



PROPOSAL FOR PUBLIC OPINION SURVEY FOR THE CITY OF ALBANY

At William Berry Campaigns (WBC), we are proud of what we have accomplished for local governments in California:

- 1,000+ new K-12 classrooms
- 500+ renovated classrooms
- 100+ new schools
- 18+ new libraries
- 300+ new college classrooms
- 7 new college campuses
- 4 firefighting academies
- 2 new hospitals
- 3 new police academies
- Hundreds of miles of new and repaired streets

OPINION SURVEY GOALS

The main goals of the Albany opinion survey should be:

- Assess spending priorities of voters in City of Albany,
- Determine different levels of support for a potential tax measure in the 2012 election cycle,
- Determine the maximum tax threshold supporting the tax measure, and
- Examine the impact of different messages have with voters.

THE PROPOSAL

Other than a Property Transfer Tax measure that lost in 2008, the voters in Albany have a long history of approving public funding measures to pay for community priorities.

WBC proposes to work with the City of Albany in preparing, executing, and analyzing a public opinion survey. The survey will examine the viability of a tax measure election in the City of Albany and the potential issues contained in that tax.

The purpose of the survey is to provide a road map to the City of Albany on how best to proceed with a tax measure.

The survey will allow the city to determine whether or not to proceed with placing a tax measure on the ballot, the timing of an election, the actual wording of the tax measure, and what items and goals voters care about most.

WBC will provide the following services to the City of Albany:

Questionnaire Design: Based on input received from committee members, WBC will write a draft survey. WBC will then submit the draft to the city for comment and edit. Each subsequent draft will be submitted to the city for edit and approval.

Surveying Services: WBC will conduct 400 completed telephone calls with registered likely voters in the City of Albany.

Analysis: WBC will provide a thorough and complete analysis of the surveying data, as well as advice on moving forward with the measure.

The opinion survey report will include:

- WBC's analysis of the tax measure's chances of passage,
- An examination of the issues that motivate voters, those issues that are of greatest importance to voters and the community's priorities,
- A listing of targeted demographic groups and WBC's recommendations on how to focus communications with these voters,
- WBC's recommendation of whether to attempt a tax measure election, the size of the measure, and the timing and other special characteristics of the measure.

METHODOLOGY

WBC proposes a survey of 350-400 likely voters in the City, approximately 15 minutes in length. This sample size corresponds with a Margin of Error of plus or minus 4.9 percentage points at the 95% confidence level.

The sample will be demographically and geographically representative of likely voters in the City of Albany. The data will include information on voters' likelihood to vote in a June Primary Election and/or an all-mail election in May, 2012.

Additional information about our proposed methodology is referenced throughout this proposal.

OPINION SURVEY TIME LINE

Initial meeting to review needs and long-term plans of the city and various funding options	1 day
City of Albany voter, demographic and election research and review	2 days
Questionnaire drafting and editing	4 days
Sample development and matching (concurrent with questionnaire drafting)	5 days
City of Albany review of opinion survey draft	3-5 days
Questionnaire review meeting	2 hours
Questionnaire revisions	1 day
Pretest	2 days
Phone interviews	5 days
Initial analysis	5 days
Report/recommendations review <i>with</i> City of Albany	2 hours
Presentation of findings to City of Albany staff, administration and City Council	ANYTIME

RESEARCH REPORT SPECIFICS

Precinct Analysis

WBC will conduct a precinct-by-precinct analysis of the voting patterns within the City. This will allow the eventual campaign committee to focus the time and resources on those voters and neighborhoods that will benefit most from our attention.

Message Development

Delivering a clear, concise and cohesive message to the voters is the most vital element of a successful communications effort. Voters need to understand the necessity of the tax measure.

WBC suggests using genuine stories from local voters as an effective means of making the need of a tax measure come alive.

THE OPINION SURVEY REPORT WILL INCLUDE:

- WBC's analysis of the tax measure's chances of passage,
- An examination of which issues will motivate voters to vote yes for the tax measure and which issues the campaign should avoid,
- A listing of targeted demographic groups and WBC's recommendations on how to target the campaign to attract their support, and
- WBC's recommendation of whether to attempt a tax measure election and when to place the measure on the ballot

ABOUTWBC

WBC is a full-service campaign firm that specializes in working with cities, school and community college districts and local governments in passing funding measures. We pride ourselves on the hands-on attention we provide to our clients.

Our political consulting services include strategy, public opinion surveys, messaging, advertising and media, direct mail, media, grassroots operations, press relations and campaign management. We also provide strategic advice to private companies and government agencies.

As founder of WBC, Bill Berry has over twenty years of experience managing political campaigns and producing winning media and advertising and voter research. He has managed over 250 campaigns throughout California and the nation.

Bill's expertise in city, school, community college and special district funding measure campaigns has led to over \$8 billion in funding for local districts throughout California.

William Berry Campaigns has extensive experience across the state in a variety of elections, and an unmatched record of success in funding measures. That experience will allow WBC to design a survey and provide the analysis needed to determine how to run a successful tax measure campaign for the City of Albany.

WBC CLIENTS

City Of Napa
Dublin Unified School District
East Bay Regional Park District
Yes On Measure B, Yolo County
San Francisco Community College District
City of Woodland
College Of The Redwoods
Gridley-Biggs Healthcare District
Chabot-Las Positas CCD
Livermore Valley USD
City of Petaluma
Fairfield-Suisun USD
Kern High School District
Orchard School District
Petaluma High School District
Gateway Unified School District
Dixon Unified School District
Wilmar Union School District
Live Oak Unified School District
Vallecito Unified School District
Atwater Elementary School District
Napa Valley Unified School District
San Gabriel Unified School District
Manteca Unified School District
Calaveras Unified School District
Paramount Unified School District
Desert Community College District
Solano Community College District
Petaluma Elementary School District
Yosemite Community College District
Palm Springs Unified School District
Eastern Sierra Unified School District
Petaluma Elementary School District
San Bernardino Unified School District
Patterson Joint Unified School District
Fairfield-Suisun Unified School District
Roseville Joint Union High School District
Rancho Santa Fe Elementary School District
Point Arena Joint Union High School District
Summerville Union High School District
State Center Community College District
Loomis Union Elementary School District
Copper Mountain Community College District
(partial list)

CITY OF ALBANY BY THE NUMBERS

Registered Voters:	9,798
• Registered Democrats:	6,350
• Registered Republicans:	713
• Declined to State:	2,081
• Voted November 2008:	7,824
• Voted June 2008:	3,517
• Voted November 2010:	7,006

WBC FEE

WBC's fee for an accurate public opinion survey for the City of Albany will be approximately \$17,500.

CLIENT QUOTES

Don Erickson, former Mayor of Dixon says:

"The expertise we received from WBC was the critical component of our bond measure victory. We have a new high school thanks to their guidance and leadership."

Susan Cota, Chancel/or of Chabot-Las Positas CCD says:

"The information Bill developed for our direct mail was some of the most unique and professional I have seen. I believe Bill is a unique campaign and media consultant. He brings tremendous energy and enthusiasm to the task. He delivers what he promises."

John Sugiyama, former Superintendent of Dublin USD says:

"WBC delivers what they promise! They are on top of all campaign issues daily. Communications with the campaign committee and district is outstanding. We couldn't have passed a \$184 million general obligation bond without them. They are winners!"