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Oakland
510.844.0680

Portland
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EMCresearch.com

To: Bruce Colby, Davis Joint Unified School District
From: EMC Research
Date: April 26, 2016
Re: Proposal for Tracking Survey

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 tracking survey of Davis Joint Unified School District Voters. We look forward to continuing to work 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. Specifically, this tracking survey would investigate the feasibility of a measure that would allow for maintaining and improving existing programs.

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 will be designed to provide the District with:

- An assessment of the likelihood of success of a ballot measure that would maintain and improve current programming
- The type of projects that are most important to those who will vote
- The relative importance of additional programs that could be added with additional funding

Methodology and Scope

For this tracking survey, we recommend a sample size of 400 voters in the District.

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

We anticipate an average interview length of approximately 12 minutes in order to provide you with the feedback you need to make strategic decisions, most importantly the tax amount, related to a potential parcel tax measure.

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

EMC will prepare a draft survey instrument to review with the District and its consultants, collect feedback, and revise as needed until the District is satisfied with the content.

EMC will be available for meetings and teleconferences as needed to review and revise the draft survey instrument.

Upon completion of interviewing, EMC Research staff will conduct an extensive statistical analysis of the data gathered from the survey.

EMC will create a PowerPoint Presentation of key findings, analysis, and recommendations to be presented in-person. In analyzing and reporting the results of the survey, we will provide you with clear, concise analysis and strategic recommendations to meet your goals. Our emphasis is on making the data understandable and usable.

In addition to presenting results in-person to District staff, consultant team, and the School Board, EMC will provide ongoing assistance as needed up until the Board makes a decision about whether to place a measure on the ballot. 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.

In summary, 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;
- 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.

400 Interviews, 12 minutes average length	\$19,500
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