

CONTRACT NAME: MEMORANDUM OF UNDERSTANDING BETWEEN EMC RESEARCH, INC. AND DAVIS JOINT UNIFIED SCHOOL DISTRICT

BRIEF DESCRIPTION OF PLAN: On April 4, 2019, the Board of Education approved a proposal from EMC Research, Inc., (EMC) to undertake surveys and opinion research for DJUSD. This MOU outlines the scope of work for the project. EMC will provide a statistically valid survey to evaluate the opinions of voters in the District. The survey will be designed to help determine the viability of a parcel measure for 2020, including feedback on ballot measure components, tax amount and structure, timing, and information statements. EMC will provide a results document and present the results in person to the Board of Education.

FISCAL IMPACT: The cost of the polling research is not to exceed \$44,700.



**MEMORANDUM OF UNDERSTANDING BETWEEN
EMC RESEARCH, INC. AND
DAVIS JOINT UNIFIED SCHOOL DISTRICT
APRIL 2019**

The purpose of this memorandum is to confirm an agreement under which EMC Research, Inc., (EMC) will undertake surveys and opinion research for Davis Joint Unified School District (the "District").

THE NATURE OF THE WORK

The project will include a statistically valid survey to evaluate the opinions of voters in the Davis Joint Unified School District. The survey will be designed to help determine the viability of a parcel measure for 2020, including feedback on ballot measure components, tax amount and structure, timing, informational statements, and other related items.

The survey will be designed to provide the District with:

- A representative overview of the District's voters
- Tracking data to evaluate changes in attitudes from previous studies
- Quantitative data regarding voter issue positions
- An assessment of the likelihood of success of a parcel tax measure

Both parties hereto will consult with each other and reach an agreement on the contents of the questionnaire and the survey format. Once an agreement on the contents and survey is reached, EMC will conduct the research within an agreed upon time frame.

THE SURVEY

The survey under this agreement will consist of 600 interviews conducted using a hybrid of email-to-web and telephone interviews. Average interview length is estimated to be 15 minutes. The sample will consist of a random selection of registered, likely voters selected in proportion to the distribution of such voters in the Davis Joint Unified School District.

The sampling procedures will be consistent with generally recognized, scientifically valid sampling techniques designed to produce a survey reflective of the electorate

ADDITIONAL SERVICES

We recommend including the services of a strategy consultant to assist with the development of the voter opinion poll, and with interpretation of the poll results to aid in the District's important strategic decisions.

SCOPE OF WORK

EMC Research will draft the survey, program for data collection, supervise data collection, provide a topline results document, produce crosstabs and a visual presentation of results and analysis, present results in-person to the Board of Education, and coordinate with the strategy consultant.

Specifically, EMC will:

- Work with the District staff and consultant to design and prepare a survey instrument that addresses the District's goals;
- Draw a computer-generated random sample of likely voters in the District;
- Test the questionnaire for clarity of questions, and revise the questionnaire as necessary;
- Collect survey data through interviews conducted by telephone on landlines and cell phones from a central telephone bank, supervised by an on-duty supervisor;
- Adapt the questionnaire for online application; program and host the survey using professional survey software; manage the deployment of survey invitations; and collect survey responses online;
- Monitor data collection daily to ensure the process is going according to plan, and adjust strategies as needed to ensure a representative sample of District voters;
- Tabulate, code, clean, and weight the survey data from both modes;
- Perform in-depth analysis of the data;
- Produce cross-tabulations of voter responses based on key demographic information;
- Meet with District representatives, the School Board, consultants, and others to present and review the results, and discuss the applications of findings to future strategy decisions; and,
- Be available for consultation on findings.

COST

The cost to conduct a hybrid email-to-web/telephone survey of 600 likely voters, with an average survey length of 15 minutes is summarized below. These prices include all services outlined, including one in-person kickoff meeting and one in-person meeting to present results to the Board, along with conference call meetings as needed.

One half of the project fee will be billed upon contract approval, and the second half will be billed upon delivery of final survey results.

Description	Cost
Hybrid Email-to-Web/Telephone Survey, 600 interviews, at 15 minutes average length	\$33,700
Not to exceed cost for Strategy Consultant	\$10,000
TOTAL NOT TO EXCEED	\$44,700

OTHER PROVISIONS

The parties agree that all cost of any successful legal actions taken by either party to enforce the terms of this agreement, including legal fees, shall be the responsibility of the losing party in any such legal actions.

EMC agrees to furnish to The District a complete analysis and reasonable consultation time with respect to the data and findings.

EMC is entitled to retain copies of all data and analysis for its own internal use.

The District agrees that any public or private dissemination of any data or conclusions represented to be those of EMC will be in strict conformity with the data and analysis provided to The District by EMC. The District further recognizes the right of EMC to correct errors in such data as may be attributed to them by releasing the correct data or analysis.

EMC will not release any data whatsoever except as provided in the preceding paragraph, nor any other information in its possession concerning The District, except as may be required by law, without the permission of The District.

DATE: _____

BY: _____
Davis Joint Unified School District

DATE: _____

BY: _____
EMC Research, Inc.