



Date: October 22, 2010

To: Governing Board

From: Karen McDowell
Environmental Specialist, San Francisco Estuary Partnership

Subject: **Phase I Polling Subcommittee Meeting**

The Polling Subcommittee consists of the following members: Samuel Schuchat, Executive Officer, California State Coastal Conservancy; Dave Cortese, Supervisor, County of Santa Clara; Rosanne Foust, Mayor, City of Redwood City; and Charles McGlashan, Supervisor, County of Marin.

The Polling Subcommittee met on Wednesday, October 6, 2010, to review the results of the Phase I Public Opinion Poll. The meeting was attended by three Polling Subcommittee Members (Rosanne Foust, Charles McGlashan, and Dave Cortese), two Advisory Committee Members (Cindy Chavez, South Bay Labor Council, and David Lewis, Save The Bay), and three Staff Members (Ezra Rapport, ABAG; Fred Castro, ABAG; and Judy Kelly, SFEP).

Dave Metz and Shakari Byerly of FM3 gave a presentation on the polling results. The Polling Subcommittee recommended that the same presentation be given to full board, in addition to adding information addressing some questions that were brought up by the Polling Subcommittee and Advisory Committee Members.

Phase I will be completed after the presentation at the governing board meeting, and final reports are submitted.

Staff will work to initiate Phase II of the polling process. See attachment for a proposed timeline for Phase II.

Attachment:
Phase II Timeline

PROPOSED TIMELINE FOR PHASE II PUBLIC OPINION POLL

October 27, 2010	Governing Board Meeting: Form Phase II Polling Subcommittee and discuss scope of Phase II Polling.
November 2010	Staff works with Phase II Polling Subcommittee to draft the RFP.
January 26, 2011	Governing Board Meeting: Approval of Phase II Polling RFP.
January 28, 2011	ABAG posts Phase II RFP for 30 days.
February 28, 2011	Proposals are due.
March 2011	Staff works with Phase II Polling Subcommittee to review proposals. Governing Board (Phone Meeting): Approval of Applicant.
April 2011	Staff works with Phase II Polling Subcommittee to draft the Phase II Public Opinion Poll.
April 27, 2011	Governing Board Meeting: Approval of Phase II Poll.
May 2011	Phase II polling is conducted.
June 2011	Phase II polling results are compiled are reviewed by staff and Phase II Polling Subcommittee.
July 27, 2011	Governing Board Meeting – Phase II polling results are presented.
August 14, 2011	Expiration of Phase II Polling Funding.