Raising Funds for Restoration
Measure AA and Beyond
Research many options
Survey public attitudes critically
Invest in skilled pros
Develop a strong strategy
Build broad support
150 years of urbanization altered San Francisco Bay

Salt Marsh Harvest Mouse

Ridgeway’s Rail

Salt Marsh Harvest Mouse
Build up of sediment and vegetation takes time. Higher starting elevation means marshes survive sea-level rise for longer.
APPENDIX A

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

<table>
<thead>
<tr>
<th>Tidal Wetland Restoration Project</th>
<th>Tidal Acres</th>
<th>Landowning Agency (Year Acquired)</th>
<th>Acquisition</th>
<th>Planning &amp; Implementation</th>
<th>Planning</th>
<th>Implementation</th>
<th>Monitoring (10 years)</th>
<th>Operations &amp; Maintenance (50 years)</th>
<th>Total Needed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montezuma Wetlands</td>
<td>1,876</td>
<td>Montezuma Wetlands, LLC (late 1980s)</td>
<td>$4,450,000</td>
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<td>10,000</td>
<td>CA Dept of Fish &amp; Game (1994)</td>
<td>$10,000,000</td>
<td>$6,000,000</td>
<td>$0</td>
<td>$40,000,000</td>
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<td>1,564</td>
<td>US Fish &amp; Wildlife Service (1999)</td>
<td>$6,000,000</td>
<td>$500,000</td>
<td>$0</td>
<td>$12,000,000</td>
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<tr>
<td>Eden Landing</td>
<td>722</td>
<td>CA Dept of Fish &amp; Game (1998)</td>
<td>$12,500,000</td>
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<td>$0</td>
<td>$3,300,000</td>
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<td>Bair Island</td>
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<td>US Fish &amp; Wildlife Service (1999)</td>
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<td>Valley Waterfowl Conservancy (2000)</td>
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<td>Wildlife Service/CA Dept of Fish &amp; Game (2003)</td>
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<td>The Nature Conservancy (2003)</td>
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<td>The Nature Conservancy (2005)</td>
<td>$17,000,000</td>
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<td>$2,380,000</td>
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<tr>
<td>Cullinan Ranch</td>
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<td>The Nature Conservancy (2005)</td>
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<td>$4,280,000</td>
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<tr>
<td>Eden Landing</td>
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<td>Total</td>
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<td>$51,809,000</td>
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</table>
The San Francisco Bay Restoration Authority

Created in 2008 with a 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

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.

www.SFBayRestore.org

Welcome

The San Francisco Bay Restoration Authority is a regional agency charged with raising and allocating local resources for the restoration, enhancement, protection, and enjoyment of wetlands, tidal marshes, and wildlife in the San Francisco Bay and along its shoreline.

www.SFBayRestore.org

LATEST NEWS

October 25, 2018

San Francisco Bay Conservation and Development Commission

SFBayRestore.org

Gold Gate Bridge

San Francisco Bay

Golden Gate National Recreation Area

San Francisco Zoo

San Francisco Maritime National Historical Park

Exploratorium

California Academy of Sciences

California Academy of Sciences

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California Academy of Sciences
Challenges for new Regional Funding

- Where to tax?
- What kind of tax? How big and for how long?
- Which projects to fund?
- When to propose to voters?
- How to afford and win a campaign?
✓ June 7, 2016 ballot in all nine Bay Area counties
✓ $12 tax per parcel
✓ Raises $500 mil. over 20 years for Bay marsh restoration projects throughout the region
✓ S.F. Bay Restoration Authority will administer project grants
Campaign Leadership
San Francisco Chronicle
THE VOICE OF THE WEST
FOUNDED IN 1865 BY CHARLES AND M.H. DE YOUNG
A HEARTY NEWSPAPER

CHRONICLE RECOMMENDS Yes on Measure AA
Modest parcel tax means a lot for our bay’s health

The bay is what we love about living in the San Francisco Bay Area. It defines the landscape, sets the mood with its ever-changing aspect, helps provide the foods we love and connects us with nature — whether you sail the bay, walk the bay shore, bird-watch or just cross the bay during your day. The bay is our protector from severe weather, but the bay needs your help.

A parcel tax, Measure AA on the June 7 ballot in nine Bay Area counties, would generate funds to restore the bay wetlands and shelter bay communities from flooding and storm surge. It’s very generous to our region, given the number of projects that need funding. The tax would raise $25 million a year or $500 million over its 20-year term to aid those projects. Those dollars will be used to leverage funding from state, federal and philanthropic sources. Other wetlands restoration projects — notably Chrispeake Bay and Puget Sound — have attracted four times the federal dollars that San Francisco Bay restoration projects have.

The tax would raise $500 million over 20 years. Half would be distributed to each Bay Area county based on population. The other half would be available through competitive grants, but the North Bay stands to benefit significantly as restoration projects have already been identified and public-private partnerships have been formed.

The Press Democrat
EDITORIAL
SUNDAY, MARCH 6, 2016

YES ON MEASURE AA FOR THE BAY

Bay Area voters will soon have an opportunity to accelerate these efforts in a significant way. Measure AA on the June 7 ballot calls for approval of a $12-per-parcel annual tax for enhancing wetlands and wildlife habitat, for the expansion of public access and recreational opportunities and for the protection of public infrastructure from the threat of rising sea levels.

The tax would raise $500 million over 20 years. Half would be distributed to each Bay Area county based on population. The other half would be available through competitive grants, but the North Bay stands to benefit significantly as restoration projects have already been identified and public-private partnerships have been formed.

CONTRA COSTA TIMES
EDITORIAL: BAY AREA VOTERS SHOULD SUPPORT WETLANDS RESTORATION TAX

We are fortunate that environmentalists three decades ago halted the filling of San Francisco Bay. Now, we face rising sea levels due to global warming, and we need to take the next step by restoring wetlands that have been ignored over more than a century.

San Jose Mercury News
EDITORIAL: SAN FRANCISCO BAY WETLANDS NEED TO BE RESTORED

This region is running out of time to protect one of its greatest resources — the San Francisco Bay — against the ravages of climate change.

At stake are billions of dollars worth of highways, airports, businesses and homes on land immediately adjacent to the Bay. Water levels have already risen 8 inches since 1900, and they are expected to rise another foot by 2050. The damage to the bay that now needs reversing is man-made. Reporter Paul Rogers set out the history in an article in this newspaper last Monday.

The bay has shrunk by more than one-third since the Gold Rush in 1849, thanks to diking, development and filling. State and federal law stopped those practices in the 1980s, and restoration work began in 1999. To date,
Vote YES on Measure AA for a Clean and Healthy Bay

to keep the BAY clean and

https://youtu.be/he0M9zUYepl
Vote YES on Measure AA for a Clean and Healthy Bay for our children
YES on Measure AA

SAMPLE BALLOT

Measure AA: San Francisco Bay Clean Water, Pollution Prevention and Habitat Restoration Program.

To protect San Francisco Bay for future generations by reducing trash, pollution and harmful toxins, improving water quality, restoring habitat for fish, birds and wildlife, protecting communities from floods, and increasing shoreline public access, shall the San Francisco Bay Restoration Authority authorize a parcel tax of $12 per parcel per year, raising approximately $25 million dollars annually for 20 years with an independent citizen oversight, audits, and all funds staying local?

☐ YES
☐ NO

PAID FOR BY YES ON MEASURE AA - PEOPLE FOR A CLEAN AND HEALTHY BAY. SPONSORED BY SAVE THE BAY, SAVE THE BAY ACTION FUND, BAY AREA COUNCIL, AND SILICON VALLEY LEADERSHIP GROUP. WITH MAJOR FUNDING BY SAVE THE BAY ACTION FUND PAC AND THE NATURE CONSERVANCY
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
7. Momentum to leverage additional funds
First Measure AA Restoration Grants - April 2018

San Francisco Bay Restoration Authority

NOVEMBER 2017 RFP:

- 22 applications received
- $47,741,128 requested
- 8 of 22 projects requesting > $1 mil.
- Geographic distribution:
  - North Bay: 11
  - East Bay: 5
  - South Bay: 2
  - West Bay: 4
  - Baywide: 1