



GENE BREGMAN & ASSOCIATES  
*Public Opinion & Marketing Research*

MEMORANDUM

To: Jamie Goldstein, City Manager  
City of Capitola  
420 Capitola Avenue  
Capitola, CA 95010

From: Gene Bregman  
Gene Bregman & Associates

Date: March 31, 2022

Re: Poll

Per your request, this proposal letter summarizes the scope of work for Gene Bregman & Associates (GBA) to conduct public opinion research for the City of Capitola, California.

Upon completion of the survey, a statistical compilation of the cross-tabulated results will be delivered and findings and recommendations will be presented and discussed.

We will conduct the survey among those Capitola residents who are likely to vote in November, 2022. We will complete the interviews either telephone poll by contacting eligible voters via text or email. Safeguards are built into the process to prevent non-qualified respondents from completing the survey. Based on our previous research, we believe it will be possible to complete between approximately 175 and 200 interviews.

The poll will achieve the following objectives:

1. Explore the current image of the City of Capitola, voters' attitudes towards the City, and their assessments of the strengths and weaknesses of local government;
2. Determine voter perceptions of the needs of the City and the priorities that voters set for those needs;



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3. Determine voter attitudes towards a possible ballot measure for the City related to various possible revenue enhancement measures;
4. Evaluate voters' top priorities for money raised in order to determine if these uses are sufficient for voters to support a ballot measure;
5. Determine the most effective and important reasons for your voters to support a measure;
6. Track and compare current data with those obtained in previous research for the City;
7. Develop a demographic profile of City voters, including how various demographic groups differ in their opinions and attitudes towards a possible ballot measure.

The cost of the survey will be \$17,000.

All of the data obtained by GBA is the exclusive property of the City of Capitola. If requested, GBA will provide an electronic copy of the data to the client. GBA is entitled to retain the original interview forms used in the field and copies of all data and analysis for its own internal use.

In summary, GBA will provide to the City of Capitola:

- Random telephone and internet survey of 175-200 likely November 2022 voters in the City of Capitola;
- Consultation solely with principal of Gene Bregman & Associates;
- Assistance in developing topic areas to be investigated;
- Development of survey questionnaire;
- Scientific sample selection to assure our reaching accurate representations of the population;
- Pre-testing of questionnaire;
- Conduct of field work from our central phone bank;
- Editing, coding, and electronic data processing;
- Full computer printouts of all cross-tabulated data;
- Analyses of survey results, including appropriate graphical presentation;
- On-going strategy and consultation.



We look forward to having the opportunity to assist you and the City of Capitola in this most important effort. If you have any questions, or would like to further discuss your polling needs, please do not hesitate to call me at (916)564-2000 or on my cell (415)971-0972.