

Marin Emergency Radio Authority

Outreach Subcommittee 12/4/12 Agenda Item D

Pollster Selection and Proposed Activities

Update – November 27, 2012

SCOPE OF WORK

The primary role of the pollster is to assist MERA in researching the feasibility of a potential parcel tax measure that would be placed on either the Marin County June 2014 or November 2014 ballot.

The objective in conducting two surveys – a baseline survey to take place in early 2013 and a brushfire survey to take place in 2014 – is to test voters' reaction to a parcel tax measure that would fund MERA's next generation emergency communication system.

Information to obtain includes:

1. Tax rates at which voters would support the ballot measure
2. Testing of different arguments pro and con regarding the proposed measure
3. Identifying key voter demographics relating to the measure

The secondary role of the pollster is to provide messaging that could be used in MERA's community education and outreach effort.

The pollster will provide MERA with:

1. An Executive Summary that will encapsulate the results of the poll
2. A live presentation of the results at a MERA meeting
3. Messaging suggestions and strategic recommendations
4. 'Top Line' of survey results

SELECTION PROCESS

1. Consultants will provide a list of potential pollsters to the Outreach Committee for review.
2. A Request For Proposal (RFP) will be sent to each potential pollster with a due date for submittal.
3. Consultants will review the proposals and make follow-up phone inquiries if required.
4. Consultants will rate the proposals and make a recommendation of which pollster to retain to the Outreach Committee for your approval.
5. After reviewing the proposals, MERA may elect to conduct interviews prior to making a final determination of contract award.
6. Approval takes place at Committee meeting.

7. Pollster is then retained and an agreement for services is signed.

REQUEST FOR PROPOSAL CONTENT

Statement of Qualifications:

Provide a detailed statement of qualifications and include the following:

- Identify key personnel anticipated to perform the work, and include their experience, qualifications, and relevant certifications.
- Provide details regarding your firm's recent specific experience with similar successful parcel tax ballot measures.
- Provide detailed experience with unsuccessful similar parcel tax ballot measures.
- Provide local campaign experience in this area, e.g. local county, Assembly, State Senate or Congressional work.
- Provide a minimum of three (3) references related to the ballot measures detailed above.

Survey Design and Content:

Base the proposal on conducting two surveys of Marin County residents: 1) a baseline survey of 300-400 residents taking from 15-20 minutes that includes 40 to 50 questions, including demographic information; and 2) a brushfire survey of 300-400 residents taking from 10-12 minutes that includes 20–25 questions.

MERA Resources:

Include detailed information regarding any MERA resources required to support your proposal(s).

Schedule:

Include a proposed tentative schedule for the work. Chosen firm will be required to provide a detailed schedule after the initial meetings with the MERA.

Costs:

Proposals shall clearly delineate all costs for each of the proposed services specified.

Any minimums, travel times, per diems, or extra charges should be clearly outlined so all parties have a clear understanding of how billings will be organized and submitted.

Samples of Work Product:

Please provide one sample of a poll conducted and the related summary report(s).

FIRMS TO BE INVITED TO APPLY

- John Fairbank, Fairbank, Maslin, Maullin, Metz & Associates (FM3)
- David Latterman, Fall Line Analytics

- David Mermin, Lake Research Partners
- Ben Tulchin, Tulchin Research
- Ruth Bernstein, EMC Research

SURVEY SCHEDULE

This is a suggested timeline, pending confirmation and recommendations from the selected polling firm:

12/4/12	Approval of Pollster Selection Process
12/11/12	Send RFP to polling firms
1/8/13	Deadline for submission of proposal
1/16/13	Governing Board approves Outreach Plan, allowing Pollster to be hired
1/23/13	Pollster selection finalized
2/6/13	First draft of baseline survey submitted for review
2/20/13	Survey finalized
2/27/13	Survey start date in the field
3/6/13	Top line numbers provided
3/19/13	Executive Summary presented to MERA
1/15/14	First draft of brushfire survey
1/31/14	Finalize brushfire survey and put into field
2/18/14	Executive Summary submitted to MERA