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

• Retained a consultant for public opinion research in 2016

• Potential benefits from updated survey
  • Assists in gauging voter sentiment
  • Identifies community support
    • Bifurcated measures
    • Alternative measures or potential increases

• Assesses emerging community needs
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

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<thead>
<tr>
<th>Recent Regional Clients</th>
<th>City of Oakland (1)</th>
<th>City of Mill Valley</th>
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<tbody>
<tr>
<td>TAMC – Measure X (1)</td>
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<tr>
<td>Monterey Peninsula Unified School District</td>
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<td>Santa Clara County</td>
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<td>City of Hayward (2)</td>
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<td>City of Colton (2)</td>
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1. Includes outreach services provided by CliffordMoss
2. CliffordMoss only
Sample Revenue Measure Milestones

December

Begin RFP Process
Circulate and review responses
30 days

January

Financial Discussion
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**Decision Point**
Award RFP or Discontinue Process

February

**If approved**
Public opinion research and feasibility report
30 days

March

Present Information to Council
~
**Decision Point**
Issue RFP for public outreach or discontinue process

April - June

**If approved**
Implement outreach efforts and conduct abbreviated poll

July

Receive Information
~
**Decision Point**
Proceed with measure or discontinue process
Questions