



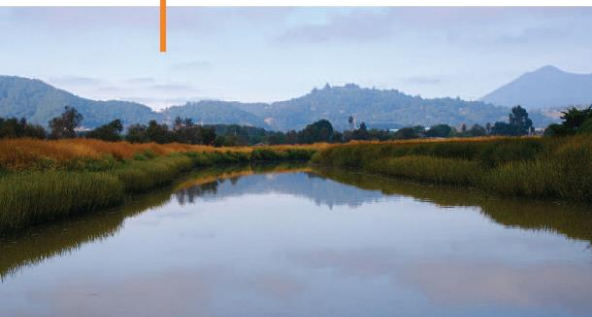
**Politics, partnerships, and
parcel taxes:**

**Securing regional funding
for wetland restoration**

YES on AA

GREENING THE BAY

FINANCING WETLAND RESTORATION
IN SAN FRANCISCO BAY



SAVE THE BAY

APPENDIX A

Completing these planned restoration projects will nearly double the Bay's tidal marsh

Land Location	Investment to Date: \$370 Million				Funds Needed to Complete: \$1.43 Billion				
	Tidal Acres	Landowning Agency (Year Acquired)	Acquisition	Planning & Implemen- tation	Planning	Implementation	Monitoring (10 years)	Operations & Maintenance (50 years)	Total Needed:
Montezuma Wetlands, LLC (late 1980s)	1,876		\$4,450,000	\$44,500,000	\$0	\$100,000,000	\$5,000,000	\$5,000,000	\$110,000,000
CA Dept of Fish & Game (1994)	10,000		\$10,000,000	\$6,000,000	\$0	\$40,000,000	\$3,140,000	\$3,000,000	\$46,140,000
US Fish & Wildlife Service (1996)	1,564		\$6,000,000	\$500,000	\$0	\$12,000,000	\$500,000	\$9,500,000	\$22,000,000
Eden Landing	722	CA Dept of Fish & Game (1996)	\$12,500,000	\$1,600,000	\$0	\$3,300,000	\$625,000	\$1,500,000	\$5,425,000
Bair Island	1,400	US Fish & Wildlife Service (1999)	\$15,000,000	\$1,824,000	\$0	\$8,175,942	\$720,000	\$1,710,000	\$10,605,942
Pond A4	310	Santa Clara Valley Water District (2000)	\$5,890,000	n/a	n/a	\$1,550,000	\$465,000	n/a	\$2,015,000
Napa Plant Site	1,460	CA Dept of Fish & Game (2003)	part of SBSP	\$850,000	\$0	\$4,500,000	\$625,000	\$2,250,000	\$7,375,000
Hamilton Field/ Bel Marin Keys	2,434	CA Coastal Conservancy (2003)	\$16,000,000	\$25,500,000	\$0	\$165,800,000	\$6,500,000	\$4,430,000	\$176,730,000
Bahia	418	Marin Audubon Society (2003)	\$15,800,000	\$350,000	\$0	\$2,200,000	\$1,000,000	\$1,000,000	\$4,200,000
South Bay Salt Ponds	13,000	US Fish & Wildlife Service /CA Dept of Fish & Game (2003)	\$100,000,000	\$33,000,000	\$0	\$750,000,000	\$30,000,000	\$200,000,000	\$980,000,000
Dutch Slough	1,166	CA Dept of Water Resources (2003)	\$38,000,000	n/a	\$4,000,000	\$30,000,000	\$750,000	n/a	\$34,750,000
Sears Point	970	Sonoma Land Trust (2005)	\$17,000,000	\$2,200,000	\$2,380,000	\$15,700,000	\$1,200,000	\$1,500,000	\$20,780,000
Pond A18	856	City of San Jose (2005)	\$13,500,000	n/a	n/a	\$4,280,000	\$1,284,000	n/a	\$5,564,000
TOTALS:	36,176	--	\$254,140,000	\$116,324,000	\$6,380,000	\$1,137,505,942	\$51,809,000	\$229,890,000	\$1,425,584,942

The San Francisco Bay Restoration Authority

Mission: To raise and allocate resources for the restoration, enhancement, protection, and enjoyment of wetlands and wildlife habitat in the San Francisco Bay and along its shoreline.

Created in 2008 with narrow mandate:

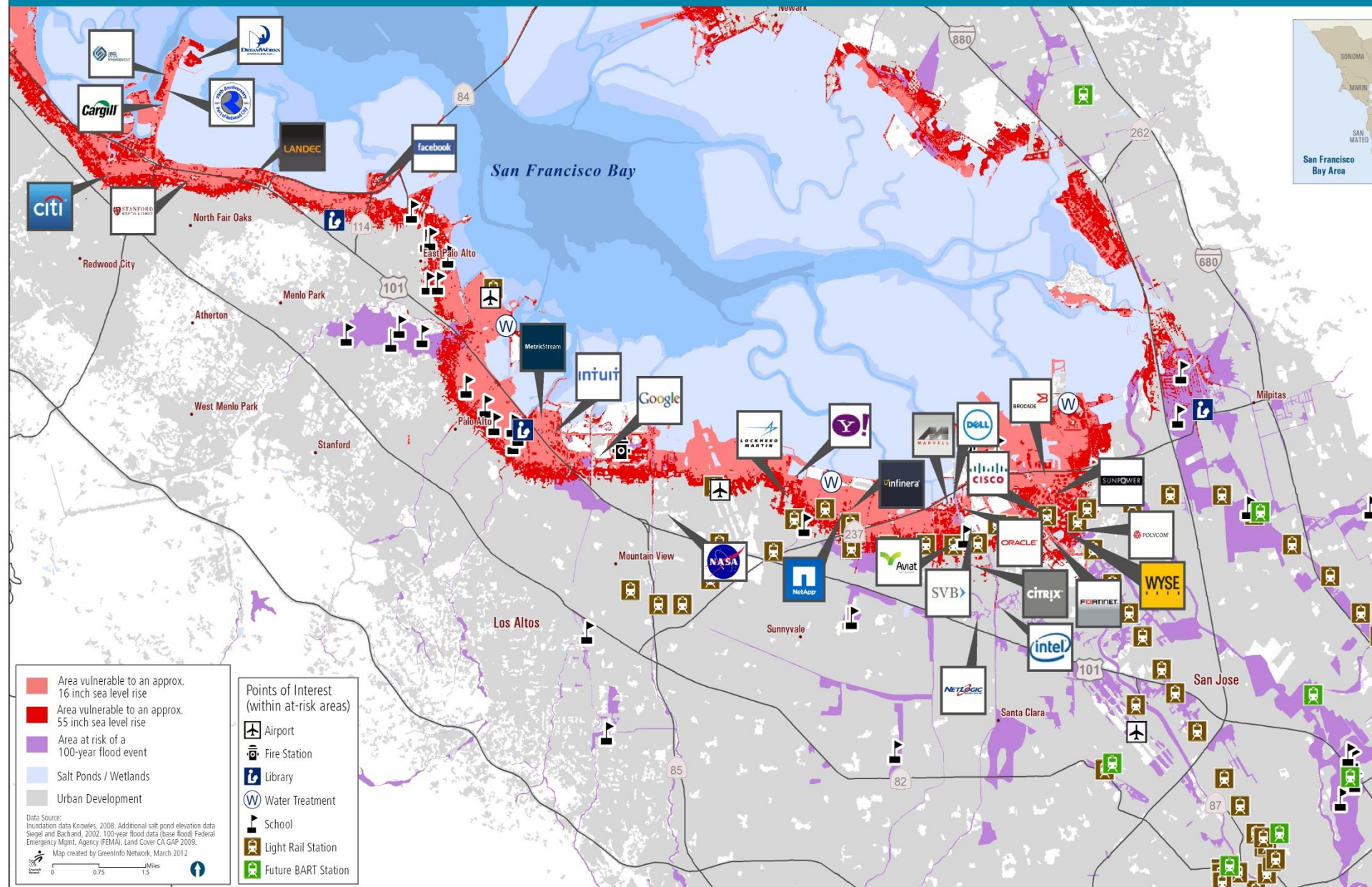
- propose to voters new public funding for Bay restoration
- provide grants for tidal marsh restoration
- Governing Board: 7 elected officials from around Bay Area
- Advisory Board: 50 community and interest representatives



Challenges for new Regional Funding

- 
- A wide-angle photograph of a natural landscape. In the foreground, there is a dense field of green grass and yellow wildflowers. A winding waterway, possibly a river or a large stream, flows through the middle of the field. The water is calm, reflecting the sky. In the background, there are rolling hills and a clear blue sky. The overall scene is peaceful and scenic.
- **Where to tax?**
 - **What kind of tax? How big and for how long?**
 - **Which projects to fund?**
 - **When to propose to voters?**

Economic Impact, San Francisco Bay Area



SURVIVING THE STORM

APRIL 20, 2015

SEAN RANDOLPH

Senior Director
Bay Area Council Economic Institute



SURVIVING THE STORM

#SurvivetheStorm

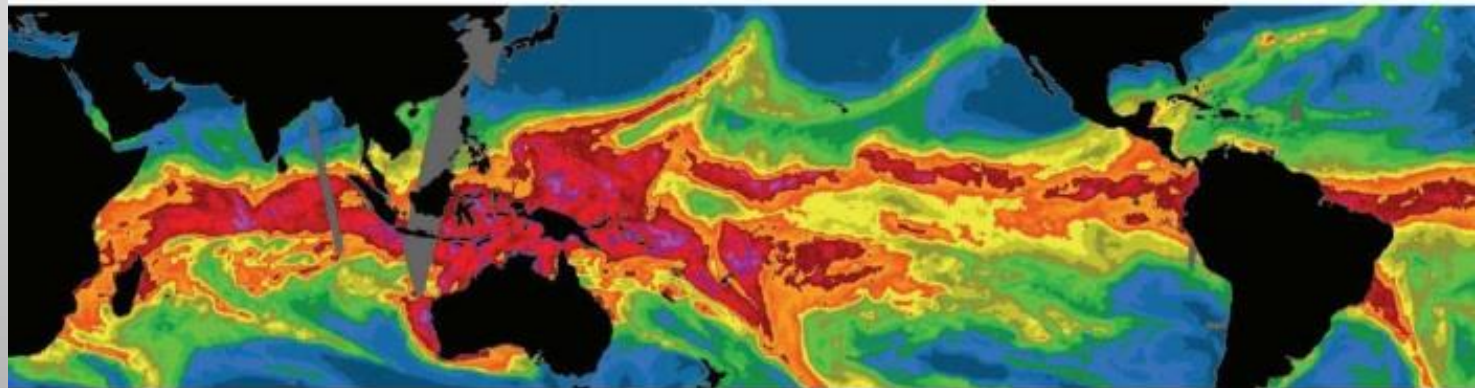


ATMOSPHERIC RIVERS: CALIFORNIA'S EXTREME STORM

Prolonged Precipitation

Strong Winds

Elevated Tides





SURVIVING THE STORM

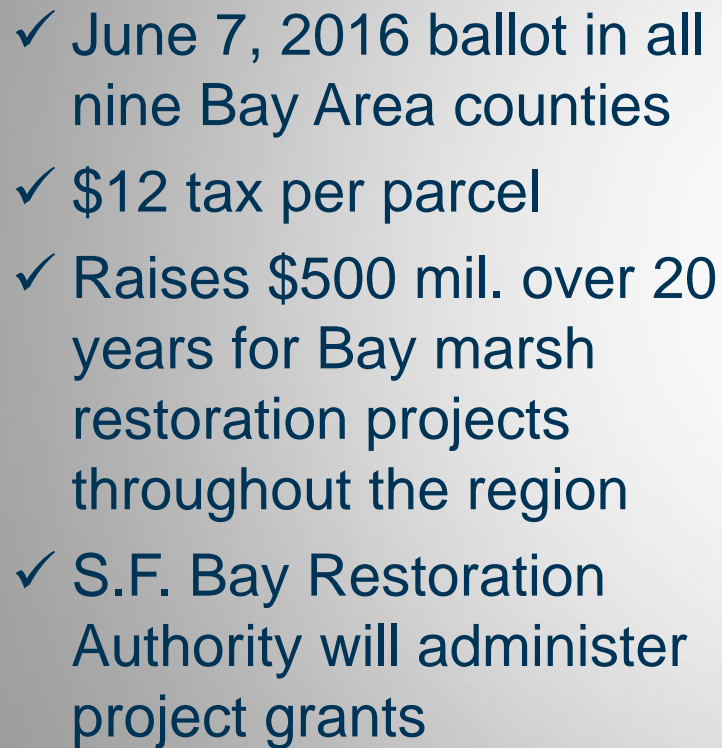
BAY AREA AT RISK

355,000 residents, **\$46.2 billion** in structures and contents are located in the region's 100-year floodplain

Estimated Damages from a Major Storm

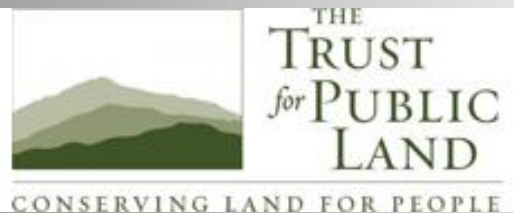
<u>Category</u>	<u>Estimated Cost of Damage</u>
Structural damages	\$5,932,000,000
Content damages	\$4,180,000,000
Air transportation delay	\$86,000,000
Road transportation delay	\$78,000,000
<u>Electricity service interruption</u>	<u>\$125,000,000</u>
Total	\$10,401,000,000







Campaign Leadership



➤ **Add commercials**

Top Lessons

1. Voters love the Bay
2. Ambitious, not greedy
3. Good timing
4. Broad coalition of supporters
5. Minimize opposition
6. Lean Operation with In-kind Support



www.YesonAAfortheBay.com