

Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Tom Manheim

SUBJECT: TELEPHONE SURVEY
CONTRACT AMENDMENT

DATE: May 10, 2010

Approved

Date

5/19/10

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Amend contract with Fairbanks, Maslin, Maulin, Metz and Associates to increase the contract amount by \$100,000 to allow for additional telephone survey work.

OUTCOME

Amend contract with Fairbanks, Maslin, Maulin, Metz and Associates (FM3) to conduct additional survey work on voter attitudes toward potential revenue measures and other community issues.

BACKGROUND

In 2008 the City conducted a competitive process to select a firm to perform telephone survey work. The successful respondent was Fairbanks, Maslin, Maulin, Metz and Associates (FM3) and a contract was granted to conduct six surveys: 1) three *Budget Priorities* surveys; 2) two *Employee Surveys* to be conducted biennially; and, 3) one *Community Satisfaction Survey* to be conducted in the off-year between the two employee surveys.

ANALYSIS

In January, the annual *Budget Prioritization Survey* evaluated conceptual support for a number of potential revenue measures that would require voter approval. During the joint City Council-Senior Staff budget study session held in February, 2010, the Council discussed the survey results and considered which of these might be placed on a ballot. Subsequent to this at its March 9, 2010 meeting, the Council directed that a measure on cardroom taxes and tables be placed on the June ballot. At the February meeting, the Council was told that additional polling on other revenue measures would be recommended before placing these measures on the November ballot.

While specific decisions about which measures might be placed on the November ballot are not expected to occur until late June and/or August, it is likely that some ballot measure(s) will be under consideration. In anticipation of that, the Administration recommends amending the existing contract with FM3 so that, if necessary, polling services are available.

As noted, the additional survey services would be focused on potential ballot measures. Therefore, the survey instrument(s) would poll "likely voters" and would be conducted in three languages—English, Spanish, and Vietnamese. The length of each telephone survey would be determined by the number of questions asked, but FM3 has provided pricing that scales up or down based on the length of the survey. In addition, to provide cost flexibility, FM3 has provided pricing for a sample size of 800 and 600 (with a margin of error of 3.5% and 4.0% respectively). The full costs of a survey vary depending on length and sample size.

Sample Size 600	
Survey Length	Cost
15 Minutes	\$30,500
20 Minutes	\$35,250
25 Minutes	\$40,250

Sample Size 800	
Survey Length	Cost
15 Minutes	\$35,500
20 Minutes	\$42,000
25 Minutes	\$48,500

Funding in the amount of \$100,000 for additional survey work was set aside in the 2009-2010 Adopted Operating Budget as part of the Structural Deficit Elimination Plan effort.

EVALUATION AND FOLLOW-UP

A survey will be conducted in late June and July, and the results will be released publicly in time for consideration during the August 3 meeting so that the information is available to the City Council as it considers whether or not to place measures on the November ballot.

PUBLIC OUTREACH/INTEREST

As noted above, there has been much public discussion and debate over potential ballot measures during the past year. The telephone survey(s) enabled by this action will provide additional information on voter sentiments regarding ballot potential measure(s). The agreement has been posted on the website for this Council Agenda.

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

HONORABLE MAYOR AND CITY COUNCIL

Due Date: May 10, 2010

Subject: Survey Contract Amendment

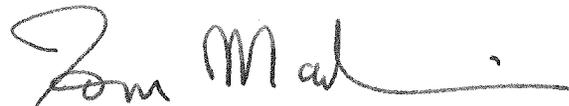
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COORDINATION

This memorandum has been coordinated with the Office of the City Attorney.

CEQA

Not a project.

A handwritten signature in black ink that reads "Tom Manheim". The signature is fluid and cursive, with a long horizontal line extending to the right.

TOM MANHEIM
Communications Director

For questions please contact Tom Manheim, Communications Director, at 535-8170.