



GODBE RESEARCH
Gain Insight

PROPOSAL TO CONDUCT A SURVEY OF HAYWARD VOTERS

Presented to the City of Hayward

October 3, 2017

PROJECT WORK PLAN

Project Background

Godbe Research is a recognized leader in public opinion research for California cities, counties, school districts, library districts, transportation agencies, and other local government agencies. As part of our experience, we have conducted more than a dozen recent surveys in the Hayward community since 2008, including projects for the City of Hayward (Hayward or City), Hayward Unified School District (School District), and Hayward Area Recreation and Park District (HARD). With these assistance of our voting polling projects, the City has been able to pass revenue measures in 2016 (utility users tax renewal), 2014 (sales tax), and 2009 (utility users tax). The School District has also been able to pass revenue measures in 2017 (parcel tax renewal), 2014 (bond), and 2012 (parcel tax) as has HARD in 2016 (bond).

Even through there have been seven successful revenue measures passed in the Hayward community since 2008 (excluding Alameda County revenue measures), the community is still very supportive of the services, programs, and facilities provided by public-sector agencies in Hayward and understands the need for additional funding to maintain the quality of services provided to the community. Thus, we believe that there is an opportunity in 2018 for a potential real estate property transfer tax (RPTT) measure or a combination of a RPTT measure and transient occupancy tax increase (TOT) to help fund City needs. Moreover, given that the School District and HARD have already passed recent taxes and bonds (including renewal of expiring taxes), there is likely to be little to no competition for voter support for a potential future revenue measure or measures at the local level for either election cycle.

Accordingly, Godbe Research is recommending a split-sample voter survey process to evaluate a RPTT as a potential stand-alone revenue measure for the November 2018 ballot and as a general tax given that the City has moved its Council elections from June to November of even years. In addition, given our split-sample design, we can also test a RPTT and a TOT for the same November 2018 ballot to evaluate the potential for an RPTT-only or the potential for a RPTT and TOT as two separate measures for the same ballot.

Proposed Scope of Work

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. Based on our approach and the *Project Background* discussion above, Godbe Research has crafted the following scope of work for the City of Hayward to illustrate the types of considerations that go into each of our voter survey projects.

To accomplish the potential goals of the City of Hayward for the voter survey process, including looking at a RPTT as a stand-alone measure and the potential for a RPTT and TOT for the same ballot, Godbe Research recommends a hybrid Internet and telephone survey methodology of registered voters in the City, which will include email to Internet (email addresses) and text to Internet (cell phones) recruitment for the Internet version of the survey, as well as the use of landlines and cell phones for the telephone version of the survey.

Given this recommended approach, we have provided a list of services below to be provided to the City as part of this voter polling project. Accordingly, these services are envisioned 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.
 - ❖ Finally, an 18 to 20-minute survey range will work for a voter survey process looking at a RPTT-only vs. a RPTT and TOT, given that we will employ a split-sample design for the study.
- 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 approximately 800 (n=800) total Hayward voters according to a strict interviewing protocol and our recommended split-sampling design of registered voters.
 - ❖ For reference, a sample size of 800 likely voters would provide for a margin of error of no greater than +/-3.4% at the 95% confidence level, when looking at all voters in the City, including likely November 2018 voters. Moreover, with an overall sample size of 800 voters, this would provide for two sub-samples of 400 voters each for the RPTT as a stand-alone measure vs. a RPTT and TOT evaluation. Sub-sample sizes of 400 voters would provide for a margin of error of no greater than +/-4.9% at the 95% confidence level for each sub-sample.
- 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 looking at a RPTT-only scenario as well as a RPTT and TOT scenario.
 - ❖ 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.
 - ❖ In addition, the City will receive several value-added modules, unique to Godbe Research, including: a feasibility analysis on whether the City is advised to move forward with a RPTT measure or a RPTT and

TOT measure; a ballot question wording recommendation based on the benefit rankings from the survey; an election timing module looking at the election cycles of interest to the City; a tax threshold module looking at the tax rates tested in the survey and how they are impacted by the potential duration of the measure, and; a profile of support and opposition.

- Presenting the results and recommendations from the voter survey to the City of Hayward for up to three 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 resident satisfaction and community priorities surveys, 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) Week of October 9, 2017</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) October 18, 2017</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 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) November 29, 2017</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 800 (n=800) total voters for the City. This would include splitting the sample into two sub-samples of 400 voters each to independently evaluate an RPTT-only vs. a RPTT and TOT.

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, 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 800 (n=800) Voters (RPTT-only vs. RPTT/TOT)

<u>Project Task</u>	<u>18-min.</u>	<u>20-min.</u>
Listed Voter Telephone Sample	\$1,600.00	\$1,600.00
Email Sample Purchase	\$1,200.00	\$1,200.00
Third Party Cell/Email Matching	\$800.00	\$800.00
Internet Version Programming/Testing	\$4,750.00	\$5,000.00
CATI Programming of Telephone Version	\$1,350.00	\$1,500.00
Internet Version Recruitment	\$650.00	\$650.00
Internet Version Hosting	\$500.00	\$500.00
Telephone Interviewing	\$12,800.00	\$14,900.00
Data Processing	\$1,050.00	\$1,150.00
Research Fee	\$9,000.00	\$9,000.00
Project Management Fee	\$3,250.00	\$3,250.00
<u>Misc./Travel Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>
Voter Survey Total	\$37,300.00	\$39,900.00



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