



**GODBE RESEARCH**  
Gain Insight

PROPOSAL TO CONDUCT A  
SURVEY OF HAYWARD VOTERS

Presented to the City of Hayward

September 9, 2015

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## PROJECT WORK PLAN

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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 half-dozen recent (since 2008) surveys in the Hayward community, including projects for the City of Hayward (Hayward or City), Hayward Unified School District, and Hayward Area Recreation and Park District. We believe 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. To this end, 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.

### Research Objectives

Before beginning any election polling study, Godbe Research spends significant time reviewing the client's research objectives to choose the most appropriate research design. Based on information provided by the City, Godbe Research believes that the most important research objects will be:

- ✓ determining and ranking issues of importance to the Hayward voting electorate;
- ✓ evaluating the spending priorities of voters in the City in terms of funding public sector services;
- ✓ determining baseline and informed support for a potential future utility users tax (UUT) measure to fund needs and priorities in the City;
- ✓ evaluating and ranking the projects and programs that any future UUT measure would fund for the City based on voter support, even within the City's general fund;
- ✓ examining the impact of various statements on support for potential measures (arguments 'for' and 'against' the measures), including duration;
- ✓ evaluating the June 2016 Presidential primary election cycle as the most appropriate election cycle for any future UUT revenue measure;
- ✓ collecting demographic information on voters Hayward not already contained in the voter file, *and*;
- ✓ additional research objectives to be refined between the City, Godbe Research, and other project stakeholders.

### Methodology and Sample Discussion

Given the fact that telephone surveys (even ones including cell phones) are seeing a large decline in response rates by age and given our experience with this phenomenon specifically in the Hayward community, it is our recommendation to conduct a hybrid Internet and telephone survey of voters for this specific voter survey. Godbe Research has pioneered this process for numerous clients over the past few years to acknowledge and counteract declining response rates for telephone surveys among certain demographic subgroups (mostly age related) as well as to leverage technologies that are preferred among various demographic subgroups. Some of our

clients who have used a successful similar hybrid methodology include the San Carlos School District (parcel tax win in May 2015), City of Tracy, City of Novato, City of San Mateo, City of Santa Barbara, City of South San Francisco, Napa Valley Unified School District, City of Morgan Hill, and others. The Hayward Unified School District and Hayward Area Recreation and Park District have both also adopted similar survey processes based on these age related concerns and our recommendation.

Accordingly, we are recommending a hybrid quantitative survey using an Internet survey as our primary data collection method. We will then supplement the Internet survey with a telephone survey methodology, after a review of Internet survey respondent demographics where we can identify and account for potential demographic sub-groups that might not respond adequately to the Internet version of the survey. The sample for all interviews will come directly from the State voter file, where we have self-reported phone numbers as well as email addresses. Using the San Carlos School District as a recent example (November 2014 polling for a successful May 2015 parcel tax), the Internet modality portion of the overall survey project was able to collect a wealth of data from the 18 to 49 year old voter subgroup but was very inefficient in collecting data from voters age 49+. Similarly, while the telephone modality portion of the project was an excellent method to 'round out' our demographic and geographic quotas for 18 to 49 year old voters, the telephone version collected the vast majority of interviews with voters age 49+, but would have been woefully insufficient as a primary data collection methodology for the all important 18 to 49 voter group.

This dual methodological approach will cost effectively allow us to collect data from Hayward voters based on how potential respondents interact with various survey technologies in order to maximize our sample size and statistical validity for the survey, not to mention demographic and geographic representation of voters. Finally, for the telephone modality portion of the overall survey, we will also make sure to include 'cell phone only' voter households, given that we can identify cell phone exchanges within the voter sample by a match of the telephone prefix to known and unique cell phone prefixes.

## Scope of Work

To accomplish the research objectives of the City of Hayward for voter survey, Godbe Research recommends a hybrid Internet and telephone survey methodology of registered voters in the City. Based on this recommended hybrid approach, below is a list of specific services and tasks for the survey of Hayward voters:

- 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, and other information that will help to inform and support this current voter survey process.
- Designing and refining a survey instrument of between 15 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 were in the same 15 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 for the Internet version of the survey and working with the City of Hayward so that Godbe Research can send recruitment emails 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 in the voter file. By matching email addresses 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.
- Developing a stratified and clustered sample of Hayward voters for the survey process appropriate to the research objectives of this specific study. For reference, we have identified that there are a total of approximately 61,841 voters in the City of Hayward, for which we have telephone numbers for approximately 47,811 voters, or 77% coverage. We also have email address for approximately 10,718 voters or 17% coverage. Finally, we have cell phone numbers for 10,811 total voters or 17% of the overall voting electorate.
  - ❖ In addition, we have also identified that there are a total of approximately 18,836 likely June 2016 voters in the City of Hayward. Of the June 2016 likely voting electorate, we have telephone numbers for approximately 15,885 voters or 84% coverage and email addresses for approximately 2,580 voters or 15% coverage. Finally, for the June 2016 election cycle, we have cell phone numbers for 2,032 voters or 11% of the likely voting electorate.
- Conducting approximate 15 to 20-minute Internet and telephone interviews with approximately 500 (n=500) to 600 (n=600) total Hayward voters according to a strict interviewing protocol and our recommended sampling design of registered voters. A sample size of 500 to 600 would provide for a margin of error of no greater than +/-4% at the 95% confidence level, when looking at all residents in the City.

- 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 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 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).

## PROPOSED PROJECT COST OPTIONS

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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 great success.

Based on our understanding of needs of the City of Hayward for the voter survey, Godbe Research has provided project cost options by task to conduct a 15 to 20-minute hybrid Internet and telephone survey of 500 (n=500) to 600 (n=600) total City voters. 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.

Finally, as part of this voter survey process, Godbe Research proposes to provide two invoices to the City for our services. The initial fifty-percent (50%) of project fees will be billed once we have completed the project kick-off meeting, with that amount due net 30. An invoice for the remaining 50% of project fees will be submitted to the City, once we have a final survey questionnaire, with that amount also due net 30. With an approximate eight week time frame for the project, this payment schedule roughly corresponds to the delivery of the final survey questionnaire (first invoice) as well as the project report (final invoice).

### **Option One: Hybrid Survey of 500 (n=500) Hayward Voters - Internet/Telephone**

<u>Project Task</u>	<u>15-min.</u>	<u>18-min.</u>	<u>20-min.</u>
Listed Voter Telephone Sample	\$1,100.00	\$1,100.00	\$1,100.00
Email Sample Purchase	\$750.00	\$750.00	\$750.00
Internet Version Programming/Testing	\$4,000.00	\$4,250.00	\$4,500.00
CATI Programming of Telephone Version	\$1,125.00	\$1,350.00	\$1,500.00
Internet Version Recruitment	\$650.00	\$650.00	\$650.00
Internet Version Hosting	\$500.00	\$500.00	\$500.00
Telephone Interviewing	\$6,625.00	\$7,375.00	\$8,375.00
Data Processing	\$850.00	\$900.00	\$950.00
Research Fee	\$7,750.00	\$7,750.00	\$7,750.00
Project Management	\$2,750.00	\$2,750.00	\$2,750.00
<u>Miscellaneous Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>	<u>\$350.00</u>
<b>Voter Survey Total</b>	<b>\$26,450.00</b>	<b>\$27,725.00</b>	<b>\$29,175.00</b>

**Option Two: Hybrid Survey of 600 (n=600) Hayward Voters - Internet/Telephone**

<u>Project Task</u>	<u>15-min.</u>	<u>18-min.</u>	<u>20-min.</u>
Listed Voter Telephone Sample	\$1,300.00	\$1,300.00	\$1,300.00
Email Sample Purchase	\$900.00	\$900.00	\$900.00
Internet Version Programming/Testing	\$4,000.00	\$4,250.00	\$4,500.00
CATI Programming of Telephone Version	\$1,125.00	\$1,350.00	\$1,500.00
Internet Version Recruitment	\$650.00	\$650.00	\$650.00
Internet Version Hosting	\$500.00	\$500.00	\$500.00
Telephone Interviewing	\$7,950.00	\$8,850.00	\$10,050.00
Data Processing	\$900.00	\$950.00	\$1,050.00
Research Fee	\$8,000.00	\$8,000.00	\$8,000.00
Project Management	\$2,750.00	\$2,750.00	\$2,750.00
<u>Miscellaneous Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>	<u>\$350.00</u>
<b>Voter Survey Total</b>	<b>\$28,425.00</b>	<b>\$29,850.00</b>	<b>\$31,550.00</b>



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