



To: Interested Parties

From: Ruth Bernstein, EMC Research and Dave Metz, FM3

Date: December 21, 2015

Re: Recent findings from San Francisco Bay Restoration Authority polling

The following is a preliminary overview of recent polling conducted for the San Francisco Bay Restoration Authority regarding a proposed parcel tax for the June 2016 ballot in the nine county Bay Area. Details of the research will be presented at the San Francisco Bay Restoration Authority board meeting in mid-January.

Our firms have been polling on this issue for many years and our combined review of the recent poll data, along with our historic research on the issue, resulted in the following conclusions:

- Results from the recent poll gauging voter support for a proposed parcel tax to fund pollution prevention and habitat restoration in the Bay are very consistent with previous polling over the past six years showing that passing a measure will be difficult but doable. **A strong majority of nine-county Bay Area voters are supportive of a proposed parcel tax** after simply hearing the ballot question.
- While winning two-thirds support for a new tax is always challenging, providing voters with a short statement about the water quality, habitat restoration, and flood protection benefits of the measure pushes support **beyond the two-thirds threshold** needed for approval.
- Although overall optimism is down slightly, voters continue to feel positive about the direction of the Bay Area, and optimism is, and has been over the years, closely tied to support for the proposed parcel tax. **Moving forward with a measure soon**, while the economy is still robust, is recommended.
- The **June election provides an excellent opportunity** to communicate area-wide without excessive competition from regional, statewide and national political campaigning that will happen in November.

This poll was conducted December 4-14, 2015 by EMC Research among 1,505 likely June 2016 voters in the Bay Area. The results have a margin of error of +/- 2.53 percentage points. The survey was offered in English and Spanish and included both landlines and cellphones.