



TO Chuck Finnie
City of Hayward

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Proposal to Conduct Opinion Research for the City of Hayward

DATE November 25, 2019

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct research assessing a potential transient occupancy tax (TOT) measure in the City of Hayward, as well as to collect updated voter views of community issues and policies under consideration. The balance of this memo includes research approach, associated costs, and a potential timeline.

Research Approach

The last few years have seen significant changes in the ways many Americans use telephones and other communications technology. In particular, the use and prevalence of the Internet has exploded as an increasingly greater proportion of the population has access through a mobile device. These changes have had a significant impact on the discipline of public opinion research. While the traditional methodology of conducting randomized telephone surveys continues to provide highly-accurate data on public sentiments in a cost-effective manner, the rise of call-screening behavior presents growing challenges for survey projects attempting to achieve generalizable results.

The contemporary approach for gathering statistically reliable data is to employ the traditional telephone survey methodology alongside the latest online survey applications. While many respondents are willing to offer their opinions through a telephone survey, there are several identifiable segments of the population who are more likely to respond to an online version of the survey. Combining the telephone and online survey data produces an all-inclusive, representative sample of the City's voters. Using this modern dual-mode survey methodology, FM3 collects data in two phases:

Phase I: Online Interviews

During this phase, FM3 will pull a randomized sample of likely voters. FM3 will collect email addresses for respondents in this sample from two sources:

- Registrar of Voters
- Matching the names of those who do not have an email address on file with the Registrar(s) of Voters against a list of email addresses obtained from commercially available consumer records

Once FM3 has identified email addresses for the desired number of respondents, an invitation will be sent to the individuals for whom an email address is available. To encourage the greatest level of participation in the survey, we recommend using the City's seal or logo for this email invitation, with the invitation electronically "signed" by a senior official and explaining that the City has hired an independent public opinion research firm to conduct a survey about local issues that are relevant to its residents. The email invitation will provide a link for the voter to take the survey online. Three to four days after this initial email invitation is sent, a second reminder email will be directed to recipients who have not yet taken the survey, requesting that they do so.

Phase II: Telephone Interviews

Within a week of the initial email's distribution, FM3 will conduct a thorough examination of the demographic characteristics of those who have taken the survey online. By comparing the demographic characteristics of those who have completed the survey online with the attributes of the City's likely voter population as a whole, FM3 will note specific subsets that are either overrepresented or underrepresented in the online sample. In many communities, those who opt to take a survey online tend to be younger, more-recent voter registrants, and have higher incomes and levels of formal education than the broader electorate.

FM3 will then conduct further interviews with additional respondents by telephone, both landlines and cell phones. The telephone interviews will be conducted primarily among respondents who were underrepresented in the online sample, thereby producing an overall survey sample using both methodologies (online and telephone) that mirrors the City's likely voter population.

Given the composition of those who generally opt to take surveys online, it is likely that telephone interviews will be heavily concentrated among respondents ages 50 and over, and other groups that are less likely to have an email address on public record. FM3 will conduct a smaller number of telephone interviews among individuals whose demographic profile matches that of the online survey participants (but for whom no email address is available) to ensure the accuracy of the data produced by the initial online portion of the survey.

Our proposed research specifications are as follows:

Sample	400 to 600 registered voters likely to participate in the November 2020 election
Margin of	±4.9 percent in 95 out of 100 cases for a sample of 400 interviews
Sampling Error	±4.0 percent in 95 out of 100 cases for a sample of 600 interviews
Questionnaire	15 to 20 minutes
Language	English and Spanish by phone; English only online

Deliverables

Following the completion of the survey, we will provide:

- A questionnaire with the topline results of the survey for easy reference
- A complete set of crosstabs in an easy-to-read, comprehensive format
- Verbatim responses to any open-ended questions
- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

FM3 will also be available for ongoing consultation and any further analysis of the research.

Cost

Error! Reference source not found. The table below contains the total estimated costs for this research. These prices are comprehensive, and include all costs for questionnaire design, sample acquisition and preparation, translation, programming, email invitations, survey hosting, telephone interviewing, data entry and analysis, and reporting.

Survey Length	Number of Interviews	
	400	600
15 minutes	\$29,500	\$32,500
20 minutes	\$32,250	\$37,500

Each additional language we would conduct interviews in, such as Tagalog or Chinese, would add \$3,000 to the costs listed above.

Of course, any number of alternative survey structures are possible, which may result in higher or lower costs. FM3 is committed to working with the City of Hayward to tailor the research plan to fit your budget and meet your research needs.

Timeline

One of FM3's strengths is the ability to complete a course of research quickly and efficiently. A draft outline of the timeframe within which project milestones will be completed follows below. We can accelerate or otherwise adjust this timeline to best meet the City's needs.

Date	Task
Week of March 9	Kick-off call to discuss survey objectives First draft of survey available
Week of March 16	Edit survey and circulate second draft Determine sample size and order sample records Draft and approve online invitation email
Week of March 23	Edit survey and circulate final draft for approval Program online survey Translate survey for phone interviews
Week of March 30	Conduct online interviews Program phone survey
Week of April 6	Conduct phone interviews Topline and cross-tabulated results available
Week of April 13	Analyze survey results for presentation Staff briefing via WebEx or in person
Week of April 20	Revise presentation per City recommendations Present to City Council
Ongoing	Availability for presentation, analysis and strategic considerations

FM3 can conduct additional analysis of the survey data upon request; we view each survey's results as an ongoing resource for our clients.

Contact

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us.

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