

EXHIBIT “A”
SCOPE OF SERVICES AND COMPENSATION

Scope of Services:

Consultant shall conduct opinion research for the City on a potential finance measure. The research shall include conducting dual-mode (telephone and online) surveys – with multiple contact methods – among a randomized sample of likely November 2024 voters with the City of Arcata limits.

Consultant’s services are more particularly described in Consultant’s “Proposal to Conduct Public Opinion Research for the City of Arcata,” dated January 10, 2024, relevant portions of which are attached and incorporated herein as *Exhibit “A” – Attachment 1 (Exhibit A.1)*. The City’s Designated Representative shall identify for the Consultant the desired randomized sample size.

Compensation:

City shall compensate Consultant in accordance with the “Estimated Costs” section of *Exhibit A.1*, and in accordance with the desired sample size identified by the City’s Designated Representative.

Total compensation not to exceed \$38,700 without written mutual agreement.

Recommended Research Plan

Research Specifications

For this project, FM3 recommends conducting a 15- to 20-minute dual-mode (telephone and online) survey among a randomized sample of 300 to 400 likely November 2024 voters within the City of Arcata. Given the modest size of the City’s voter population (approximately 10,100 likely November 2024 voters), we will work to obtain as many interviews as possible.¹ If we receive fewer than 400 interviews, we will prorate our costs to reflect the actual number of interviews received; any interviews beyond 400 will come at no additional cost to the City.

To maximize our response rate, we recommend utilizing four different contact methods (telephone calls, emails, text messages, and mailed postcards) to provide an array of ways for potential respondents to participate in the survey. Providing multiple forms of contact also helps us engage historically disadvantaged communities that may not have adequate broadband access and/or access to computers or smart phones. Additionally, different demographic groups often have varying communication preferences—some may be more likely to answer a phone call than open an email or text message, and vice versa.

As an option, we could also conduct a tracking survey before the City Council chooses to place the measure on the ballot to get a better sense of how voters are feeling about a potential measure closer to the general election. This survey would be shorter in length (10 minutes) and have a sample size of up to 300.

Description of Methodology

The research process will begin with an initial kickoff meeting between FM3 and your project team. This meeting will provide an opportunity for an extensive review of relevant background information and context, as well as a detailed discussion of your objectives for the project.

Methodology	Dual-mode survey using a combination of telephone and online interviews
Respondent Contact Method	Telephone calls; email, text, and postcard invitations
Population & Sample	300-400 likely November 2024 voters in the City of Arcata
Margin of Sampling Error*	±5.7% - sample of 300 ±5.2% - sample of 350 ±4.9% - sample of 400 <i>*At the 95% confidence level (i.e., in 95 out of 100 cases)</i>
Questionnaire	15-20 minutes

¹ For reference, FM3 was able to obtain 246 interviews among voters in our 2020 research for the City.

In designing a survey questionnaire for the City, FM3 will draw from its knowledge of public opinion survey methodology; our comprehensive review of the City's past survey research (including tracking past questions when appropriate); your current and future objectives and needs; and our own vast library of research on local revenue measures. We will proceed through several drafts, incorporating feedback from your team before each revision, to develop a research instrument that will successfully obtain all the desired information.

FM3 will then construct a sample by pulling a random list of voters from the voter file. Based upon the final sample specifications, FM3 will set a target number of interviews to be completed online. We will then mail postcard invitations to all likely November 2024 voters while we simultaneously send out email invitations to a subset of people in the sample with a valid email address. All invitations will be tied to a specific address so that only one respondent per address can participate.

Within several days of the initial invitation distribution, we will examine the demographic and geographic characteristics of the online completes and then begin conducting telephone interviews to balance out the sample and target underrepresented subgroups. Additionally, we will send out a number of text invitations to help reach the overall target number of online completes and complement the other contact methods.

Once the survey is complete, FM3 will generate a detailed report of the survey results in a PowerPoint presentation, including demographic breakouts and summaries of key findings. These results are typically presented in draft format to the client team and then further refined based upon feedback from that group. A version of this presentation will also be developed in a format suitable for FM3 to present in a public forum.

Upon conclusion of the survey project, the City will have received from FM3 each of the documents listed below. All documents can be provided in hard copy or electronic form (or both), depending on your preference.

- ✓ **Final survey questionnaire**
- ✓ **Topline survey results**
- ✓ **Full cross-tabulated results** (responses to every survey question, broken down by dozens of demographic, geographic, behavioral, attitudinal, and situational subgroups of the population)
- ✓ **Verbatim answers to any open-ended questions**
- ✓ **PowerPoint presentation** (including key findings, results, conclusions, and actionable recommendations)
- ✓ **Presentations of results to staff, board members, or other stakeholders** (in person if desired)

Finally, after FM3's final deliverables have been completed, we will remain available to answer follow-up questions and to present results to additional key stakeholders. We view the responses to the survey as an ongoing data resource; if needed, FM3 can conduct further analysis to provide answers to any follow-up questions.

Estimated Costs

The chart below contains the total estimated costs for this research. These prices are comprehensive and include all costs for questionnaire design; sample acquisition and preparation; programming; email, text, and postcard invitations; survey hosting; telephone interviewing; data entry and analysis; and reporting.

	Survey Length	300 interviews	350 interviews	400 interviews
Baseline Survey	15 minutes	\$31,950	\$33,700	\$35,450
	20 minutes	\$34,700	\$36,700	\$38,700
Tracking Survey	10 minutes	\$22,500	—	—