



MARKET
& OPINION
RESEARCH
SERVICES

720 Third Avenue
Suite 1110
Seattle, WA 98104
206.652.2454

436 14th Street
Suite 820
Oakland, CA 94612
510.844.0680

88 E Broad Street
Suite 1270
Columbus, OH 43215
614.268.1660

610 SW Alder Street
Suite 521
Portland, OR 97205
503.444.6000

EMCresearch.com

To: Bruce Colby, Davis Joint Unified School District
From: EMC Research
Date: March 8, 2016
Re: Proposal for polling services

Thank you for the opportunity to submit our proposal to conduct opinion research services on behalf of Davis Joint Unified School District. This proposal outlines the proposed scope of services related to a voter survey, as well as some background information about EMC Research. We look forward to the prospect of working with you. Please feel free to contact us if you have any questions at all.

Project Purpose

The purpose of this project would be to conduct a statistically valid survey to evaluate the opinions of voters in Davis Joint Unified School District regarding a possible parcel tax measure in November, 2016.

In addition to conducting a poll, EMC will work with the District and partner with your chosen consultant team to provide research-based recommendations on strategy, outreach, timing and other tactical decisions.

The survey would be designed to provide the District with:

- A representative overview of the District's voters
- The appropriate amount, structure and timing for the measure
- An assessment of the likelihood of success of a ballot measure
- The type of projects that are most important to those who will vote
- The themes and messages that will assist in reaching a successful outcome
- Suggested areas for public education and community outreach

Methodology and Scope

Our review of the registered voter rolls reveals just under 35,000 voters and just under 20,000 voter households within the Davis Joint Unified School District jurisdiction. Based on the size of this electorate, we recommend a telephone survey of 400 likely voters in the district.

The number of interviews corresponds with the research's statistical reliability. The margin of error on a sample size of 400 is plus or minus 4.9 percentage points.

We anticipate an average interview length of approximately 15 minutes in order to provide you with in-depth feedback from voters that will aid in making strategic decisions related to a potential bond measure.

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

For this project, EMC will:

- Work with District staff and your selected consultants 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 with contact information, including cell phones;
- Test the questionnaire for clarity of questions, and revise the questionnaire as necessary;
- Collect survey data through interviews conducted by telephone from a central telephone bank, supervised by an on-duty supervisor;
- Code open-ended responses, if any, for computer analysis;
- Perform in-depth analysis of the data;
- Tabulate survey results, and design and generate cross-tabulations and other statistical tables as needed;
- Prepare a PowerPoint report of results with charts, analysis, recommendations and alternatives;
- Meet with District representatives, the School Board, consultants, and others as needed to present and review the results, and discuss the applications of findings to future strategy decisions;
- Assist the District and your consultants in development of ballot language if the District decides to place a measure on the ballot, and;
- Be available for consultation on findings and strategy.

Cost

The cost of the survey is determined by many factors, particularly the length of the questionnaire, the screens employed, languages needed and the number of interviews completed. If any of our assumptions about the specifications change, the survey cost would need to be adjusted accordingly.

The costs below represent the entire beginning to end fee for our services including meetings with the client and presentation of the results. Also included is consulting with the District and consultants on effective use of survey results including recommendations, strategy and message development, prior to the board's decision about whether to place a measure on the ballot.

Cost Summary:

400 Interviews, 15 minutes average length	\$23,500
--	-----------------

Firm Information

EMC Research, Inc. is a full-service opinion research and strategic consulting firm serving a broad range of public and private sector clients. Founded in 1989, EMC Research is a team of 37 professionals with decades of research experience that we apply to every project. From offices in Portland, Oakland, Seattle, Columbus, and Washington D.C., we serve clients in local and state government agencies, public, non-profit, corporate and campaign organizations, and advocacy groups.

EMC brings nearly thirty years of experience and expertise in working on successful education revenue measures. Our professionals have conducted voter surveys on behalf of school districts throughout California as the districts have sought to secure funding for educational and capital improvements. In addition, we have direct experience polling district voters on behalf of the Davis Joint Unified School District in 2008 to investigate the feasibility of a potential parcel tax measure.

We have assisted our school district clients in evaluating funding options, choosing funding mechanisms, and crafting ballot measures. Much of our recent research on behalf of school districts has involved polling on potential general obligation bond measures as well as parcel tax measures. Our work has been focused on voter communications and we have developed a comprehensive strategy for testing messages about the need for education funding. Our research has provided a roadmap for many successful revenue measures.

For all of our projects, we are committed to not only conducting high-quality research, but also to helping our clients get the best possible use out of the research and analysis. In addition to presenting results in-person, EMC Research provides ongoing assistance in developing strategies and techniques based on our research findings. We provide opinion research as a service, not a product, and we will remain available for further consultation and analysis as long as the research is used.

Some of our recent K-12 school district clients include:

- Acalanes Union High School District (parcel tax)
- Alameda Unified School District (bond measure & parcel tax)
- Aromas-San Juan Unified School District (parcel tax)
- Berryessa School District (bond & parcel tax)
- Cabrillo Unified School District (parcel tax)
- Cambrian Elementary School District (parcel tax)
- Campbell Elementary School District (bond measure & parcel tax)
- Cupertino Union School District (parcel tax & bond)
- Castro Valley Unified School District (bond measure)
- Chico Unified School District (bond measure)
- East Side Union High School District (parcel tax)
- Hollister School District (bond measure)
- Lakeside Joint School District (parcel tax)
- Loma Prieta Joint Union School District (parcel tax)
- Los Altos School District (bond measure & parcel tax)
- Los Gatos Union Elementary School District (bond measure & parcel tax)
- Los Gatos-Saratoga Joint Union High School District (bond measure & parcel tax)
- Mill Valley School District (parcel tax)
- Milpitas Unified School District (bond measure & parcel tax)
- Monterey Peninsula Unified School District (parcel tax & bond measure)
- Moreland School District (bond measure & parcel tax)
- Mount Diablo Unified School District (bond measure & parcel tax)
- Mountain View-Los Altos High School District (bond measure)
- Orcutt Union School District (bond measure)
- Orinda Union School District (parcel tax)
- San Jose Unified School District (bond measure)
- San Mateo-Foster City School District (bond measure & parcel tax)
- San Ramon Unified School District (bond measure & parcel tax)
- Saratoga Joint Union School District (parcel tax)
- Union School District (bond measure & parcel tax)