San Francisco Bay Restoration Parcel Tax Campaign
A brief history of bay conservation
Polling on Revenue Measure Consistently Exceeds Needed 2/3 Vote Threshold

Before Messaging

- Def. yes: 36%
- Prob. and lean yes: 35%
- Prob. and lean no: 12%
- Def. no: 14%

Total Yes 71%
Total No 26%

After Positive Messaging

- Def. yes: 39%
- Prob. and lean yes: 34%
- Prob. and lean no: 7%
- Def. no: 17%

Total Yes 73%
Total No 24%

After Negative Messaging

- Def. yes: 37%
- Prob. and lean yes: 33%
- Prob. and lean no: 6%
- Def. no: 20%

Total Yes 70%
Total No 26%

Parcel Tax of $12 Per Year for 20 Years, Likely June 2016 Voters, n = 1,200
Sept 2015 data
What does winning look like?
Audubon’s Role
You Can Help

• Chapter resolutions of support
• Outreach, newsletters, social media, op-eds, etc.
• Highlight wetlands in your areas
• Potentially serve on the regional committees
• Get-out-the-vote
Questions?

Thank You!!!