



GODBE RESEARCH
Gain Insight

PROPOSAL TO CONDUCT A SURVEY OF HAYWARD VOTERS

Presented to the City of Hayward

April 24, 2018

PROJECT WORK PLAN

Godbe Research believes that the success of any opinion research project depends on recognizing the individual and unique needs of each of our clients and then crafting a project work plan to address those specific needs. Given our approach and based on discussions with the City of Hayward (Hayward or City), we have provided a list of services below to be provided to the City as part of this voter survey project. Accordingly, these services are proposed to include:

- Conducting an in-person kick-off meeting with the City of Hayward and other project stakeholders, as well as additional conference calls and meetings to discuss the research objectives and other aspects of the voter survey in detail.
- Reviewing Hayward voter and resident demographics, previously conducted and related opinion research from the City and other agencies that serve the City, and other information that will help to inform and support this current voter survey process.
- Designing and refining a survey instrument of between 18 and 20-minutes in length so that it addresses the research objectives of the City of Hayward for the voter survey. This is done through an iterative process between Godbe Research, the City, and other project stakeholders. The survey will be designed to be formatted for both Internet and telephone survey modalities as a 'hybrid survey' and both versions of the survey will be identical.
 - ❖ Please note that previous voter surveys conducted for the City by Godbe Research on similar topics have been in the same 18 to 20-minute range.
- Programming, refining, and testing the Internet version of the survey instrument using our Internet survey software package. This will be done by our partner team of IT and programming experts.
- CATI programming the telephone version of the survey instrument for efficient and accurate data collection, and training telephone interviewing personnel on the questionnaire and interviewing protocol.
 - ❖ For our telephone interviewing projects, Godbe Research uses only live interviewers, who have been intensively trained on the survey questionnaire, and who are located in the western United States.
- Pre-testing the survey instrument in both modalities to ensure that the questions and response codes are understandable to respondents, and to ensure that the survey length coincides with the budgeted survey length for the project.
- Developing a recruitment email (voters with email addresses) and recruitment text (voters with cell phones) for the Internet version of the survey and working with the City of Hayward so that Godbe Research can send recruitment emails/texts to voters with known self-reported email addresses in the voter file.
 - ❖ Based on the City's preference and communications policies, we can also match any internal email lists the City has (e.g. park and recreation lists, City communications lists) to the voter file, so that we

can include additional voters that do not have email addresses and/or cell phone numbers in the voter file. By matching email addresses and cell phones with a first and last name to those in the voter file, we can ensure that only Hayward voters are included in the additional matching process.

- ❖ Finally, the recruitment email will have the @hayward-ca.gov email domain for familiarity to voters, and should be signed by the City Manager, Assistant City Manager, or Public Information Officer to convey the importance of the survey to the City for voters.
- Developing a stratified and clustered sample of Hayward voters for the survey process appropriate to the research objectives of this specific study. This would include voters likely to vote in the November 2018 election cycle, which coincides with City Council elections.
 - ❖ For reference, we have identified that there are a total of approximately 66,469 voters in the City of Hayward, of which there are approximately 36,272 likely November 2018 voters. In looking at the likely November 2018 voting electorate, we have telephone numbers for approximately 29,082 likely voters or 80% coverage (including cell phones for 7,715 likely voters or 21% coverage) and email addresses for approximately 9,525 likely voters or 26% coverage.
- Conducting approximate 18 to 20-minute Internet and telephone interviews with at least 600 (n=600) total Hayward voters according to a strict interviewing protocol. For reference, a sample size of 600 likely voters would provide for a margin of error of no greater than +/-4.0% at the 95% confidence level, when looking at all voters in the City, including likely November 2018 voters.
- Merging the Internet and telephone data files, as well as processing and weighting the data to adjust for population distribution and strategic oversampling, as needed.
- Developing a topline report of aggregate findings for the City of Hayward. We will also meet with the City and other project stakeholders to review the topline/aggregate survey results. This will help our more detailed analysis and reporting to be of maximum value to the City.
- Analyzing the voter survey results and preparing a report of findings conclusions, and recommendations for the City (draft and final formats), which directly addresses the City's research objectives outlined for the voter survey. Our reports typically include sections for key findings and conclusions, a methodology discussion, analysis of the questions and topics in narrative and graphical format, as well as a copy of the survey questionnaire and a complete set of crosstabulations for all survey questions.
- Presenting the results and recommendations from the voter survey to the City of Hayward for up to two unique project presentations.
- Post-survey consulting on the results and recommendations from the survey of voters, as needed by the City of Hayward, and other project stakeholders (no additional fee).

PROJECT TIME LINE

Because of our experience in conducting voter and resident surveys on a variety of needs, Godbe Research generally prefers to conduct a hybrid survey over about an eight-week time frame. However, preliminary results can be made available much sooner, if required. Below, we have provided a general time line in number of days and calendar dates (where known) to illustrate the time needed for each task in the overall research process. Please note that Hayward meetings (e.g. project kick off meeting) and tasks (e.g. questionnaire review) have been *italicized* for easy review below.

<u>Godbe Research Tasks</u>	<u>Approx. Time Required</u>
<i>Project Kick-Off Meeting w/ Hayward</i>	<i>1 Day (1 to 2 hours)</i>
Questionnaire Drafting and Refinement	Up to 8 Days
Sample Development and Matching (concurrent with questionnaire drafting)	3 to 5 Days
<i>Meeting w/ City to Review Draft Survey</i>	<i>1 Day (1 to 2 hours)</i>
Questionnaire Revisions (as needed)	3 to 5 Days
Survey Pretest	1 to 2 Days
Programming and Testing of Internet Version	3 to 5 Days
CATI Programming of Telephone Version (concurrent with Internet programming)	2 to 3 Days
Data Collection / Interviewing (both modalities)	6 to 8 Days
Initial Data Processing	3 to 5 Days
<i>Topline Report Meeting/Discussion w/ City</i>	<i>1 Day (1 to 2 hours)</i>
Analysis and Reporting	8 to 10 Days
<i>Report/Recommendations Review w/ Hayward</i>	<i>1 Day (1 to 2 hours)</i>
Report Changes (if needed)	2 to 3 Days
<i>Presentation of Survey Findings to Hayward</i>	<i>1 to 2 Days (1 to 2 hours each)</i>
<i>Post Survey Consulting on Results and Recommendations w/ Hayward</i>	<i>Ongoing – As Needed</i>

PROPOSED PROJECT COSTS

Godbe Research takes great pride in delivering reliable and practical opinion research projects 'on time and on budget'. In doing so, we prefer to provide a firm, fixed fee format for our proposals. This is because we do not believe in assigning arbitrary hours and rarely do projects (even highly similar in nature) take the same amount of time or resources. Thus, we feel that firm and fixed-fee pricing represents the best value to our clients. This model has worked for past surveys for the City of Hayward with immense success.

Based on our understanding of needs of the City of Hayward for the voter survey, Godbe Research has provided project cost options to conduct an 18 to 20-minute hybrid Internet and telephone survey of at least 600 (n=600) total Hayward voters for the City. The prices below reflect the all-inclusive costs to complete the survey project -- the overall cost will not exceed those shown below, provided that parameters (e.g. hybrid survey methodology, survey length, sample size, number of meetings and presentations, etc.) of the project conform to those outlined in this scope of work document. Should project parameters or City needs change, we will be happy to provide amended costs prior to proceeding.

Hybrid Survey of 600 (n=600) City of Hayward Voters

<u>Project Task</u>	<u>18-min.</u>	<u>20-min.</u>
Listed Voter Telephone Sample	\$1,200.00	\$1,200.00
Email Sample Purchase	\$600.00	\$600.00
Third Party Cell/Email Matching	\$800.00	\$800.00
Internet Version Programming/Testing	\$4,250.00	\$4,500.00
CATI Programming of Telephone Version	\$1,350.00	\$1,500.00
Internet Version Recruitment	\$650.00	\$650.00
Telephone Interviewing	\$8,800.00	\$10,400.00
Data Processing	\$900.00	\$950.00
Research Fee	\$8,000.00	\$8,000.00
Project Management Fee	\$2,750.00	\$2,750.00
<u>Misc./Travel Expenses</u>	<u>\$150.00</u>	<u>\$150.00</u>
Voter Survey Total	\$29,450.00	\$31,500.00



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