

RESEARCH PROPOSAL MEMO

ATTACHMENT #1

To: Kevin McCarthy
City of Indian Wells

From: Adam Probolsky
Probolsky Research

Date: April 17, 2024

Subject: Emergency Medical Service Tax Survey

Authorized Representative:
Adam Probolsky, President
Probolsky Research
23 Corporate Plaza Suite 150
Newport Beach CA 92660
adamp@probolskyresearch.com
Telephone: 949-855-6400

Thank you for the opportunity to offer our research services once again to the City of Indian Wells. We look forward to conducting a voter survey to evaluate the level of support for an annual escalator for the Emergency Medical Service tax, and provide guidance on options for the November 2024 ballot.

Probolsky Research understands community needs and municipal services: We have acted as a pollster and strategic advisor on thousands of local, city, and statewide government agency projects, we have unmatched experience researching voter willingness to fund both projects, services, and testing support levels for new revenues particularly as it relates to potential ballot initiatives. Recently, we have conducted polling and provided strategic guidance on public outreach cities like Boulder (CO), Coos Bay (OR), Escondido, Gresham (OR), Grover Beach, Rancho Cucamonga, and Twentynine Palms. We have conducted over 1,200 surveys for local and regional governments.

We know the Coachella Valley and surrounding communities. Our clients include the cities of Coachella and La Quinta, Desert Healthcare District, Desert Water Agency, and Coachella Valley Water District.

Established in 1992 and organized as a Limited Liability Corporation, Probolsky Research LLC specializes in market and opinion research. We are a woman and Latina-owned firm; we are multi-lingual. To ensure inclusivity and representation of all voices, and to limit communication barriers, we will conduct our research in **English and Spanish** – other languages are available.

While Adam Probolsky will serve as project manager and the City's point of contact, our entire team, with broad research experience with local government and specifically the planning process, will participate in projects for the City. We are a medium-sized firm with a team of twelve – everyone working on this project possesses an understanding of design, implementation, and statistical analysis of voter surveys. This organizational chart includes the Probolsky Research team that will be assigned to this project.



Desiree Probolsky
CEO



Adam Probolsky
President



Alton Smith
Equity Officer



Shalom Veffler
Technology Director



Joshua Emeneger
Senior Research Analyst



Michael McLaughlin
Research Director



Alyce Basil
Senior Research Analyst



Marga Bugnot
Research Assistant



Rose Regio
Research Assistant

Accessibility Standards

Our online survey platform follows the most current and best practices to ensuring accessibility for people with a diverse range of sight, hearing, movement, and cognitive abilities, including impaired users. Our online survey platform



PROBOLSKY RESEARCH
23 Corporate Plaza Suite 150
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270

is 508 compliant (U.S. Rehabilitation Act), offering features to adhere to Section 508 including screen-reader and navigation capabilities, responsive survey layout design, accessible survey themes for the visually impaired, and accessibility testing.

Election Experience

Once we are engaged, there are many other data points we will analyze, not the least of which is turnout history. We cannot take a formulaic approach to understanding the experience of the likely voter. A “poll” may not give us all the data you need to understand voter sentiments. We need to get to the root of voter opinions and the emotional drivers that will move them. This is one of the reasons that our team of communication, data, economic, and public policy experts is uniquely qualified among research firms. And it is a hugely important part of our ability to understand community feelings about priorities and tax tolerance.

Probolsky Research understands revenue measures and local government taxation and has been conducting voter research on revenue measures for more than 27 years.

Our firm been part of successfully passed ballot measures. We know how to win, and we bring our unique set of expertise to this project. Our research has provided guidance to our clients on tax measures for general taxes, utility user taxes, transportation, streets and roads, education, libraries, parks and open space, community facilities, public safety, transient occupancy taxes, landscape lighting districts, cannabis, fire and paramedic services, healthcare, and hospitals. We know that the City will never be advocating for an election outcome.

We also have the advantage of having been on the opposing side of new revenue measures and succeeding. No other public agency research firm has this kind of unique background. This helps us to better understand, test, and overcome opposition messaging and strategy.

We advise our government clients considering revenue measures to address four key areas:

- Funds are being well managed today.
- The need for new funds has been justified, or the new revenues will rectify an imbalance.
- Grants, cost-cutting, and labor concessions have been pursued with vigor.
- Oversight will ensure that the new revenue will be spent as promised.

We always recommend asking the tough questions. Testing the messages of those who oppose a revenue measure or generally take issue with City leadership will help the City better understand the impact of the opposition and how best to communicate with these voters.

Probolsky Research conducts objective research and provides impartial analysis. Sometimes our results are not what our clients want to hear, but we never sugar-coat our findings. As researchers and strategists, it is our job to find the right messages and to develop a strategy that works. We are passionate about local government —we do not give up easily. Initiating public education and outreach requires nuance and strategy. We provide guidance at every step of the way, from staff report language to ballot label and statement to the last Nextdoor post before Election Day.

Voter Turnout Modeling

Knowing what questions to ask is only one aspect of determining voter opinions. Modeling for turnout presents a uniquely challenging task. Developing a turnout model requires careful examination of voter history in the City and a review of the factors impacting turnout in specific future elections (e.g., November 2024).

Key to our accuracy is that we do not rely solely on asking voters how likely they are to vote in an upcoming election. While this seems like the obvious way to determine the 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 are — especially if they are younger or newer Americans. By understanding these differences and getting turnout right, we will know the relative importance of key messages, targetable voting blocs (and how receptive they are to alternative messaging) and will be able to direct outreach resources accordingly.



Survey Methodology

Statistically Valid Multi-mode, Multi-lingual Survey Approach

We use a multi-mode methodology, meaning that we will conduct the survey by telephone using our live professional interviewers and online via our secure digital platform.

This multi-mode approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias. We look forward to a robust discussion with City staff to determine the ideal survey methodology.

Conducting research in the language most comfortable to respondents is critical in obtaining accurate results in a statistically valid survey and is one of the best ways to alleviate language barriers. Participants can choose their preferred language at the onset of their survey experience.

For the online mode, we email or send a text message invitation and provide a secure link for the individual to access the survey online. Our online survey platform is easy to use and allows participants to complete the survey from any device: computer, tablet, or mobile phone.

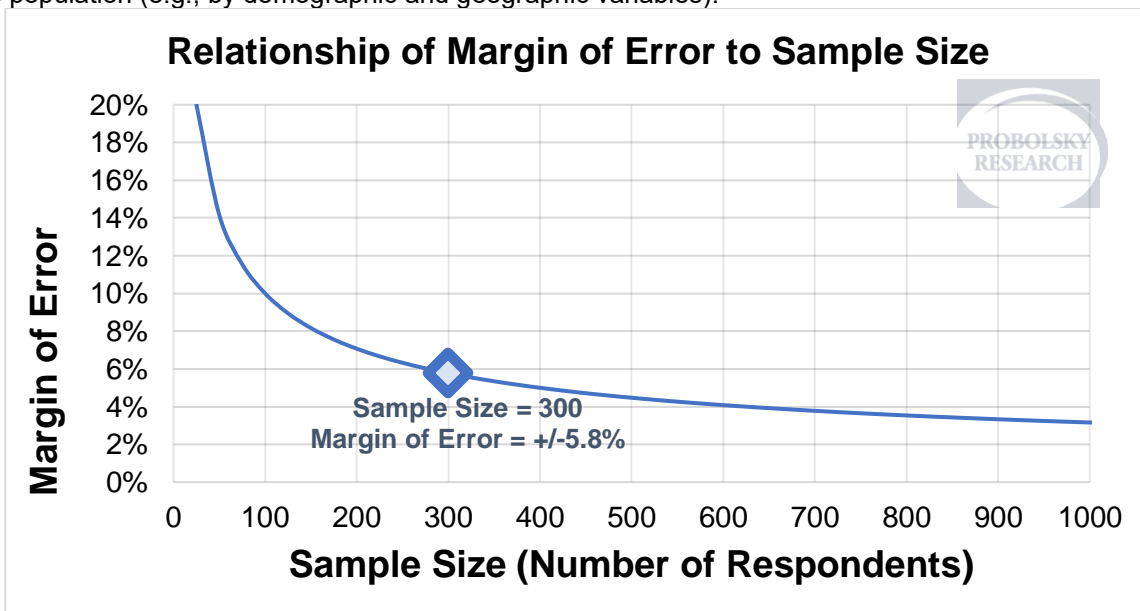
After launching the online portion of the survey, we contact participants who have not already completed the survey online, on their landline and mobile phones. We place no limit on the number of completed responses via mobile phone – we match the population that uses mobile phones exclusively or prefers to respond on mobile phones in general. Below is an explanation of our reporting by survey mode.

Tracking Survey

Tracking surveys augment the initial research, helping the City maintain a firm grasp on how voters are receiving public outreach messages and allows for adjustments to targeting as the election approaches. They are an important element of the overall research and outreach strategy.

Sample Size

A sample size of at least 300 voters is robust and will yield a +/-5.8% margin of error at a 95% level of confidence. The statistically representative, random sample will allow for statistically reliable comparisons among all subgroups of the City's population (e.g., by demographic and geographic variables).



Sample Stratification

The statistically valid sample file of City of Indian Wells voters will be secured by Probolsky Research, at our expense, from the Riverside County Registrar of Voters that includes addresses, emails, and phone numbers – (landlines and mobile phones) and is inclusive of all voters, both demographically and geographically.

Unique to Probolsky Research: We match the demographics of City of Indian Wells voters. This means we capture real responses of the right number of each gender, age group, ethnicity, party preference, etc.

Cyber Security & Confidentiality

We take data integrity and confidentiality seriously. All client materials are hosted in a secure digital cloud environment. We use 256-bit Advanced Encryption Security to keep your data secure. This is the same level of encryption used by the U.S. Government. *Our data is stored on U.S. based computers and cloud services. Research is only released per staff's direction.*

We use Box for content management. This cloud-based, encrypted system allows us to gather data and manage projects seamlessly and securely.

We have multiple team members who hold certifications in the protection of human subjects in research from the Collaborative Institutional Training Initiative (CITI). CITI is the leading provider of research ethics and compliance education, utilized by academic, medical, and social science researchers across the United States and globally.

Data Analysis

We complete comprehensive statistical analyses of the research results, utilizing software programs, including IBM SPSS and R to conduct deep statistical testing, such as multiple regression analysis. Both qualitative and quantitative data will be analyzed in a scientifically valid manner. This helps us discover and present statistically significant results – beyond the broad opinions – and understand the specific factors that contribute to attitudes and beliefs of voters. Such analyses are crucial in identifying gaps in public perception and awareness. Once we have run all analyses on results, cross tabulations are developed, graphics are generated, and other elements of the report are prepared.

Reporting

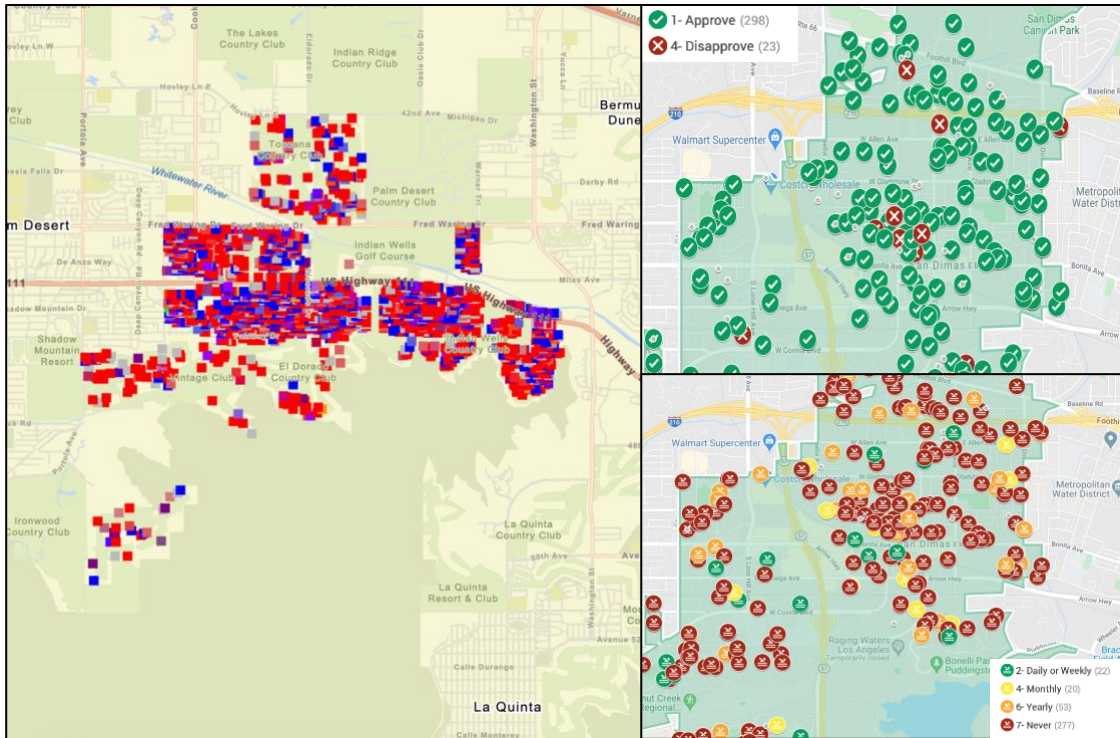
Our reporting is comprehensive and immediately usable by decision makers. Our reporting includes:

1. Draft survey summary findings in PowerPoint presentation format – focused on actionable and usable data results, graphics, benchmarking data and crosstabulations
2. Report on results, including survey background and results, methodological description, questionnaire results, survey top lines (displaying the aggregate percentages of responses to each question), cross-tabulations based on key demographic information, open-ended question responses with demographic overlay, analysis, conclusions, and recommendations
3. Results sent via PDF and hard copy (if requested)
4. Presentations to the City Council, key staff, and other audiences as directed
5. In-person meetings, presentations, conference calls, and ongoing consulting



Geospatial Mapping

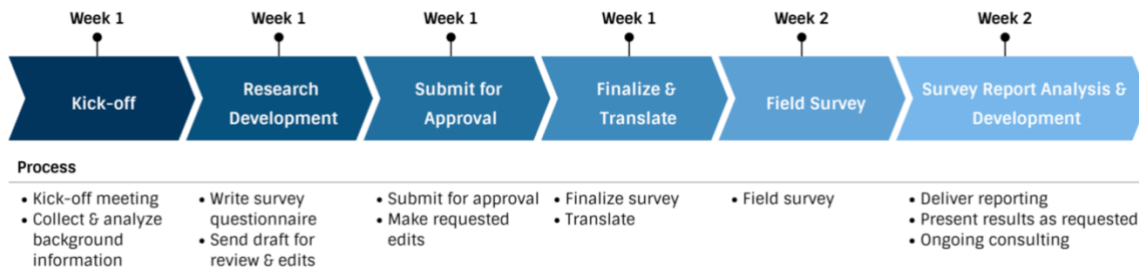
Geospatial mapping of results is included. We will map survey respondents and their responses to different questions geographically. Our method ensures that individual respondents cannot be identified.



EXAMPLE: City of Indian Wells voters mapped (left). Respondents mapped by geography and response to questions (San Dimas, CA- right).

Timeline

We can meet any timeline provided by the City. We can start our work for the City immediately. Below is an example timeline that can be easily modified.



Similar Projects

City of Rancho Cucamonga

We have conducted several voter surveys to measure voter opinion on possible revenue ballot measures including testing satisfaction with City services. Our work for the City continues now as we help the City plan for a large-scale transportation infrastructure project – Cucamonga Station and a 2024 Transient Occupancy Tax increase ballot measure.

Contact: John Gillison, City Manager

Address: 10500 Civic Center Drive, Rancho Cucamonga 91730 **Telephone:** 909-477-2700

Email: john.gillison@cityofrc.us

[Link to Results Presentation](#) // [Link to Report on Results](#)

City of Grover Beach

We conducted a multi-mode, multi-lingual, statistically valid survey among City of Grover Beach voters to help policymakers better understand community sentiments and be responsive to the community's needs and communication preferences as well as to gauge voter interest on potential new revenue measures. We included trend analysis on all reporting for the City, when applicable, tracking how results have changed over time.

Contact: Kristin Eriksson, Deputy City Manager

Address: 154 South Eighth Street, Grover Beach, CA 93433 **Telephone:** 805-473-4567

Email: keriksson@groverbeach.org

[Link to Results Presentation](#) // [Link to Report on Results](#)

Pricing

Our pricing is all inclusive. **We do not charge for travel or other expenses.** We welcome the chance to develop the ideal methodology and budget in discussion with staff. We are flexible.

Multi-mode Survey Pricing

Number of Questions/Time	Universe	Number of Respondents	Margin of Error	Cost
To Be Determined	City of Indian Wells voters	300	+/-5.8%	\$18,750
Languages: English, Spanish, other languages available				
Level of confidence: 95%				
Modes: Telephone (landline and mobile phones) and Online (via email and text-to-web)				

Multi-mode Tracking Survey Pricing

Number of Questions/Time	Universe	Number of Respondents	Margin of Error	Cost
Approximately 6 questions	City of Indian Wells likely voters	300	+/-5.8%	\$8,900
Languages: English, Spanish, and other languages as requested				
Level of confidence: 95%				
Modes: Online (email and text-to-web) and Telephone (landline and mobile phones)				

