was asked to report on the legal issues around an eight-cent sales tax and on flat and tiered parcel tax.

Members discussed the cost of elections.

Members and staff discussed procedures for selecting a contractor to conduct a survey and opinion research. Moy noted that ABAG provides the Authority with administrative support and, therefore, the Authority will follow ABAG's procurement procedures for selecting a contractor with final authorization made by the Authority.

F. San Francisco Foundation Grant Application Submission

Kelly reported on the submission of a grant application to the San Francisco Foundation to fund research on the feasibility of specific funding mechanisms and where in the Bay Area those mechanisms could be successfully implemented. The grant application requested \$100,000.

A motion to ratify the submission of the grant application, accept a grant from the San Francisco Foundation, and authorize staff to negotiate necessary agreements to accept the grant funds was made by Sutter and seconded by Foust. The motion passed unanimously.

Members discussed the additional funds needed to cover the research projects' total expense. Kelly indicated the additional funds will be from staff match and other sources.

Members thanked staff for preparing the grant application to the San Francisco Foundation.

G. Scheduling Governing Board Meetings

Members reviewed a proposed meeting schedule for the Governing Board.

A motion to adopt a meeting schedule for the Governing Board, with quarterly meetings on the fourth Wednesday of the month, from 12:30 p.m. to 2:30 p.m., was made by Ting and seconded by Gioia. The motion passed unanimously.

7. Adjournment

Gioia inquired about opportunities to make a presentation on the Authority at the State of the Estuary Conference. Kelly replied that information on the Authority can be shared through a poster session or other means.

The Governing Board meeting adjourned at 2:45 p.m.

The next Governing Board meeting is on October 28, 2009.

Submitted by the Clerk of the Governing Board
August 20, 2009

Approved by the Governing Board
[date]



Date: October 19, 2009

To: Governing Board

From: Judy Kelly, Director, San Francisco Estuary Partnership

Subject: **San Francisco Bay Conservation and Development Commission Experience in Building Regional Focus**

Summary

The San Francisco Bay Conservation and Development Commission (BCDC), created in the 1960's out of the public's concern for the planned filling of San Francisco Bay, was designed and has worked to build regional consensus on the values of the Bay and the actions needed by public and private entities to manage and protect the Bay for current and future Californians.

To inform Governing Board members as they prepare to act as a new and significant regional entity, Mr. Will Travis, Executive Director, BCDC, will share BCDC's experience in building a shared vision and appreciation for the Bay and its resources.

Recommendation

None.



Date: October 20, 2009

To: Governing Board

From: Judy Kelly, Executive Director, San Francisco Estuary Partnership
Moirra McEnespy, Deputy Program Manager, State Coastal Conservancy,
San Francisco Bay Area Program

Subject: Advisory Committee Formation Status Update

Attachment: List of Nominees for Advisory Committee, revised October 20, 2009

Summary

Direction provided at the July 29, 2009 Governing Board meeting: At its July 29, 2009 meeting, Governing Board members undertook the following actions toward formation of an Advisory Committee pursuant to the San Francisco Bay Restoration Authority's (Authority) enabling legislation:

- Reviewed preliminary list compiled by staff of 19 potential advisors willing to serve;
- Formed a Subcommittee consisting of Roseanne Faust, Mayor, City of Redwood City; John Gioia, Supervisor, County of Contra Costa; and Phil Ting, Assessor/Recorder, City and County of San Francisco;
- Developed a process for completing formation of the Advisory Committee: Governing Board members will supply names of additional potential nominees; Subcommittee will vet all nominees; slate of potential members will be presented to full Governing Board on October 28, 2009.

Actions taken since the July 29, 2009 Governing Board meeting:

- In August 2009, Director Henry Gardner made calls to Governing Board members requesting that they submit names for consideration by the Subcommittee;
- Staff received two (2) additional names for consideration from Board member John Sutter, Director, East Bay Regional Park District; and one (1) additional name from Charles McGlashan, Supervisor, County of Marin;
- The Subcommittee met on Wednesday October 7, 2009. At the meeting, Subcommittee members took the following actions:

Advisory Committee Formation Status Update

October 20, 2009

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- Determined the need to have Advisors on political, technical and financial matters; and discussed the advantage of having Advisory Committee members serve a fixed term (3 years) with the option of term renewal;
 - Verbally presented additional names for consideration: three (3) additional names from Supervisor Gioia and 17 additional names from Mayor Faust;
 - Indicated that they would email staff their final roster of names within the next few days, to be followed by a conference call to determine a final slate of nominees.
-
- On October 7 and 13, 2009, as a follow-up to the Subcommittee meeting, the Clerk of the Governing Board sent an email to the Subcommittee members formally requesting their complete list of nominee names.
 - On October 19, 2009, the Clerk of the Governing Board sent a follow-up email to the Subcommittee members' staff requesting names of additional nominees, and informing them that a conference call of the Subcommittee members would be scheduled. The Clerk followed with calls to Subcommittee members' staff.

Current Status

The list of all potential Advisory Committee members is attached. This list contains all the names received as of October 20, 2009. There are currently 42 names on the roster. If the Subcommittee convenes again (via conference call) before the full Governing Board meets, it will winnow this list down to a final set of nominees.

Recommendation

Appoint members of the Advisory Committee.

Direct staff to notify Advisory Committee members of their appointment and to schedule the first meeting of the Advisory Committee.

Advisory Committee

San Francisco Bay Restoration Authority

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
Responses as of October 25, 2009

Part I: Individuals from original list of nominees submitted to Governing Board on July 29, 2009 and vetted by staff.

Steve Abbors

General Manager
MidPeninsula Regional Open Space District

Stephen E. Abbors began his appointment as the District's new General Manager on April 14, 2008.

An East Bay native, Abbors earned his Bachelor's of Science and Master's of Arts degrees in Biological Sciences from California State University, East Bay. He began his professional career as a naturalist with the East Bay Regional Park District, and in 1984 accepted a position with the East Bay Municipal Utility District (EBMUD), the second largest water utility in the state. As Manager of Watershed and Recreation, he guided decisions regarding land management and restoration, acquisition, and recreational use for 28,000 acres in the East Bay.

Dion Aroner

Partner
Aroner, Jewel & Ellis

Dion Aroner is a nationally recognized expert on the California state budget and issues concerning human services. She represented the cities of Richmond, Albany, Berkeley, Emeryville and Oakland in the State Assembly from 1996 2002. She served as Chief of Staff to her predecessor, Tom Bates, where she became an undisputed expert on welfare reform, foster care, and realignment. During her tenure as Assemblywoman, she authored groundbreaking legislation on welfare and foster care reform, as well as local government finance, school finance, juvenile justice, transportation, and child care. She was appointed by the Assembly Speaker as Democratic Caucus Chair during the last two years of her time in the Assembly.

Cindy Chavez

Executive Officer
South Bay Labor Council

Cindy Chavez attended San Jose State University, where her love of politics and commitment to community led her to a career in public service.

Directly after graduating from San Jose State University, Chavez became active in the San Jose community. She worked as a budget and policy aide on health, human services and transportation issues at the Board of Supervisors. Four years later, Chavez joined the South Bay

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
Responses as of October 25, 2009

Labor Council as Staff Director. During her tenure there, she helped to create and lead Working Partnerships USA; a collaboration between business and civic groups on issues affecting working families

Patrick Congdon

General Manager
Santa Clara County Open Space Authority

The Santa Clara County Open Space Authority has preserved 14,494 acres since the mid-1990s for hiking, biking, horse-riding and wildlife habitat, including land around Calero Reservoir, adjacent to Alum Rock Park and near Henry Coe State Park. It also has made grants to cities for bike paths and urban parks.

Grant Davis

Assistant General Manager
Sonoma County Water Agency

Grant Davis is responsible for management activities related to the Agency's core functions of water delivery, wastewater management, flood protection, and environmental sustainability. Prior to joining the Agency, Mr. Davis was Executive Director of The Bay Institute, a respected science based nonprofit, dedicated to protecting the San Francisco Bay Delta Watershed and improving water management in California. Mr. Davis also worked for Congresswoman Lynn Woolsey and was also an aide to State Senator Milton Marks.

Mr. Davis currently serves on the University of California President's Advisory Commission for the Division of Agriculture and Natural Resources. He was a member of the Governor of California's Water Plan Advisory Commission, Chair of the San Francisco Bay Joint Venture and Vice Chair of the Bay Area Water Forum. Mr. Davis received his BA in Political Science from the University of California at Berkeley.

Ann Draper

Santa Clara Valley Water District

Ann Draper is currently Assistant Operating Officer at Santa Clara Valley Water District. Prior to that position; she was Watershed Programs Assistant Officer at the District. Before SCVWD, she was Planning Director for Santa Clara County Planning, supervising long-range policy planning and implementing strategies, including land-use and zoning administrative functions. In addition to her five years with the Planning Office, Draper's extensive experience includes 10 years with the City of Sunnyvale, 10 years with the City of Fremont, and three years with the City of Santa Clara.

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
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Draper earned a Bachelor's degree in Geography with a Minor in Environmental Studies from the University of California, Santa Barbara, and a Master's degree in Urban Planning from San Jose State University.

Beth Huning

SFBJV Coordinator
San Francisco Bay Joint Venture

Beth Huning is the Coordinator of the San Francisco Bay Joint Venture, a public-private partnership to acquire, restore and enhance wetlands. She has worked for more than 20 years to promote conservation and restoration of wetlands in the Bay area and throughout the West. She holds a B.A. in Geography and is a Fellow with Stanford University's Center for Social Innovation, Graduate School of Business.

Ellen Johnck

Executive Director
Bay Planning Coalition

Ellen Johnck has been with the Bay Planning Coalition for nearly two decades and is active in the SFEP management committee. She represents the port interests and maritime industry and is interested in serving on the Advisory Committee.

Johan Klehs

Johan Klehs grew up in San Leandro, He attended California State University Hayward .

Mr. Klehs served for 12 years in the State Assembly until 1994, when he was elected to the Board of Equalization. He was re elected in 1998. Mr. Klehs served years as Chair of the Board of Equalization and served on the Franchise Tax Board.

David Lewis

Executive Director
Save The Bay

As Executive Director of Save The Bay, David Lewis has been San Francisco Bay's top advocate for more than a decade. David was born and raised in the Bay Area. Prior to joining Save The Bay, he devoted 14 years to work for nuclear arms control in Washington, D.C., including in the U.S. Senate, and also worked on election campaigns across the country.

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
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Sally Lieber

Sally Lieber was the sponsor of AB 2954 and advocate for the Authority concept from 2007. She was termed out of the State Assembly in 2008 and is currently serving as a community advocate. Sally Lieber was elected to the California State Assembly in November 2002 to represent the 22nd Assembly District. Before her election to the State Assembly, Sally served as a Councilwoman and Mayor of the City of Mountain View and as a Santa Clara County Commissioner.

She has been active in a number community organizations including serving as a Board member of the League of Women Voters, the American Association of University Women, the National Women's Political Caucus and the YWCA.

Cynthia Murray

President & CEO

North Bay Leadership Council

Cynthia Murray is the President and CEO of North Bay Leadership Council (NBLC). NBLC represents employers located in Sonoma and Marin Counties who are working together for regional prosperity and quality of life.

Recently retired from the Marin County Board of Supervisors, Murray represented North Marin for eight years. As Supervisor, Cynthia's top priorities were improving mobility and reducing congestion, balancing a healthy economy with a healthy environment, ensuring the well being and quality of life for seniors and those living with disabilities, and protecting public safety.

Prior to becoming Supervisor, Murray served seven years on the Novato City Council, including one term as Mayor. During her tenure with the City, she headed the conversion of Hamilton Army Air Field from military ownership to private hands, and worked on the development of the Hamilton Master Plan.

She chairs the Bay Area Water Forum, Murray is on the Bay Area Economic Forum Board; the Bay Area Council's Water Committee, Transportation Committee and Goods Movement Committee as well as a member of Bay Biz, a consortium of business organizations in the Bay Area.

Pat O'Brien

General Manager

East Bay Regional Park District

Pat O'Brien has been General Manager of the Regional Park District since 1988. Prior to joining the East Bay Regional Park District, Mr. O'Brien was General Manager of Southgate Recreation and Park District in Sacramento, California from 1980 to 1988 managing that District's urban and rural parkland areas in Sacramento County. Mr. O'Brien has shown his legislative skills, including the passage of Prop 12: California State Park Bond Act in 1999 and

Potential List of Advisory Committee Members,
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numerous other park and senior related legislative efforts. He holds a Master's Degree in Linguistic Philosophy and a Bachelor's Degree in Philosophy and Recreation Administration from San Francisco State University.

Curt Riffle

Program Operations Manager, Conservation and Science
The David and Lucile Packard Foundation

Curt Riffle was born in 1955 in Warren, Ohio. He earned a Bachelor of Science degree in Mechanical Engineering from the University of Cincinnati, and a Master's degree in Business Administration from Harvard University.

In 2006, Riffle was appointed to the Board of Directors and began duties as the Ward 4 Director. He currently works for the David and Lucile Packard Foundation in the Conservation and Science Program that focuses on the purchase of land and application of ecosystem-based management principles. He is a conservation professional dedicated to public service, with over 20 years of successful experience serving on committees, commissions, and boards, including roles as a traffic commissioner for the City of Los Altos, and chair of both the City's Bicycle and Pedestrian Advisory Committee and Environmental Committee. He also donated his time to the District as a Special Project Volunteer.

Packard Foundation bio: Riffle joined the Foundation in 2003. He is currently program operations manager where he oversees the day to day operations of the Conservation and Science Program, manages a portion of the program's staff, and is responsible for the program's PRI monitoring and evaluation. He also manages the communications activities of the program and the program's strategic opportunities and local grant-making activities.

Prior to joining the Foundation, he worked for the Hewlett-Packard Company for 18 years. While at HP, he worked in product line management, business operations management, and business strategy development.

Patrick Rutten

Implementation Team Chair
NOAA Restoration Center

Pat Rutten, a marine biologist, Pilarcitos Lagoon Committee co-chair, and National Oceanic and Atmospheric Administration southwest regional supervisor, has extensive background in restoration activities and fishery policy and is a senior manager with NOAA.

Bob Spencer

Robert Spencer is a recent past Principal Consultant at Willdan Financial Services (formerly Muni Financial) in Oakland and has more than 15 years of financing and consulting experience with local agencies throughout California. He is an economist with extensive experience

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assisting public agencies with the development of sound financial and economic policies. Much of his work is related to public services funding to serve a community's growth or revitalization. Mr. Spencer was a member and President of the Oakland Board of Education in the late 1990's and remains actively involved in Oakland education reform. He is a member and past President of the Board of Trustees of the William H. Donner Foundation Mr. Spencer holds a Masters of Public Policy, Kennedy School of Government, Harvard University, and a Bachelor of Arts in Economics, Colorado College.

Mendel Stewart

Project Leader

Don Edwards San Francisco Bay National Wildlife Refuge

Mendel Stewart holds a Bachelor of Science from Western Kentucky University and a Master of Public Administration degree from the University of Memphis. Mendel has worked for the U.S. Fish and Wildlife Service for over 21 years in several capacities. From 2000 to 2005, Mendel was the Manager of the San Diego National Wildlife Refuge Complex and in June 2005 he became Project Leader of the San Francisco Bay National Wildlife Refuge Complex.

Laura Thompson

Project Manager

SF Bay Trail Project

Laura Thompson is the manager of ABAG's San Francisco Bay Trail Project, responsible for coordinating the completion of a 500-mile continuous shoreline hiking and bicycling trail around San Francisco and San Pablo Bays. She has been a voice for shoreline public access for ten years, working to advance Bay Trail segments through urban areas and as part of wetland restoration projects. Ms. Thompson co-authored a book, Trail Planning for California Communities, scheduled for publication by Solano Press in August 2009. Prior to her work on the Bay Trail Project, she worked as a planner with the San Mateo County Planning Division. Ms. Thompson has an undergraduate degree in Political Science from Miami University and received her Masters of Urban Planning and Policy from the University of Illinois in Chicago.

Will Travis

Executive Director

San Francisco Bay Conservation and Development Commission

Will Travis holds Bachelor of Architecture and Master of Regional Planning degrees from Penn State University. From 1970 to 1972 he served as BCDC's first Bay Development Design Analyst. He then spent 12 years with the California Coastal Commission where he held a number of positions, including heading the agency's offshore oil drilling permit staff, directing its public access program, and overseeing its budget and administrative functions. He returned to BCDC in 1985 as Deputy Director. He was appointed Executive Director in 1995.

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He serves on the board of trustees of the Bay Area Council Economic Institute, the board of directors of the San Francisco Planning and Urban Research Association (SPUR), the management committee of a Joint Policy Committee of four regional agencies.

Part II: Individuals submitted by Governing Board members since meeting on July 29, 2009 and not vetted by staff.

John Adams

Executive Vice President
Wells Fargo San Francisco

Carl Anthony

Founder and Former Executive Director
Urban Habitat Program

Josh, Arce

Brightline

Andy Ball

President/CEO
Webcor Builders

Josh Becker

Partner
New Cycle Capital

Jeff Birdwell

President, Commercial Division
Sares-Regis Group of Northern California

James Bryant

SEIU

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Doug Carlson

Past President
Bair Island Aquatic Club

Colleen Cassity

Executive Director, Giving and Volunteers
Oracle Education Foundation

Andy Coe

Director of Community Relations
Stanford Hospital

Wade Crowfoot

Environmental Defense Fund

Joe Didinato

Former Staff Member, Stewardship Department
East Bay Park and Recreation District

Experience: wildlife environmental issues, endangered species.

Whitney Dodson

Board Director
EBRPD

Shelly Doren

Vice President of External and Government Relations
Webcor Builders

Juliette Ellis

Executive Director
Urban Habitat [environmental justice]

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
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Mark Giari

Executive Director
Port of Redwood City

Greg Gibeson

Pacific International Yacht Association
Bay Planning Commission

Luis Granados

Mission Economic Development Agency

David Graves

Saintsbury Winery

Larry Horton

Government Affairs
Stanford University

Barry Jollette

President/CEO
San Mateo Credit Union

Jill Kaufman Johnson

California Environmental Associates

Jerry Kent

Former Acting General Manager
East Bay Park and Recreation District

Former Assistant General Manager for Operations, EBRPD. Experience: bond issues, parcel taxes, buying and operating parks.

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
Responses as of October 25, 2009

Rich Lamb

Executive Vice President
Webcor Builders

Martha Marsh

CEO
Stanford Hospital and Clinics

Gabe Metcalf

SPUR

Steve Ngo

Trustee
City College

Julie Packard

Executive Director and Vice Chair, Monterey Bay Aquarium Board of Trustees
Member of Board of Trustees, Packard Foundation

Rahul Prakash

1BOG

Bruce Raful

Proprietor
Raful & Associates

Statement: Most communities that might have restoration potential are more similar to Marin. It might be helpful to have someone involved with first hand knowledge and experience about land values and how they were derived. The reasons I am interested in this stem from my commitment to making Marin “green and sustainable”, as well as my passion for public service. My knowledge of the Bay Area, and of Marin in particular, combined with my 20 years of experience ascertaining land values in our county, would make me an ideal voice on the Advisory Committee.

Potential List of Advisory Committee Members,
Including Additional Nominations by Governing Board Members
Responses as of October 25, 2009

Barbara Ransom

Environmental Manager
Cargill Salt

Bob Reidy

Vice Provost of Land and Buildings
Stanford University

John Rizzo

Sierra Club

Ahsha Safai

Kitchen Cabinet Consulting

Randy Smith

Vice President, Global Real Estate and Facilities
Oracle or Stanford University?

Joe Stagner

Executive Director, Sustainability and Energy Management
Stanford University

Kate White

Urban Land Institute

Helen Wilmot

Vice President, Clinical Operations
Stanford Hospital



Date: October 19, 2009

To: Governing Board

From: Judy Kelly, Executive Director, San Francisco Estuary Partnership
Moirá McEnespy, Deputy Program Manager, State Coastal Conservancy,
San Francisco Bay Area Program

Subject: **Public Opinion Polling/Research Survey Results by Save The Bay**

Summary

Save The Bay conducted a poll of San Francisco Bay Area voters in Spring 2006 to determine voters' opinions on wetland restoration, among other things. Based on this data, Save The Bay's *Greening the Bay: Financing Wetland Restoration in San Francisco Bay* report states that a strong majority of Bay Area residents polled say they would be willing to pay \$10 per year in taxes or fees to restore wetlands that would result in cleaner Bay water, provide flood control benefits, enlarge the San Francisco Bay National Wildlife Refuge, and increase shoreline access for the public.

In August 2009, the San Francisco Foundation (SFF) awarded grant funds to the San Francisco Bay Restoration Authority to support the public opinion polling/research recommended in Save The Bay's *Funding Options Report* (SCI Consulting Group for Save The Bay, July 2009). Phase I of this polling/research will build upon Save The Bay's 2006 findings.

To better inform Governing Board members as they prepare to provide input into this polling/research process in the coming months, Stephen Knight, Political Director, Save The Bay, will present the 2006 survey results.

Recommendation

None.



Date: October 19, 2009

To: Governing Board

From: Judy Kelly, Director, San Francisco Estuary Partnership
Maira McEnespy, Deputy Program Manager, State Coastal Conservancy,
San Francisco Bay Area Program

Subject: **Expenditure of San Francisco Foundation Grant Funds to Support Public Opinion Polling/Research**

Summary

At its July 29, 2009 meeting, the Governing Board voted to accept Save The Bay's *Funding Options Report* (SCI Consulting Group for Save The Bay, July 2009), including its recommendation that the San Francisco Bay Restoration Authority (Authority) undertake public opinion research, and accept San Francisco Foundation (SFF) grant funds to implement the report's recommendations. It was noted that because the Association of Bay Area Governments (ABAG) provides the Authority with administrative support, the Authority will follow ABAG's procurement procedures for selecting a contractor subject to final authorization by the Authority.

Funding Options Report Recommendations

The *Funding Options Report* highly recommends undertaking a public opinion survey and feasibility analysis, regardless of the Authority's ultimate choice of ballot funding measure (i.e., regional or smaller area). The report recommends that the Authority undertake this research in two phases:

- **Phase I:** Baseline survey to determine the public's level of support for Bay restoration and to determine what projects garner the most voter support. Phase I would build on research already conducted by Save The Bay.¹
- **Phase II:** More comprehensive survey to refine the ballot measure language and to develop specific themes for public information and outreach; would occur after the Authority has determined the timing, funding mechanism and scope of the projects it will fund.

¹ A 2006 Save The Bay/EMC poll documented support above 80% among San Francisco Bay Area residents for a \$10 annual tax or fee to fund what was described as a 50-year, \$2 billion restoration of San Francisco Bay.

More specifically, Phase I work would develop an overall strategy and timeline for moving forward with a measure, and be designed to address the following issues:

- Quantify current voter concern with Bay quality and Bay restoration compared with other local issues;
- Test voter reaction to a proposed parcel tax to fund Bay restoration projects;
- Determine the dollar level of support that is likely to garner in excess of 2/3 support from likely voters and the corresponding total annual revenues that could be generated;
- Evaluate voter reaction to potential components of a measure, including language and tax amount.

In addition, Phase I work would help determine what type of measure might meet with voter approval at the 2/3 level, recommend an election timeline to improve the likelihood of success, and provide information about how much of a privately funded campaign effort may be required.

Estimated Costs and Funding Mechanism

The *Funding Options Report* estimates the following costs for Phases I and II:

- Phase I: \$20,000 to \$50,000. A baseline telephone survey (approximately 12 minutes) will range from \$20,000 (600 interviews) to \$50,000 (up to 1,200 total interviews, to allow for interpretation of county-by-county results).
- Phase II: \$18,000 to \$40,000. An additional telephone survey (approximately 18 minutes) to refine the language of a measure and develop specific themes for public information and outreach will range from \$18,000 (400 interviews) to \$40,000 (600 interviews).

The Authority has now received a grant in the amount of \$75,000 from the San Francisco Foundation to conduct this work. Staff recommends allocating up to \$50,000 to begin Phase I now. Staff anticipates requesting an extension of SFF grant funds to begin Phase II later in 2010, and will continue to fundraise for Phase II work (to supplement the remaining SFF grant funds) while Phase I work is underway.

Proposed Workplan

- Task 1: Retain a consultant to conduct Phase I work (November 2009 to January 2010).
 - Staff will prepare an RFP for Committee review to conduct Phase I work as described above in this memo and in the *Funding Options Report*. Staff will specify in the RFP scope of work times/tasks in which input will be received by the Governing Board and/or its Advisory Committee on survey questions and on the draft findings.
 - Committee will review and approve the draft RFP.
 - ABAG will implement its contractor/consultant selection process.
 - Committee will approve the contractor selection.
 - ABAG will execute contract.

Expenditure of San Francisco Foundation Grant Funds

October 19, 2009

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- Task 2: Implement Phase I work (January 2010 to June 2010).
 - Governing Board will submit input on survey questions at its January 2010 meeting.
 - Contractor/consultant will conduct the surveys and analysis.
 - Contractor/consultant will prepare draft report.
 - Governing Board will provide input on the draft report to Contractor/consultant and staff at its April 2010 meeting.
 - Contractor/consultant will submit final report.

- Task 3: Prepare for Phase II work (begin June 2010).
 - Once Phase I work is complete and recommendations are in-hand, staff will await Governing Board direction regarding implementation of Phase II work (possible discussion of Phase I recommendations at the Governing Board's July 2010 meeting). Staff will revise this workplan to include Phase II work when appropriate, and will request an extension on expenditure of the remaining SFF grant funds.

Recommendations

(1) Establish a Committee of the San Francisco Bay Restoration Authority consisting of the Governing Board Chair and two other members to work with staff to implement the Proposed Workplan contained in this memo; and

(2) Review, modify as desired, and approve the Proposed Workplan regarding expenditure of San Francisco Foundation grant funds in the amount of \$75,000 to support public opinion polling/research.



735 B Center Blvd
Fairfax, CA 94930

MANAGEMENT BOARD:

- Bay Area Audubon Council*
- Bay Area Open Space Council*
- Bay Conservation & Development Commission*
- The Bay Institute*
- Bay Planning Coalition*
- California Department of Fish and Game*
- California State Coastal Conservancy*
- Citizens Committee to Complete the Refuge*
- Contra Costa Mosquito & Vector Control District*
- Ducks Unlimited*
- National Audubon Society*
- National Fish and Wildlife Foundation*
- National Marine Fisheries Service*
- Natural Resources Conservation Service*
- PG&E Company*
- PRBO Conservation Science*
- SF Bay Regional Water Quality Control Board*
- San Francisco Estuary Project*
- Save San Francisco Bay Association*
- Sierra Club*
- Urban Creeks Council*
- U.S. Army Corps of Engineers*
- U.S. Environmental Protection Agency*
- U.S. Fish & Wildlife Service*
- Wildlife Conservation Board*

October 19, 2009

**Join the San Francisco Bay Joint Venture November 3rd
on a tour of wetland projects in Richmond and Napa**

Dear San Francisco Bay Restoration Authority Member,

I'm writing to invite you to join Bay Area state and federal legislators, county supervisors, funders and San Francisco Bay Wetland Restoration Authority members on a wetlands tour of three projects in the East and North Bay. Come see the restoration in progress at the Napa Plant site, and learn about the wildlife habitat opportunities and restoration at Breuner and San Pablo Marsh in the North Richmond Shoreline.

The tour will last from 10:00 – 3:00 and begin at Pt Pinole Regional Park. Lunch and transportation from site to site will be provided.

Please confirm your interest and availability by Wednesday, October 28 via email to Caroline Warner, Public Outreach Coordinator at cwarner@sfbayjv.org or by phone at 415-259-0334. She will reply with a confirmation letter that includes all the details.

Please note: rain will postpone the tour until November 12!
Let us know if one or both dates works with your schedule.

Sincerely,

Fritz Reid
*SF Bay Joint Venture
Management Board, Chair*

Since 1996 partners of the San Francisco Bay Joint Venture (SFBJV) have protected, restored and enhanced nearly 70,000 acres of wetland habitats. SFBJV partners have developed a scientifically based Implementation Strategy defining several objectives for reaching its goal of protecting a total of 200,000 acres of wetlands over a period of 20 years.

For more information, please visit www.sfbayjv.org



Governing Board

MEETING SCHEDULE

Quarterly, on the fourth (4th) Wednesday of the month
12:30 p.m. to 2:30 p.m.

Meeting Locations:

MetroCenter, Auditorium
101 8th Street
Oakland, California 94607

*State Building
1515 Clay Street
Oakland, California 94612*

For additional information or to confirm meeting location, please contact:
Clerk of the Governing Board, (510) 464 7910

Agenda and attachments available at:
www.sfbayrestore.org

2009

Wednesday, April 22, 2009

Wednesday, July 29, 2009

Wednesday, October 28, 2009 – *State Building*

2010

Wednesday, January 27, 2010

Wednesday, April 28, 2010

Wednesday, July 28, 2010

Wednesday, October 27, 2010

Schedule approved by the Governing Board:
7/29/09

*Proposed revision
10/19/09*