



Midpeninsula Regional
Open Space District

R-11-102
Meeting 11-29
October 26, 2011

AGENDA ITEM 6

AGENDA ITEM

Funding presentations from Bob Woods, Bryan Godbe and District Staff

LEGISLATIVE, FUNDING AND PUBLIC AFFAIRS COMMITTEE'S RECOMMENDATION

Receive presentations from Bryan Godbe, Bob Woods and District staff on funding and fundraising.

SUMMARY

The Legislative, Funding and Public Affairs Committee (LFPAC) has received presentations from pollster Bryan Godbe, fundraising expert Bob Woods and District staff regarding questions concerning funding and fundraising which the full Board should hear because the information will, among other things, inform the implementation of part of the recently passed strategic plan.

DISCUSSION

In its July 15, 2011 memo to the Board, LFPAC reported on the results of research staff had undertaken at the direction of the Committee to see if it might be feasible for the District to carry out a potential funding measure during the November, 2012 presidential election. As the Board will recall, staff's analysis led the Committee to conclude that November 2012 would be premature for such a measure.

The Committee had asked staff to conduct this research after local pollster Bryan Godbe met with LFPAC to review the results of his recent survey which had shown relatively high levels of support for a potential funding measure and which had given rise to the hope that such a measure may have a good chance of passing if placed on the November 2012 general election ballot when voter turnout is expected to be high.

Even if November 2012 is not an appropriate date for an election, however, both the District staff report and the polling report compiled by Bryan Godbe are nevertheless important for the full Board to consider especially since LFPAC remains enthusiastic about a funding measure at

another time, such as 2014, when, in our view, an election will likely have a better chance of success because the District will by then have had more time to gear up for this effort and will have spent more time on the critical preliminary legwork necessary to win an election.

LFPAC would like the full Board to also hear Bob Woods provide a summary of the report drafted by Stewart Woods & Associates, local experts in fundraising for land conservation, to assess the District's capacity to raise funds for land stewardship in general and the Mount Umunhum project in particular. His assessment was primarily based on a series of 43 interviews conducted with District Staff, Board, partners, Mount Umunhum stakeholders, and potential donors. Bob Woods' report will summarize and interpret feedback given by interviewees around the topic of raising funds through private philanthropy and donations for land stewardship.

FISCAL IMPACT

There are no unbudgeted fiscal impacts with this report.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. No additional notice is necessary.

CEQA COMPLIANCE

No compliance is required as this action is not a project under the California Environmental Quality Act (CEQA).

NEXT STEPS

The information presented will be integrated into the strategic plan that staff is currently preparing for the Board's approval, and incorporated into further funding measure analyses.

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