



TO: Chloé Woodmansee, City of Capitola
FROM: Jessica Polsky-Sanchez, EMC Research Inc.
RE: Proposal for Capitola Voter Survey
DATE: October 17, 2023

Thank you very much for contacting EMC Research about the City of Capitola’s research needs. The following proposal outlines recommendations for a survey of voters on behalf of the City. We look forward to the opportunity to work with you on this project. Please feel free to contact Jessica Polsky-Sanchez (Jessica@EMCresearch.com or 510-550-8933) if you have any questions at all.

Project Overview

We understand that the City of Capitola is interested in a poll of likely 2024 voters to inform the feasibility of a potential revenue measure or measures for a 2024 ballot.

The research will provide you with scientifically sound data to inform strategic decisions such as:

- How should a measure or measures be structured in order to most likely meet with success?
- What is the advisable timing and amount for a measure(s)?
- What are the types of projects that are most important to those who will vote?
- What are the themes and messages that will assist in helping voters understand the benefits?
- What are potential vulnerabilities?

Research Methodology

We recommend a survey of voters in the City of Capitola using a mixed-mode methodology where we will conduct interviews by telephone as well as online by email- and text-to-web modes.

To conduct the online portion of the survey, EMC will send an email or text invitation to a list of registered voters that includes a web link to take the survey. For the phone portion, we will include both landlines and cell phones. We take several steps to ensure that survey respondents are demographically representative of likely voters through callbacks and targeted reminders to harder to reach demographic subgroups.

This multimodal methodology allows us to maximize our response rate toward the goal of achieving a valid and reliable survey sample size in this relatively small community. We expect to collect between 100 and 200 interviews. We will take an “as many as possible” approach to data collection and will accept any additional completed survey responses beyond 200. The table below outlines the overall margin of error at different sample sizes.

Sample Size	Margin of Error
100n	± 9.7 percentage points
150n	± 7.9 percentage points
200n	± 6.8 percentage points
250n	± 6.1 percentage points

Based on the information available on the voter file, there are just under 7,000 registered voters in the City of Capitola. Among them, there are 1% who requested ballots in Spanish, rather than English. EMC would be happy to provide interviewing and translation services in Spanish. The cost for adding Spanish is provided below.

Given the scope of information needed, we anticipate an average interview length of 15 to 18 minutes.

In summary, for this survey, EMC would:

- Develop the survey questionnaire in consultation with designated City of Capitola staff and consultant team;
- Prepare and execute data collection;
- Produce topline results and cross-tabulations;
- Produce a report with results, analysis and takeaways/recommendations;
- Present results as needed; and
- Provide consultation and advice for as long as the research is used.

Costs

The not-to-exceed cost for beginning-to-end research services as described is **\$22,000**. The additional cost to include interviewing in Spanish would be **\$2,000**.

The quoted fee includes all services and deliverables outlined in this proposal, including consultation on application of the data for as long as it is used. If any of the specifications change, the price would be adjusted accordingly. The first half of the project fee would be billed upon project commencement, and the second half would be billed upon delivery of research results.

Timeline

Below is an example timeline for the proposed research. The timeline can be updated based on project needs. Please note that the timeline for data collection is designed to maximize response rates.

Week of Nov. 13:	Kick-off call to determine objectives; begin drafting questionnaire
Nov 20-Dec 15:	Draft, discuss, edit, revise survey questionnaire for final approval
Week of Dec. 18:	Prepare survey for data collection; launch survey
Jan 3-21:	Data collection
Week of Jan 22:	Topline survey results delivered; initial discussions on research findings
Week of Jan 29:	Detailed report, analysis, conclusions, and recommendations available; meeting(s) to discuss
February	Presentation of results to City Council
Ongoing	Additional consultation; additional meetings or presentations as requested; final conclusions delivered, ongoing consultation.

Firm Description & Qualifications

EMC Research, Inc.

[EMC Research](#) is a national full-service opinion research firm serving an extensive and diverse range of public and private sector clients since 1989. We are known for crafting insightful research tools, collecting highly accurate data, and providing analysis that answers the key strategic questions and challenges our clients face. **EMC is proud to be a certified women-owned business.**

What sets EMC Research apart from other firms is that we provide high-quality, actionable research and are firmly committed to helping our clients by taking on their goals as our own. EMC Research has **particular experience polling voters in your community**, as we have provided polling to test the feasibility of a variety of revenue measures on behalf of Santa Cruz County since 2017, as well as research for private efforts around other important issues such as transportation, housing, and open space.

Community Survey Experience

EMC Research has more than 30 years of experience conducting research on behalf of public agencies and cities across the country. We have worked for parks departments, public utilities, transit agencies, departments of transportation, water districts, school districts, waste collection and recycling agencies, early childhood education agencies, cities, counties, and states. Some of EMC Research's recent city clients include:

- *City of Alameda (CA)*
- *City of Austin (TX)*
- *City of Bellevue (WA)*
- *City of Burien (WA)*
- *City of Citrus Heights (CA)*
- *City of Davis (CA)*
- *City of Emeryville (CA)*
- *City of Foster City (CA)*
- *City of Gilroy (CA)*
- *City of Issaquah (WA)*
- *City of Kirkland (WA)*
- *City of Los Banos (CA)*
- *City of Milpitas (CA)*
- *City of Oakland (CA)*
- *City of Redmond (WA)*
- *City of Renton (WA)*
- *City of Redwood City (CA)*
- *City of Redmond (WA)*
- *City of Riverside (CA)*
- *City of Sacramento (CA)*
- *City of San Diego (CA)*
- *City of San Francisco (CA)*
- *City of San Jose (CA)*
- *City of Santa Cruz (CA)*
- *City of Seattle (WA)*
- *City of Walnut Creek (CA)*

We have learned the unique challenges and requirements of conducting research for public agencies, including presenting politically sensitive opinion research in a public setting, dealing with media inquiries, and meeting open records requirements. Our public agency clients return to EMC Research year after year because of our ability to present research findings in the local political environment, flexibly work with their needs, and handle projects of many sizes, scopes, and levels of complexity.

We also understand the sometimes-underappreciated role city government plays in our daily lives: providing sidewalks, roads, streetlights, parks, after-school programs, fire and police protection, and other much-needed services, and we understand the challenging environments cities sometimes face. We have assisted public entities with gathering feedback from residents to guide strategic directions,



acknowledge citizen priorities, enhance communication with the community, and gauge residents' satisfaction with quality-of-life issues, governance, and city services. We are pleased to have been a part of the millions of dollars of improvements to the environment, city services, parks and open space, schools, transportation, and health care brought about by these measures.

Thank you for considering EMC Research.