



GODBE RESEARCH
Gain Insight

PROPOSAL TO CONDUCT A SERIES
OF FOCUS GROUPS WITH CITY
RESIDENTS

Presented to the City of Hayward

February 14, 2017

BACKGROUND AND EXPERIENCE

Godbe Research, a State of California certified small business enterprise (SBE), was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research to support resident and community satisfaction, general and strategic planning, revenue and ballot measure feasibility, community needs assessments, public education and outreach strategies, public sector marketing, and other customized client needs. Our offices in Burlingame, CA (Corporate), Reno, NV (Southwest), and Bellevue, WA (Northwest) house a staff of highly trained and experienced researchers, and a commitment to providing superior quality research and client services.

The firm has been employed by public and private sector clients, throughout California and the western United States. The combined expertise of the Godbe Research team spans over 50 years in the field of public opinion research. The Godbe Research Team consists of the President (Bryan Godbe), Vice President (Charles Hester), and a staff of Senior Research Managers, Senior Statistical Analysts, Research Analysts, and Research Associates. Each team member has the education and experience commensurate with their position at Godbe Research, and the team regularly teaches, authors, and speaks in the field of public opinion research. In short, you will not find a more experienced and educated team in our field.

Since our founding in 1990, Godbe Research has conducted more than 2,500 resident, voter, property owner, and user opinion studies for our diverse array of public clients. Our focus is almost exclusively on public policy and revenue measure research for California local government agencies, including cities, counties, school districts, park and recreation districts, transportation planning agencies and transit providers, special districts, and other public sector agency clients. Within our extensive local government agency experience, Godbe Research has conducted or is in the process of conducting focus group research on a variety of topics for clients such as the Town of Moraga, City of Redwood City, City of San Jose, City of El Cerrito, County of San Mateo, Napa Valley Community College District, City of Sacramento, Peninsula Healthcare District, County of Marin, Metropolitan Transportation Commission, County of Solano, City of Manteca, City of San Bruno, Santa Clara Valley Transportation Authority, City of Temecula, University of California at Santa Cruz, Stanislaus Council of Governments, Southern California Regional Rail Authority/Metrolink, City of Lake Forest, King County Library System (WA State), City of Fullerton, San Luis Obispo Council of Governments, Community Transit (WA State), City of Newport Beach, San Diego State University, and even for private entities, such as Facebook, Google, and the Lucile Packard Children's Hospital.

As an organization, Godbe Research is a small business (less than 10 employees) and we manage our commitments wisely. This means managing our project load so that our President (Bryan Godbe) or Vice President (Charles Hester) can be directly involved in each project we conduct at the project manager level. Similarly, we do not take on so many projects that we need to move team members or remove team members from current projects. Thus, Godbe Research is committed to having Bryan Godbe act as the project manager and day-to-day contact for the duration of this focus group project for the City of Hayward (Hayward or City) based on his extensive research experience in the Hayward community for a variety of local agencies as well as previous studies managed by Bryan for the City.

PROPOSED PROJECT WORK PLAN

Godbe Research is a recognized leader in public opinion and voter research for California local government agencies. As such, we believe that any project's success depends on recognizing the individual and unique needs of each client and creating a project work plan to address those specific needs. To this end, Godbe Research has crafted the following work plan for the City of Hayward to illustrate the types of considerations that go into each of our research studies.

Research Objectives

Before beginning any research project, Godbe Research spends significant time reviewing the client's research objectives to choose the most appropriate research design. Based on preliminary discussions with Hayward, Godbe Research understands that there are several potential research objectives to be addressed by this current research study, the most important of which include evaluating the opinions and attitudes of residents in the City on issues and topics including quality of life, satisfaction with the City in general, satisfaction with City-provided services, further explore the results of a recent resident survey in the City, and other topics of interest to the City of Hayward. Formal research objectives will be defined and refined between Godbe Research and the City at the project kick-off meeting and will be the basis for our final project work plan.

Proposed Scope of Work

Based on our preliminary understanding of the needs of the City of Hayward for this potential focus group study, Godbe Research has provided our recommended scope of work below. This scope of work is based on a series of two to four total focus groups of City of Hayward residents, segmented by gender, and potentially area of residence within the City, to make the groups as homogenous as possible for this qualitative exercise. Specific tasks under the scope of services for this focus group project are thus envisioned to include:

- Conducting a project kick-off meeting for the focus group study with the City of Hayward as well as additional meetings and correspondence throughout the focus group process, as needed.
- Reviewing background materials, demographic and voter registration data for the City of Hayward, recent resident and voter surveys in the City, as well as other information that will aid in the development of recruitment strategy and discussion guide for the focus group process.
- Developing a listed sample of City of Hayward residents for recruitment of participants for the focus group process. We are proposing to segment the focus groups by gender as well as potentially by area of residence within the City to conduct either two or four total focus groups of City of Hayward residents.
 - ❖ In the scenario for two focus groups, we are recommending that the City conduct one group each of male and female residents without any geographical stratification.
 - ❖ In the scenario for four focus groups, we are recommending that the City conduct one focus group each of female and male residents in the eastern portion of the City, as well as one focus group each of female and male residents who live in the western portion of Hayward.

- Recruiting/scheduling of two to four total focus groups of 12 to 14 participants each so that we can ideally seat 8 to 10 residents for each individual focus group. Focus groups will be conducted two per evening one or two evenings at a local venue provided by the City of Hayward such as the Hayward Public Library or the Hayward Area Historical Society (HAHS) Museum of History and Culture.
 - ❖ There is no professional focus group facility or suitable hotel-type venue within the City of Hayward based on our experience, thus the need for another suitable venue to accommodate the groups in a professional setting familiar to City residents.
 - ❖ We would look to the City to secure the venue at the Library or HAHS Museum of History and Culture as part of the focus group process.
- Development of a discussion guide for the focus groups through an iterative process with the City of Hayward, which could include exercises and/or visuals for participants based on project needs and research objectives.
 - ❖ Similar to previous research studies conducted for the City, the guide (and any exercises) will have multiple points for input, review, and approval prior to conducting the focus groups.
- Conducting/moderating two to four total focus groups over one to two evenings (two groups per evening, 12 to 14 recruited for 8 to 10 to attend per group, groups at 6:00 and 8:00 pm), where groups are taped for later review, respondents are provided with basic snacks (if allowed at the venue), and each respondent that attends the groups is given an appropriate incentive for their time (\$100 each).
 - ❖ As previously stated, groups will be conducted at a venue provided by the City of Hayward such as the Hayward Public Library or the HAHS Museum of History and Culture. We can also have a live feed of the focus groups provided in a second viewing room, where the City can view the groups in 'real time' should the venue have two adjoining rooms and this be of interest to the City. Regardless of a viewing room, the groups will be taped for later analysis and reporting.
- Reviewing the focus group data (e.g. tapes, notes, exercise, etc.) and development of a summary report of findings to submit to the City of Hayward. The report will be in PowerPoint format and will be approximately 10 to 20-pages/slides in length.
- Presenting the findings from the focus groups to the City of Hayward for up to two unique presentations to the City. The length and content of the presentations will be developed between the City and Godbe Research.
- Providing post-project consulting on the results and recommendations from the focus groups, as needed by the City, during planning, education and outreach, and/or other activities that will be informed by the focus groups (no charge).

Project Time Line Discussion

Because of our experience in conducting public opinion research studies for a wide range of public sector clients, as well as community-based organizations, Godbe Research can generally conduct a focus group project in about five to six weeks, depending on the length of time it takes to develop the discussion guide and recruit participants for the groups. A formal time line with calendar dates will be provided to the City of Hayward after the project kick-off meeting, where we can discuss meeting schedules, deliverable needs, and other project-related topics.

PROJECT COSTS

Godbe Research takes great pride in delivering usable research projects on-time and on-budget. In doing so, we prefer to price our proposals using a firm and fixed-fee format rather than hourly rates. We feel that this pricing model provides the most flexibility and accuracy to our clients, and most accurately portrays the main parameters of any focus group process (the number of focus groups conducted, the number of participants recruited for each focus group, and the topics to be covered in the focus groups).

Below we have provided costs to conduct a series of either two or four total focus groups with City of Hayward residents. Groups will be segmented by gender where the focus group scenario for two total focus groups will consist of one group each of male and female residents. The focus group scenario for four focus groups would be segmented by gender and geography/area of residence and consist of one group each of female and male residents in eastern Hayward and one focus group each of male and female residents who live in the western portion of the City.

As part of the process Godbe Research will recruit 12 to 14 respondents for each focus group with the goal of seating 8 to 10 respondents per group. Groups will be conducted at a local Hayward area venue to be secured by the City. Each respondent that shows for the groups will be incentivized in the amount of \$100 dollars and groups will last approximately 1.5 hours each. Respondents will be provided with basic snacks (if the venue allows for this) and groups will be audio and video taped for later review and analysis by Godbe Research. Finally, we can also have a live video feed of the focus groups to a second viewing room so that City of Hayward representatives can watch the groups in 'real time' should this be available at the selected venue and of interest to the City.

The prices below include all Godbe Research time, tasks, materials, and travel for the overall study and will not increase beyond those listed below, so long as the actual scope of work for the focus group process corresponds to the scope of work outlined in this proposal. Should Hayward needs change, we will be happy to provide a revised proposal prior to proceeding.

<u>Focus Group Project Task - Two Focus Groups</u>	<u>Cost Per Task</u>
Facility Rental (2 focus groups over 1 evening)	Hayward
Recruitment and Scheduling (12 to 14 to get 8 to 10 per group or 24 to 28 to get 16 to 20 total)	\$3,920.00
Incentive to Participate (\$100 x 28)	\$2,800.00
Audio/Video Taping (2 groups)	\$500.00
Participant Refreshments (2 groups)	\$400.00
Research Fee	\$6,000.00
Project Management	\$2,000.00
<u>Misc/Travel Expenses</u>	<u>\$400.00</u>
Total for Two Focus Groups	\$16,020.00

<u>Focus Group Project Task - Four Focus Groups</u>	<u>Cost Per Task</u>
Facility Rental (4 focus groups over 2 evenings w/ 2 focus groups per evening)	Hayward
Recruitment and Scheduling (12 to 14 to get 8 to 10 per group or 48 to 56 to get 32 to 40 total)	\$7,840.00
Incentive to Participate (\$100 x 56)	\$5,600.00
Audio/Video Taping (4 groups)	\$1,000.00
Participant Refreshments (4 groups)	\$800.00
Research Fee	\$7,500.00
Project Management	\$3,000.00
<u>Misc/Travel Expenses</u>	<u>\$800.00</u>
Total for Four Focus Groups	\$26,540.00



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