



**TO** Sarah Henry  
City of Alameda

**FROM** Curtis Below & Miranda Everitt  
FM3 Research

**RE:** 2024 Ballot Measure Feasibility Research Plan

**DATE** October 12, 2023

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct survey research for the City of Alameda.

**Project Goals** It is our understanding that the goals of this research are to help the City of Alameda evaluate the possibility of placing a revenue measure on the November 2024 ballot. While prior research FM3 conducted for the City in 2022 looked at several different kinds of revenue measures, these efforts will focus on generating funds for Alameda's infrastructure needs. This will at a minimum include a bond measure—something the City has contemplated several times in the past—but could also include other approaches given the potential of November 2024's statewide measure ACA 1.

**Timeline** FM3 would conduct an initial feasibility survey in the fall of 2023 and—should the City wish to continue considering a November 2024 measure—a tracking survey in the late spring or early summer of 2024 before the City Council would need to decide whether to place a measure on the November 204 ballot.

For contractual and budget purposes, we recommend considering the initial feasibility survey "Phase 1" and the tracking survey "Phase 2."

**Research Methodology** Dual-mode voter survey

**Data Collection Mode** Telephone and online interviews

**Respondent Contact Method** Telephone calls, email invitations, and text invitations

**Sample** 400 likely November 2024 voters in the City of Alameda, with a relatively even balance of telephone and online interviews.

**Margin of Sampling Error\*** ±4.9% for a sample of 400 interviews

\*At the 95% confidence level (i.e., in 95 out of 100 cases)

**Questionnaire** In the past, we've typically conducted 20-minute surveys for the City. However, we are including costs for an shorter 15- and 10-minute surveys, to cover a range of possibilities, especially given the prior research we've conducted for Alameda.

**Language** Per prior surveys for the City, we would offer telephone interviews in English, Spanish and Chinese, with online interviews in English.

**Deliverables** Following the completion of the survey, we will provide:

- A questionnaire with the topline results of the survey for easy reference
- A complete set of crosstabs in an easy-to-read, comprehensive format
- Verbatim responses to any open-ended questions
- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

FM3 will also be available for ongoing consultation and any further analysis of the research.

**Cost** Figure 1 contains the total estimated costs for this research. These prices are comprehensive, and include all costs for questionnaire design, sample acquisition and preparation, translation, programming, email and text invitations, survey hosting, telephone interviewing, data entry and analysis, and reporting.

**Figure 1: Estimated Survey Costs**

Survey Length	400 Interviews
10 minutes	\$33,750
15 minutes	\$37,250
20 minutes	\$40,750

For budgeting purposes, a Phase 1 baseline feasibility survey would be \$40,750. A Phase 2 tracking survey will likely be in the \$33,750-\$37,250 range, but the City may wish to include a not-to-exceed amount of \$40,750 to provide greater flexibility.

We would welcome the opportunity to work with you on this research, and if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

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