

Consider a Contract for Public
Opinion Research to Assess the
Feasibility of a Revenue Measure

RFP Process

- Received six proposals
 - Evaluated based on the following criteria:
 - Ability to understand the City's needs
 - Firm expertise, competence, experience with similar projects
 - Qualifications of project and key staff members
 - References
 - Proposed approach to completing the work
 - Ability to work with City staff and representatives
 - Communication or presentation style
 - Proposed project budget
 - Interviewed top four
 - Conducted reference checks
- Selected EMC Research

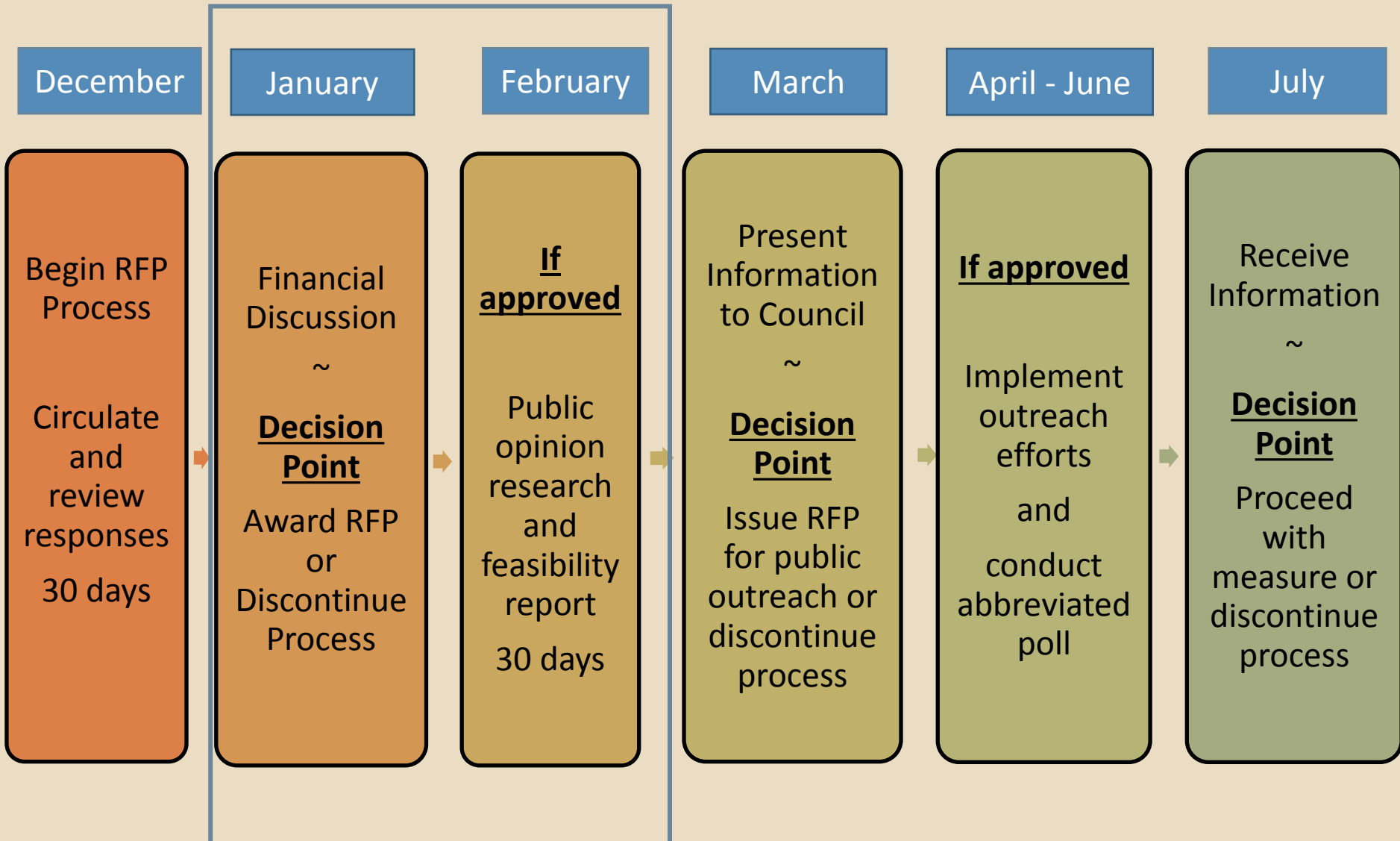
EMC Research

- Initial Phase:
 - Voter Survey: \$25,000
 - 95% Confidence Interval, margin of error +/-5.7 percentage points
 - Optional Outreach: \$6,500
 - Optional Additional services: \$4,500
- Second Phase: Optional Community Outreach
 - \$6,500 a month, plus any approved business expenses
 - Travel, printing, and other vendor costs

Recent Regional Clients	
TAMC – Measure X ⁽¹⁾	City of Oakland ⁽¹⁾
Monterey Peninsula Unified School District	City of Mill Valley
Santa Clara County	City of Walnut Creek
City of Hayward ⁽²⁾	City of Colton ⁽²⁾

1. Includes outreach services provided by CliffordMoss
2. CliffordMoss only

Sample Revenue Measure Milestones



Questions