



**TO:** Bruce Colby, Davis Joint Unified School District  
**FROM:** Jessica Polsky, EMC Research  
**RE:** Parcel Tax Feasibility Research  
**DATE:** March 27, 2019

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Thank you for the opportunity to provide this proposal to conduct public opinion research on behalf of the Davis Joint Unified School District. The following proposal provides a brief description of the proposed scope and costs for research services. Please contact us if you have any questions or need any additional information. We look forward to the possibility of working with you again soon.

### Project Overview

The project will include a survey designed to gather feedback from Davis Joint Unified School District likely voters on issues related to their overall views of the District, perceived need for funds, parcel tax project priorities, and the impact of additional communications. The survey will be designed to help determine the viability of a parcel measure on the March 2020 Primary election ballot, 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

### Methodology

We recommend a hybrid email-to-web and telephone survey among a random selection of likely voters within Davis Joint Unified School District. Interviews would be conducted via email-to-web and on landlines and cell phones. By employing a mixed-mode/hybrid methodology where we conduct interviews both by phone and online via email invitation, we will maximize the possible sample size and survey reliability. As the database of available voter emails becomes increasingly robust, we have had great success utilizing this approach in other communities. We have found that the two modes (phone and email-to-online) complement each other well; we are able to obtain data from a broad cross-section of registered voters because those who may not answer their phone may take the survey online, and those who do not respond to the email survey invitation may take the survey over the phone.

We understand there is interest in maximizing the sample size among likely voter respondents in order to minimize the margin of error. The maximum number of interviews that we believe are possible strictly among likely March 2020 voters is 400. However, by expanding the likely voter "universe" to those who are likely to vote in November of 2020, we believe 600 interviews are possible. Expanding the sample to likely November 2020 voters will also give us the ability to provide a recommendation about the best timing for the measure. In the project cost section below we have provide a cost for these two possible sample sizes.

We estimate an average survey length of 15 minutes to provide in depth feedback from likely voters. The sample will be demographically and geographically representative of the District's likely voter population.

### Recommended Additional Strategy Consultant

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. Including these services at this stage is extremely beneficial as this consultant can provide guidance on topics to include in the poll which ultimately impact the direction the District may take based on the poll results. The strategy consultant can also help ensure that issues encountered through evaluation of the local landscape and stakeholder engagement are appropriately addressed in the research and analysis of research results. A strategy firm would also assist with development of ballot measure language, if applicable. The estimated cost to include the services of a strategy consultant in the development and reporting of the voter opinion research is provided below.

### 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.

### Deliverables

Draft and final questionnaires, questionnaire with results (toplines), PowerPoint Presentation of results and analysis, crosstabs, and other summaries and memos as requested.

### Project Cost

The cost to conduct this research is dependent on several factors, including sample size, survey length, and survey modes. The cost to conduct a hybrid email-to-web/telephone survey of 400 or 600 likely voters, with an average survey length of 15 minutes is summarized below. These prices include all services and deliverables outlined in this proposal, 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 would be billed upon contract approval, and the second half would be billed upon delivery of final survey results.

Description	Sample	Margin of Error (percentage points)	Flat Fee
Hybrid Email-to-Web/Telephone Survey, 15 minutes average length	400 Interviews (Likely March 2020 Voters)	+/-4.9 points	\$27,300
	600 Interviews (Likely November 2020 Voters with subset of 400 interviews with Likely March 2020 Voters)	+/-4.0 points	\$33,700
Recommended Additional Strategy Consultant	-	-	\$10,000