



OPINION
RESEARCH
& STRATEGY

TO Chuck Finnie and Laurel James
City of Hayward

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Proposal for Community Survey Research for the City of Hayward

DATE February 19, 2021

Fairbank, Maslin, Maullin, Metz & Associates is pleased to submit this short scope of work to conduct research assessing and updating Hayward residents' views of key community priorities, including issues dealing with public safety. The balance of this memo includes our recommended research approach and associated costs.

Research Approach

In prior years, the Hayward Community Survey used voter rolls to obtain resident contact information – selecting a random adult within a household containing at least one voter. This had the advantage of lower cost, but has a key disadvantage in that the sample is not as representative. Households with no registered voters in them are excluded, which under-represents those who are less likely to have up-to-date voter registration (e.g. people of color, lower-income people, renters, and younger people) and can potentially exclude people in homes where every adult is undocumented or has a criminal record precluding voter registration.

In order to obtain a more representative sample for the 2020 Public Safety survey, we employed an address-based approach. This is what we recommend for this year's Community Survey.

With this address-based approach, we will draw a stratified random sample of residential households from the U.S. Postal Service Delivery Sequence file, match these residential addresses against publicly available databases to acquire the names and contact information for the residents. We will match email addresses to the sample and invite all matched households to participate in the survey online. We will send postcards to a sampling of respondents for whom no phone or email addresses are available. We will set quotas to ensure the characteristics of respondents aligns to Census data for adult residents on age, gender, ethnicity and level of education. Results will be weighted to align to the data should responses not match that profile.

We will target roughly 50% of interviews to come from the online survey, and turn to telephone interviewing for the remaining 50% of interviews, targeting the calls to demographic groups that are under-represented in the online interviews to ensure that we reach people who do not have an email address on file or who are less comfortable responding to surveys online.

Within the overall 800-person sample, we could over-sample by demographic or geographic characteristics of interest such as race or ethnicity, gender identity, or particular neighborhoods of the city. This would provide a greater level of confidence within these subgroups of interest.

We can also make an online version of the survey available to the City for posting on its website, so that any interested resident of the city can respond. This opt-in data will be summarized and analyzed separately from that collected as part of the random sample.

As noted above, this approach costs more than our previous approach for several reasons:

- We are employing a larger sample in order to ensure greater statistical confidence within demographic and geographic subgroups.
- This approach includes a wider range of sources of potential contact information than just the voter file, some of which are less precise and less frequently-updated. As a result, more calls, emails and postcards will be needed to obtain the same number of completed interviews as a voter sample.
- Additional outreach strategies including printing and mailing postcards and texting respondents incur additional costs over the prior approach, which employed solely phone interviewers and online programming.

Potential specifications for the survey are detailed below:

| | |
|---------------------------------|---|
| Sample | 800 residents of Hayward |
| Margin of Sampling Error | ±3.5 percent in 95 out of 100 cases for a sample of 800 interviews |
| Questionnaire | 15 to 20 minutes |
| Language | Spanish-language interviews are included; additional languages can be added for \$3,000 each |
| Deliverables | <p>Following the completion of the survey, we will provide:</p> <ul style="list-style-type: none"> • 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 <p>FM3 will also be available for ongoing consultation and any further analysis of the research.</p> |
| Cost | These prices are comprehensive and include all costs for full participation from both research firms on questionnaire design, sample acquisition and preparation, programming, |

email and postcard invitations, survey hosting, texting, telephone interviewing, data entry and analysis, and reporting.

| Number of Interviews | 15 Minutes | 20 Minutes |
|----------------------|------------|------------|
| 800 | \$67,500 | \$72,500 |

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. Thank you for your consideration and you may reach us as follows:

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