

“Placerville, a Unique Historical Past Forging into a Golden Future “



City Manager’s Report
March 8, 2016 City Council Meeting
Prepared By: M. Cleve Morris
Item#: 12.1

Subject: Adopt a Resolution:

1. Approving an agreement with Probolsky Research to perform polling on a potential sales tax ballot measure for the November 2016 ballot for a not to exceed amount of \$31,250 and authorize the City Manager to execute the agreement; and
2. Approving a budget appropriation in the amount of \$31,250 from the General Fund Contingency for Unforeseen Expenditures for the said agreement.

Discussion: In September of last year and February of this year, Council and Staff held Community Meetings to discuss ways to fund an unfunded deferred maintenance of approximately \$45.5 million in water, sewer and street needs. At those meetings, we discussed several options to help fund this gap. These included increased commercial growth, annexations, parcel tax, utility user tax, and sales tax. Based on the review and analysis of the information provided, it seemed to be the consensus of the public at the meetings that a sales tax would best meet our needs.

Staff presented the following data for costs to obtain \$1,000,000 per year in revenue to fund these items:

| | |
|--------------------|--|
| Commercial Growth: | Over 2 million sq. ft. of additional development |
| Utility User Tax: | \$24 per month for each home |
| Parcel Tax: | \$20 per month for each parcel |
| Sales Tax: | \$2.75 per month for each home |

The reason for a lower sales tax amount is that much of the revenue would come from visitors and those who use our facilities such as roads, water, and sewer, but would not pay a utility user tax or a parcel tax. A much broader base would pay sales tax.

Several major questions presented at the meetings were not completely decided upon such as whether to do a specific tax for water, sewer, and roads or a general tax for those items. However, the funding from a general tax would be discretionary. The main difference is the required voter approval. A specific tax would require a $\frac{2}{3}$ vote or 67%. A general tax would require a majority vote or 51%.

Another question requiring consideration is the amount of the tax. Add-on Sales Tax can be adopted in $\frac{1}{8}$ cent increments. Revenue from sales tax based on our current year budget would be as follows:

| | |
|---------------------|-----------|
| $\frac{1}{8}$ cent: | \$509,751 |
|---------------------|-----------|

| | |
|-----------|-------------|
| 1/4 cent: | \$1,019,502 |
| 1/2 cent: | \$2,039,004 |

Currently, the City contributes approximately \$400,000 - \$500,000 per year to streets and road maintenance through gas taxes and Regional Surface Transportation Program funds (RSTP). This is the total amount of those funds received each year. Some years, the \$200,000 in RSTP funds can also go toward capital projects rather than maintenance, so the amount can be lower. In addition, gas tax funds have been decreasing for the past several years. At our peak, we received approximately \$348,231 per year in gas tax. Next year, we are estimated to receive closer to \$224,739. In addition, the Board of Equalization just took action to reduce gas tax by an additional 2.2 cents effective July 1, 2016, so gas tax revenue will likely reduce even further. In addition to these funds, the City dedicates approximately \$500,000 per year of Measure H funds to water and sewer improvements. There is also a minimal amount of capital funds from rates that are dedicated to maintenance; however, the majority of rates go toward day to day operations.

Based on this information, Staff recommends that in order to have a meaningful impact on our deferred maintenance, we need to generate a minimum of \$2,000,000 a year. This amount would be split between water, sewer, and roads.

A final question posed was whether or not to place a sunset or expiration on any tax measure. Staff feels if we implement a 1/2 cent measure, then we should consider a sunset clause. The State has on-going discussions on how to better fund road maintenance. It is possible that some meaningful proposal could be adopted in the future; however, to date, that has not happened. In addition, it is anticipated that any amount adopted would look at assisting with on-going maintenance rather than catching up on deferred maintenance. Therefore, we should anticipate the need to take care of the deferred maintenance on our own. During our discussion on water and sewer needs, it was presented to consider phasing out the sewer charge discount provided to customers, which is funded by the Measure H sales tax, and applying that money towards sewer and water capital improvements. This would increase funding for water and sewer to approximately \$1,000,000 per year from the Measure H Fund. Based on this analysis, a sunset on the measure could be considered.

In 2014, the City considered a 1/2 cent tax measure on the November ballot. The measure was designed as a general tax requiring a majority vote and failed by 10 votes (9 to tie). In May of that year, the City contracted with Probolsky Research to complete a phone survey of residents to determine the level of success different measures would have. Staff has met with Adam Probolsky of Probolsky Research to determine the need to complete another survey. The information could assist the City in answering the questions mentioned above. Attached is a proposal from Mr. Probolsky. If approved by the Council, the cost would be paid from the General Fund Contingency for Unforeseen Expenditures. However, staff understands that this cost may be eligible to be reimbursed if the measure is successful. Following is a potential schedule:

| | |
|--------------------------------------|-------|
| Meeting or conference call | DAY 1 |
| City provides background information | DAY 1 |

| | |
|---|-----------|
| Probolsky prepares draft survey questionnaire | DAY 2-4 |
| Review and comments on survey instrument | DAY 4-6 |
| Final script approved and translated | DAY 7 |
| Field survey | DAY 8 |
| Survey results tabulated, analyzed | DAY 13 |
| Preliminary results delivered | DAY 14 |
| Report written | DAY 14-17 |
| Report delivered | DAY 18 |
| Ongoing consultation with City | DAY 18+ |

In order to meet timelines and to properly prepare for the placing of the measure on the ballot, it is necessary to begin this process now. Once we have the information from the survey, we can make the final decision on how to proceed.

Options:

1. Approve the survey contract with Probolsky Research.
2. Request Staff obtain proposals from additional polling firms.
3. Decline the survey proposal and direct Staff on how to proceed.

Cost: The estimated cost to complete the survey is \$15,800 - \$31,250 based on the number of questions presented. Staff feels we can adequately gain the information at the lower cost.

Budget Impact: The not to exceed \$31,250 cost of the survey was not budgeted, and therefore, will require a budget appropriation from the General Fund Contingency for Unforeseen Expenditures. However, if the Council desires, that cost could potentially be reimbursed from tax proceeds if the measure is successful.

Recommendation: Adopt a Resolution:

1. Approving an agreement with Probolsky Research to perform polling on a potential sales tax ballot measure for the November 2016 ballot for a not to exceed amount of \$31,250 and authorize the City Manager to execute the agreement; and
2. Approving a budget appropriation in the amount of \$31,250 from the General Fund Contingency for Unforeseen Expenditures for the said agreement.



M. Cleve Morris, City Manager

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF
THE CITY OF PLACERVILLE ADOPTING AN AGREEMENT
WITH PROBOLSKY RESEARCH TO POLL FOR A POTENTIAL
SALES TAX BALLOT MEASURE**

WHEREAS, the City Council desires to determine the potential for passing a sales tax ballot measure for maintenance of roads, water and sewer infrastructure; and

WHEREAS, the City Council received a proposal from Probolsky Research to perform polling regarding the ballot measure.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Placerville does hereby:

1. Authorize an agreement with Probolsky Research in an amount not to exceed \$31,250 and authorize the City Manager to negotiate and execute said agreement.
2. Direct staff to bring back the final recommended survey prior to beginning with the polling.

The foregoing Resolution was introduced at a regular meeting of the City Council of the City of Placerville held on March 8, 2016, by Councilmember _____ who moved its adoption. The motion was seconded by Councilmember _____. The motion was passed by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Mayor Trisha Wilkins

ATTEST:

Kelly Witt, City Clerk

City of Placerville Likely Voter Opinion Research - Proposal -

February 23, 2016



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Table of Contents

| | | |
|------|---|----|
| I. | Experience and Qualifications. | 1 |
| II. | Biographies | 3 |
| III. | Project Approach (research design and recommendations). | 4 |
| IV. | Client References. | 8 |
| V. | Proposed Pricing. | 10 |
| VI. | Partial List of Clients. | 11 |



Experience and Qualifications

Established for over two decades, Probolsky Research specializes in opinion research on public policy, with government, corporate and non-profit practice areas.

We apply expert methodologies and leverage the right research tools for each situation. Our research services include telephone surveys, field studies, on-site surveys, mail surveys, executive level one-on-one interviews, on-line surveys, focus groups, video illustrations of research results and ridership surveys. We provide a breadth and depth of experience that allows for expert project design, implementation, analysis and presentation. Our clients and their consultants look to Probolsky Research for the thorough expertise that can only be delivered by seasoned professionals.

CEO Adam D. Probolsky and COO Justin Wallin (MBA) have personally designed, conducted, analyzed and presented over 500 public opinion surveys, 250 of which have been for local or regional government agencies (including the City of Placerville itself).

We specialize in public policy. Our portfolio includes extensive work on issues relating to tax proposals, rate structures, customer satisfaction, issue/project awareness, budget prioritization, development, open space preservation, parks and recreation, energy, water and wastewater infrastructure, annexation and other issues facing local and regional government and their constituencies.

We are recognized elections experts. We have a demonstrated track record of success with ballot measures, guiding public outreach messaging and predicting election outcomes.

Probolsky Research understands local government revenues: Our firm has both successfully passed revenue measures and successfully defeated them. We know how to win both sides of the issue, and bring our unique set of expertise to the table on your behalf.

We advise our local government clients who are considering revenue measures to help voters achieve comfort in several key areas:

1. There must be a pressing need for the money, or, those to be taxed are not presently paying their fair share.
2. Alternatives such as seeking grants, internal cost savings and concessions from labor have been exhausted.
3. Proper oversight will ensure that the new revenue will be spent as promised.
4. The agency's existing funds are being well managed. Credibly demonstrating this is core to success.

Community leaders are right to be cautious when considering raising new revenues.

Fortunately, we know that in general, the public's dissatisfaction with (and distrust of) California state government does not generally extend to local and regional government agencies. Voters tend to think of their city as being on the right track. See our article published in *Public CEO* about voter receptivity to raising revenues (<http://www.publicceo.com/2011/12/voters-are-receptive-to-raising-local-revenues/>).

Probolsky Research Understands Public Outreach and Education: Public communications begin long before web content is drafted, direct mail is sent or a social media message is posted. Effective public communication begins by thoroughly exploring all sides of issues and obtaining independent research to ensure that all public facing communications are effective. We are best utilized when working collaboratively with communications consultants on behalf of their clients.



Probolsky Research only takes on a select group of clients, ensuring that those we work with benefit from our full attention to their projects from inception through completion, and beyond. Company principals Adam Probolsky and Justin Wallin are not only our clients' initial points of contact, but are your key contacts throughout our relationship. We never hand off work to subordinates, preferring to design projects ourselves and to write our own analysis for your benefit.

We never assume that a person or group knows something about an issue. Rather, Probolsky Research approaches every project with a thirst for knowing all there is to know about the public's perceptions, attitudes, and understanding. Useful information is *actionable* information. Our goal is to understand the community's needs, wants and opinions, and translate that into an effective messaging strategy for our clients. Assumptions will be tested, and new information uncovered. Our research will ensure the communications team can strategically tailor messaging to address the issues that are important to specific demographic groups.

Our offices are in Newport Beach. We are in the Placerville region on client business on a regular basis and can be at City Hall in person for meetings as needed.

Moreover, our work does not end after we deliver our final report. We place no limitations on our availability for meetings (whether in-person, online or telephone), updated or customized reporting and never charge extra for those services – even if they are requested months after the completion date of our last project on your behalf.

We work with all outside consultants. Given our statewide practice with government agencies, we have worked closely with most financial advisory and law firms and other outside consultants and are happy to work with any outside advisors the City engages.

Probolsky Research is a California Certified Small Business Enterprise (Supplier # 11154461).



Biographies

Adam D. Probolsky: CEO and Pollster



Mr. Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide ballot measure campaigns as well as public outreach and education campaigns. Additionally, he has been a key advisor to his firm's clients on matters of public policy, legislation and business strategy.

Probolsky was a planning commissioner and finance commissioner in the City of Irvine. He was also a member of the Orange County Waste & Recycling Commission overseeing landfills, recycling programs, waste hauling companies and power generating facilities, and he is a former member of the Orange County Transportation Authority's Environmental Mitigation and Oversight Committee. Probolsky is quoted regularly in publications such as Politico, the New York Times and San Francisco Chronicle.

Mr. Probolsky will serve as Project Manager for this effort.

Justin I. Wallin, MBA: COO/Principal Researcher



Mr. Wallin is a "marketing concept" professional, with a passion for determining market needs, wants and opinions.

Wallin has served as strategic advisor and pollster on hundreds of ballot measures and candidate campaigns. He has provided strategic direction to statewide, city and municipal governments and global Fortune 250 firms as well as political and non-profit organizations, small and medium businesses, and other entities.

Wallin has managed countless complex research programs, teams and campaigns and has successfully brought to market hundreds of products, services and programs on international, national and regional bases.

Wallin's articles, commentary and analyses are often featured in Politico, Roll Call, Campaigns & Elections, The Rothenberg/Gonzales Political Report and Public CEO as well as radio and television programs. He has lectured at Pepperdine University, Loyola Marymount University, California State University, Fullerton and Hillsdale College and has taught graduate and undergraduate courses in marketing. He is a regular presenter at marketing and political strategy industry events throughout the nation.

With a business background that includes strategy and marketing in the technology industry, Wallin was a founder of the re-launched, historic Columbia Yacht Corporation. The racing boats he built span the globe, and in 2010 one captured a first-in-class win in the Pacific Cup race from San Francisco to Hawaii. He sold his stake in the company in 2008.

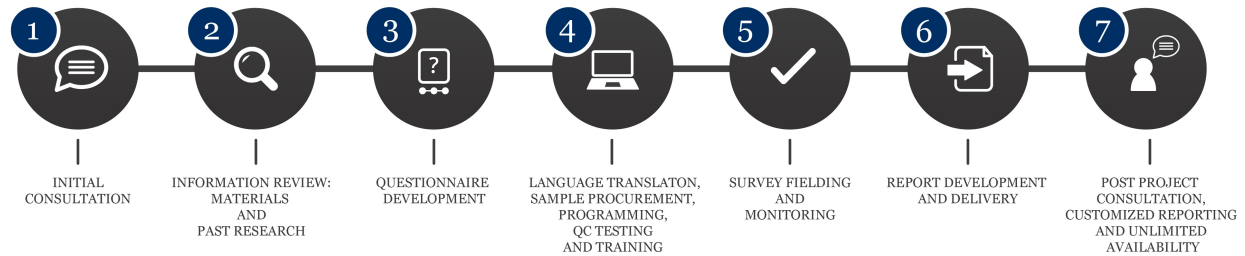
He received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.

Mr. Wallin will serve as Principal Researcher for this project.

Project Approach

Simple, Effective and Client-Friendly Process

Probolsky Research takes pride in our intuitive, simplified process that maximizes client contributions without taxing our clients' internal resources. We recognize our role is to facilitate an effective research program on your behalf resulting in understandable, actionable results.



Research design and recommendations

Understanding public opinion is essential to good governance, revealing likely voter receptivity to upcoming elections and establishing an appropriate public outreach campaign. Effective public education efforts demand a thorough understanding of what the voters think, what priorities they hold and how they respond to different messages.

One of the most important elements of any public outreach effort is a clear, concise and accurate analysis of the voters. For this reason, beginning with a statistically valid opinion survey is an essential step toward the eventual goal of gaining the support of the electorate. Opinion research gives the strategy team the knowledge of what the voting public is thinking and how best to be responsive to them. It reveals the best ways to reach various constituencies and maximizing the value from public expenditures by ensuring that the most effective educational messages speak to the unique needs and desires of specific, key groups. Good polling is your strategy team's roadmap to effectively directing voter outreach.

Our research will deliver a clear picture of the landscape of likely voter receptivity to a new revenue measure designed to fund the construction of new and improvements to existing public recreation facilities. Specifically, we will help you to:

- **Develop** an accurate November, 2016 election turnout model
- **Assess** voter awareness of and satisfaction with City services, specifically water, sewer and roads
- **Assess** voter awareness and opinions of key influentials, organizations and issues
- **Identify** receptivity to a sales tax revenue measure to fund water, sewer and road improvements
- **Identify** issues that influence support or opposition
- **Test** assumptions and develop strategic public outreach message points
- **Profile** support and opposition by various demographic measures critical to targeted campaign efforts
- **Benchmark** survey results against past surveys
- **Establish** a roadmap for how best to design the public outreach and education (including targeted messaging recommendations, key messaging vehicles/messengers such as media, e-mail, direct mail, TV, online advertising, radio, etc.)

Methodology: Telephone Surveys

We contact respondents on their landlines and mobile phones. The importance of calling mobile phones cannot be overemphasized. Studies indicate that nearly one-half (47.0%) of American households have cut their landline service entirely. Moreover, 71.0% of 24-34 year-olds use only their mobile and renters are far more likely to not have landlines than landlords and people living with non-family members went mobile-only 85.0% of the time. In addition, over one-third of homes (35.1%) “received all or almost all calls on wireless telephones despite also having a landline.”¹

Conducting research in the language most comfortable to respondents is a critical component to obtaining accurate, reliable results. Probolsky Research firmly believes that research must be conducted in the preferred language of the respondents. For example, most respondents in Placerville speak English, however, many of those to whom English is a second language are more comfortable speaking their native language and are more likely to participate if given the option to respond in the language they speak most at home. Those who prefer to speak other languages should not be overlooked. We have extensive experience polling in foreign languages. Spanish is already included in our pricing for no additional charge. We initiate all interviewing calls in English and switch to another language only upon request or when a clear language communication issue presents itself. Other languages are available, just let us know.

Our approach ensures the greatest participation rate, the lowest possible bias and the greatest accuracy of research results.

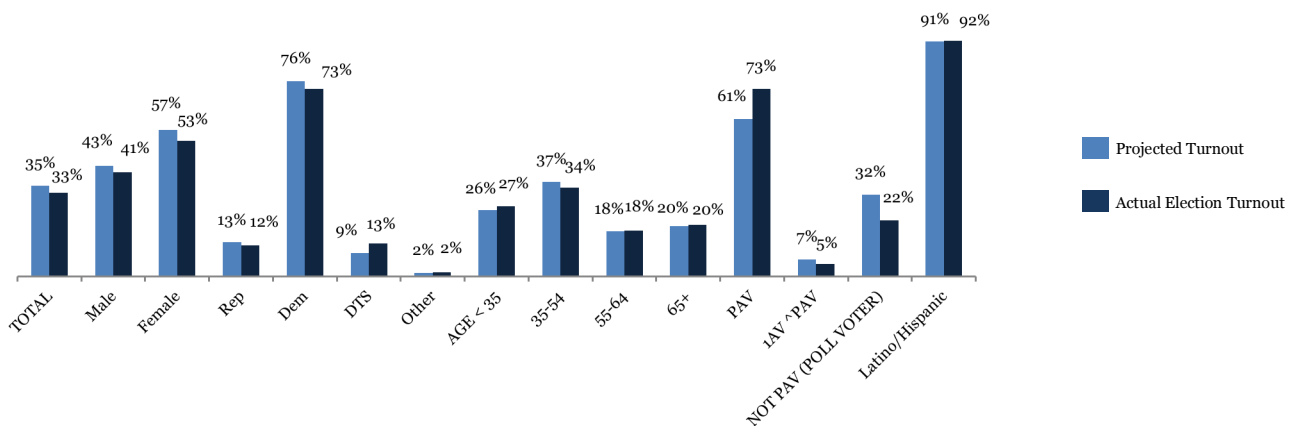
Voter Turnout Modeling

Knowing what questions to ask in an election is only one aspect of determining voter opinion in terms of ballot measures and elections; modeling for turnout presents a uniquely challenging task.

But developing a turnout model requires careful examination of voter history in the political sub-division you are polling, and every pollster has their own approach.

Some pollsters simply ask voters how likely they are to vote in a coming election. While this seems like the obvious way to determine likelihood of participation, it does not capture true turnout. The reason: voters don't like to admit failing in their duty to fulfill the social contract of voting. Respondents claim they are more likely to participate than they actually are – especially if they are younger.

Example: City of Coachella November, 2014 General Election
Probolsky Research Projected Election Turnout Compared to Actual Election Turnout



¹ Center for Disease Control and Prevention, January - June 2015 National Health Interview Survey (NHIS), <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201512.pdf>

Our approach models turnout predictions based on as much fact as possible. Turning to voter registration rolls (maintained – in California – by county registrars of voters) for historical turnout is our uniquely effective approach to predict future turnout. These files not only show the percentage of voter turnout for past elections that may be similar to an upcoming election, but they also include profiles of the demographic composition of election turnouts, including age, party, gender and more that can be used to develop an accurate prediction of who will return their vote-by-mail ballot or show up at the polls on Election Day.

By getting it right, our clients know the relative importance of key messages, targetable voting blocs (and how receptive they are to alternative messaging) and can direct scarce dollars accordingly.

Ballot Language

We have a long history of expertise crafting effective ballot measure language, including that of the ballot label itself, as well as candidate ballot title and ballot description language, and will work with you and your legal team on any language seen by voters.

Sample Stratification

In a smaller city such as Placerville, we recommend surveying 200 likely voters, which will deliver a high level of statistical validity while also allowing for robust analysis of key sub-groups and demographics for a more reasonable cost to the City. Naturally, we are happy to provide pricing based on different sample sizes depending on your specific needs – just let us know.

Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic make-up of the district itself. There are a several key advantages that stratified random sampling offers over simple random sampling:

1. Stratified random sampling delivers significantly greater accuracy in our results by ensuring that our respondents mirror the target population.
2. This allows us to assess how opinions differ among sub-groups - providing the public outreach and education effort with guidance for a targeted messaging strategy that ensures the most effective message is delivered to the most receptive audiences.

Reporting

Probolsky Research will develop a comprehensive draft report of survey results along with analysis and graphs (including an executive summary, talking points, and guidance on message development) in both print and electronic formats, including:

- Strategic Memorandum
- Graphic presentation
- Full report on results (including full methodological description, topline results, executive summary highlighting key findings, conclusions and recommendations, a graphic presentation and cross-tabulations)

Probolsky Research reporting sets the industry standard. We deliver in-depth analysis on results in the context of the region, project and stakeholders and provide actionable recommendations broken down by key demographics. Our reporting is designed to be both concise and easily comprehended by those who are not research industry professionals. It should be an easily referenced roadmap to inform decisions and messaging efforts.

Following delivery of our final written report, Probolsky Research will present our findings and will be available to create customized reports such as media and insider releases and make presentations as requested.



Our work does not end when we deliver the final report. Probolsky Research is always available post-project to consult as needed. This time is included at no charge to our clients. *Why would we do this?* Because as researchers, our biggest fear is that our work will simply sit on a shelf and never be fully utilized - and our clients won't call again. This post-project consulting time allows us to participate in strategy sessions, provide continued briefings and be available to do further analysis as needed. We never want our clients to hesitate to call on our extensive expertise or worry about the cost of producing a customized report. It is all included.

Research results are kept in the strictest of confidence and released only to designated parties and then, only in formats approved in advance by our clients.

Typical Work Schedule

Probolsky Research is able to accommodate virtually any schedule required. The following is an outline of a poll work program that can easily be modified:

| | | | |
|---|---------|------------------------------------|-----------|
| Meeting or conference call | DAY 1 | Survey results tabulated, analyzed | DAY 13 |
| City provides background information | DAY 1 | Preliminary results delivered | DAY 14 |
| Probolsky prepares draft survey questionnaire | DAY 2-4 | Report written | DAY 14-17 |
| Review and comments on survey instrument | DAY 4-6 | Report delivered | DAY 18 |
| Final script approved and translated | DAY 7 | Ongoing consultation with City | DAY 18+ |
| Field survey | DAY 8 | | |



Client References



In July of 2014, the City of Coachella contracted Probolsky Research to work with their strategic communications consultant CV Strategies to develop an accurate likely election turnout model for the November, 2014 General Election, identify receptivity to a proposed tax measure, identify issues that influence support or opposition, test ballot measure language and strategic message points, profile support and opposition by various demographic measures critical to targeted communication efforts and establish a roadmap for how CV and the City could best design public education and outreach efforts (including targeted messaging recommendations, key messaging

vehicles/messengers such as media, social media and online advertising, direct mail, TV, radio, etc.).

Our research revealed that nearly a supermajority would vote yes, in favor of a one-cent local sales tax increase. Our reporting and guidance recommended several highly effective messages (for example the possibilities that without the revenue measure, the City may lose paramedics and police officers as well as others) that drove strategy and tactics of the subsequent public education and outreach effort on behalf of the City. Measure U ultimately prevailed at the ballot box on Election Day in November, 2014.

Contact: David Garcia, City Manager
City of Coachella
(760) 398-3502
dgarcia@coachella.org



The City of American Canyon in Napa County, California faces a structural budget deficit driven by the current economic recession. In 2010, the City contracted Probolsky Research to perform a voter study within the community to determine voter receptivity to three potential new revenue generating alternatives, including an increased transient occupancy tax (TOT), an increased tax on the City's only gambling establishment (a card room) and the creation of a

new lighting landscape district.

Our research showed the City that it enjoyed supermajority support from likely voters for two alternatives, provided effective messaging recommendations and helped the City to develop an effective action plan oriented towards the November, 2010 ballot. On November 8, Measure E ("an ordinance amending Section 3.24.030 of the American Canyon Municipal Code increasing the Transient Occupancy Tax from 10% to 12%") passed with 78% voter support and Measure F ("an ordinance adding Sections 5.12.230 through 5.12.380 to the American Canyon Municipal Code establishing a new Cardroom Admission Tax of \$2.00 per person") passed with 74% voter support.

Contact: Deanna Parness, Management Analyst
City of American Canyon
(707) 647-5305
dparness@cityofamericancanyon.org



GARDEN GROVE

Ever in search of providing excellent customer service the City of Garden Grove regularly engages Probolsky Research to conduct polling in the City. Polling we have performed for the city has covered varied topics including general resident satisfaction and on issues such as park usage, police services, fire and lifesaving services and refuse services. On several occasions we have evaluated increasing revenues in the city through a variety of new revenue measure proposals.



Most recently, the City wanted to move forward with plans to build a new police station to replace their outdated, cramped and ineffective headquarters structure. However, like many California cities, the nationwide economic crisis hit Garden Grove hard. Revenues from property taxes, sales taxes and permits and fees have plummeted, and the City is facing a shortage of funds. Probolsky Research was contracted to assess voter receptivity to a proposed parcel tax designed to both fund the new police station and replacement two fire stations that are currently housed in converted 1950's single-family homes.

Because the City has large populations of Spanish-speaking and ethnic Vietnamese voters, Probolsky Research always performs surveys in Vietnamese, Spanish and English. Probolsky Research delivered a recommendation to postpone the parcel tax effort given that the proposal was met with majority opposition, even when positive potential features and benefits were presented to respondents. This saved the City both sorely needed funds and credibility within the voting community by not going forward with a revenue measure that had little chance of success.

Contact: Matt Fertal, Immediate Past City Manager
City of Garden Grove
(714) 357-2644
matthewfertal@gmail.com

“Probolsky Research is who local government turns to when they want to know what their constituents are thinking.”
John Gillison, City Manager, *City of Rancho Cucamonga*



Proposed Pricing

Based on the information we have received and the independent analysis we have conducted on elections within the City of Placerville, we have outlined the following pricing options for research on behalf of the City.

Our proposal is inclusive, fixed and not-to-exceed. We do not charge incrementally nor do we charge for travel-related expenses, meals, materials, etc. Our services include:

- Accurate, proven **voter turnout modeling**
- Live-interviewer calling on *both landlines and mobile phones*
- Stratified random sampling that is accurately representative of likely voters
- Spanish and English interviewing and Spanish translation
- In-person, phone, e-mail or video conferencing meetings, consultations and presentations
- Comprehensive reporting and dataset delivery focusing on actionable results
- Recognized expertise in elections polling

LIKELY VOTER BENCHMARKING SURVEY PRICING OPTIONS

OPTION 1: 25 QUESTION TELEPHONE SURVEY AMONG LIKELY VOTERS

| QUESTIONS | RESPONDENTS | MARGIN OF ERROR | COST |
|--|-------------|-----------------|----------|
| Up to 25 questions <i>Languages: English, Spanish</i> | 200 | +/-6.8% | \$15,800 |

OPTION 2: 35 QUESTION TELEPHONE SURVEY AMONG LIKELY VOTERS

| QUESTIONS | RESPONDENTS | MARGIN OF ERROR | COST |
|--|-------------|-----------------|----------|
| Up to 35 questions <i>Languages: English, Spanish</i> | 200 | +/-6.8% | \$21,700 |

OPTION 3: 50 QUESTION TELEPHONE SURVEY AMONG LIKELY VOTERS

| QUESTIONS | RESPONDENTS | MARGIN OF ERROR | COST |
|--|-------------|-----------------|----------|
| Up to 50 questions <i>Languages: English, Spanish</i> | 200 | +/-6.8% | \$31,250 |

We can accommodate your pricing needs. Please let us know if you would like us to provide alternatives based on differences such as: number of questions, number of respondents or languages offered.

Partial List of Clients

GOVERNMENT CLIENTS

Bear Valley Community Services District
City of American Canyon
City of Brisbane
City of Colton
City of Del Mar
City of Diamond Bar
City of Fontana
City of Garden Grove
City of Grand Terrace
City of Irvine
City of Laguna Niguel
City of Loma Linda
City of Los Angeles (Harbor City)
City of Mission Viejo
City of Napa
City of Perris
City of Pismo Beach
City of Placerville
City of Pomona
City of Redlands
City of Rialto
City of Riverside
City of San Bernardino Municipal Water Department
City of Santa Ana
City of Santa Clarita
City of Sierra Madre
City of Stanton
City of Twentynine Palms
City of Upland
City of Yorba Linda
Coachella Valley Water District
Coachella Water Authority
Costa Mesa Sanitary District
County of Orange
Desert Water Agency
Eastern Municipal Water District
East Valley Water District
Huntington Beach Union H. S. District
Indio Water Authority
Irvine Ranch Water District
Joshua Basin Water District
Jurupa Community Services District
Los Angeles County Sanitation District
Los Angeles Unified School District
Mesa Consolidated Water District
Mission Springs Water District
Municipal Water District of Orange County
Newhall County Water District
Orange County Cemetery District
Orange County Fair
Orange County Sanitation District

Orange County Transportation Authority
Orange County Water District
Riverside Water Symposium
San Bernardino County Flood Control District
San Bernardino Valley Municipal Water District
San Geronimo Pass Water Agency
Santa Ana Watershed Project Authority
Santa Clara Valley Water District
Santa Margarita Water District
Upper San Gabriel Valley Municipal Water Dist.
Victor Valley Water District
Water Replenishment District of Southern California
West Valley Water Conservation District
Western Municipal Water District
Yorba Linda Water District

ASSOCIATIONS

American Association of Health Plans
American Coalition for Clean Coal Electricity
Apartment Association of Orange County
Association of California Water Agencies
Building Industry Association
California Association of Realtors
California Hotel and Lodging Association
California State Association of Counties
Clean Water and Jobs for California
County Engineers Association of California
Garden Grove Firefighters Association
Howard Jarvis Taxpayers Association
League of California Cities
Orange County Public Relations Society
Restore Hetch Hetchy
San Diego Police Officers Association
Service Employees International Union

CORPORATE AND NONPROFIT CLIENTS

Accupoll
AT&T
Axiom
Braille Institute
BrightSource Energy
Brookfield Homes
CalChamber
California Quartet
Calpine Corporation
Cap Gemini/Ernst & Young
CenterCal
CH2MHILL
Chevron
Clinica Medica Familiar
Consumer Federation of California
CTE Engineers



DR Horton
Edge Outdoor Advertising
Emergency Preemption Systems
Fidelity National Financial
First Franklin Financial Corp.
Fountain Valley Chamber of Commerce
I-215 South Corridor
Infinity of Mission Viejo
John Laing Homes
L. A. Chemical
LA Chamber of Commerce
Lucent Technologies
Manor Care Health Services
March Global Port
Orange County Water Summit
P & D Environmental Services
Pepperdine University
Parsons Corporation
PIFPAC

Poseidon Resources
Prescott Properties
Riverside County Water Symposium
Rural/Metro Corporation
SDG&E
State of the Anaheim Watershed
Sunrise Assisted Living
The Irvine Company
T-Mobile
TOD Properties, LLC
Union Pacific Railroad Company
Wal-Mart
Waste Management

