

**A PROPOSAL TO CONDUCT
A SURVEY OF REGISTERED VOTERS**

For the City of Albany, California

Submitted on December 12, 2011

Prepared by



**ROSE INSTITUTE
OF STATE AND LOCAL GOVERNMENT**

CLAREMONT MCKENNA COLLEGE

Table of Contents

About the Rose Institute	2
Staff and Personnel	3
Background and Experience	4
Project Approach	7
Schedule and Budget	7
References	8

About the Rose Institute of State and Local Government

The Rose Institute of State and Local Government is a non-profit research institute at Claremont McKenna College located in Claremont, California that specializes in state and local government issues. For over 35 years, the Rose Institute has conducted in-depth studies for municipal, county, tribal and state governments, business and economic organizations, as well as public authorities and school districts. The Institute has extensive expertise in four principal areas of research: 1) survey design, execution and analysis, along with focus group research; 2) demographic, ballot initiative and redistricting research; 3) economic impact and fiscal analysis; and 4) legal and regulatory analysis.

The Rose Institute in conjunction with Kosmont Companies undertakes the annual *Kosmont-Rose Institute Cost of Doing Business Survey*, which gathers business data and evaluates the economic climate of over 400 major cities throughout the United States.

Several municipal governments in California have retained the services of the Rose Institute in recent years including:

- Monrovia
- Claremont
- Redlands
- Loma Linda
- Riverside
- Pomona
- Sierra Madre
- Duarte
- Rialto
- Walnut
- Riverside County

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Staff and Personnel

Andrew E. Busch, Director (B.A. University of Colorado-Boulder, M.A. and Ph.D. University of Virginia) is Crown Professor of Government and George R. Roberts Fellow at Claremont McKenna College, where he teaches courses on American government and politics, and is Chairman of the Government Department. Busch has authored or co-authored eleven books on American politics, including, most recently, *Epic Journey: The 2008 Elections and American Politics* (2009) and *The Constitution on the Campaign Trail: The Surprising Political Career of America's Founding Document* (2007), along with more than thirty articles and chapters. In 2007, he received a Fulbright fellowship to lecture on American politics at the Diplomatic Academy of Ukraine, and served as the Ann and Herbert Vaughan Fellow in the James Madison Program in American Ideals and Institutions at Princeton University in the 2009-2010 academic year.

Dr. Ken Miller, Associate Director (B.A. Pomona College, J.D. Harvard Law School, Ph.D. U.C. Berkeley) came to the Rose Institute in 2009. He has served as a member of CMC's Government faculty since 2003. Dr. Miller's research focuses on state government institutions, with emphasis on direct democracy (initiative, referendum, and recall) and the interaction between law and politics. His publications include *Direct Democracy and the Courts* (Cambridge University Press 2009) and a co-edited volume *The New Political Geography of California* (Berkeley Public Policy Press 2008). Dr. Miller has worked with Rose Institute students on several research projects, including the 24-state Miller-Rose Institute Initiative Database.

G. David Huntoon, Fellow and Project Coordinator (B.A., Claremont Men's College; M.B.A., University of Southern California) has been associated with the Rose Institute since 1998. A CPA by profession, he is experienced as CEO in medium and small sized businesses. In 1989, he co-founded and directed a marketing research firm in the People's Republic of China, which catered to the needs of U.S. corporations. Mr. Huntoon currently serves on the executive committee of the Los Angeles County Economic Development Corporation, as vice-chairman of the San Gabriel Valley Economic and as a member of the Coachella Valley Economic Partnership. He is a strategic thinker in fundraising, project development, and conference development projects. Mr. Huntoon has had extensive experience with survey research, economic impact studies, financial management, economic development, and public-private partnerships. He oversaw the Coachella Valley Annual Quality of Life Surveys 1997-2004, as well as numerous other projects with cities.

Marionette Moore, Administrative Assistant and Support for Survey Research (B.A. University of the Philippines) became part of the Institute in 1997. Before then she managed her family's garment business in the Philippines from 1985-1995. She provides assistance to the Institute's management staff and oversees supervision of student research assistants. With her broad background in the area of surveys and knowledge of computerized data management, she is an integral part of the survey research area of the Institute.

Rose Institute Background and Experience

Survey Research: The Rose Institute has extensive experience working with local governments and public authorities in fielding surveys and conducting marketing research. It has conducted refined survey research for over 25 years, including many major surveys for such organizations as: the Southern California Association of Governments, the Economic Alliance of the San Fernando Valley, the Coachella Valley, the San Gabriel Valley Economic Partnership, the California Roundtable, the U.S. Department of Justice, the Office of Juvenile Justice, and many cities and local governments. The following is a brief overview of a few of our recent survey projects:

City of Monrovia Quality of Life Survey

The Rose Institute fielded a quality of life survey for the City of Monrovia during June and July 2009. The survey consisted of 50 questions regarding the effectiveness of city services and departments and what outlets residents rely on for local news. The Rose Institute also led two focus groups of Monrovia residents, one for teenage adolescents to assess city youth programs, and another for adults to better gauge overall city services.

City of Claremont Business Survey

The Rose Institute conducted an extensive business survey on behalf of the City of Claremont during the summer of 2008. The Institute surveyed business owners and managers to gauge support for a potential increase in the Transient Occupancy Tax (TOT) in addition to gathering other important information regarding the vitality of the Claremont business community. The proposed increase in the TOT would be used to fund a citywide marketing campaign to boost local businesses.

Los Angeles Economic Development Corporation (LAEDC) Business Climate Survey

The Rose Institute was commissioned by LAEDC to survey business executives in Los Angeles County regarding the health of their business and the regional business climate. The study was then compared with a 2003 survey done by the National Center for Business and Economic Research. The two studies in comparison offered the possibility of identifying trends in the local economy and the broad impact of changes in business policy in Los Angeles County. The survey used a sample 23,073 companies with 10 or more employees. Of that sample, 5,000 business executives were interviewed by telephone.

JDB Associates LA County Survey of Small Business Certification Awareness

The Rose Institute was retained by JDB Associates to conduct a survey of certified and non-certified small businesses in Los Angeles County in fall 2006. The survey included 934 respondents. Interviews with executives or persons in management positions were conducted by telephone. The Small Business Certification Awareness Survey was conducted by interviewing small businesses in three categories: County SBE certified, State non-County Certified, and non-certified. The lists included 9,127 total businesses, provided by JDB & Associates, in Los Angeles County. There were three surveys, each with their own sample. The first survey yielded interviews of 72 small business enterprises that are County certified. The second survey resulted in completed interviews of 262 small businesses that are State certified. Lastly, the third group yielded interviews of 600 uncertified small businesses.

City of Walnut City Services Survey 2005

The City of Walnut retained the Rose Institute to field a survey measuring satisfaction with city services and gauge public opinion on a number of municipal issues. A sample of 400 respondents were interviewed by telephone and asked to evaluate police, fire, street and park maintenance services as well as city recreational programs and customer service from city employees.

City of Sierra Madre City Services Survey

In 2004 the Rose Institute conducted a survey gauging the quality of city services on behalf of the City of Sierra Madre. Residents expressed high satisfaction with the performance of the Fire Department and that local tax revenues were spent effectively to provide quality city services. The survey also measured support for construction of a new city library if the projected cost was 75 dollars per household for 30 years. Survey results indicated that residents tended to purchase books rather than check them out from the library while most residents were content with the services provided at the existing city library.

AT&T/Comcast Broadband Cable TV Ascertainment Issues Surveys

AT&T commissioned the Rose Institute to conduct an annual survey of residents in several Los Angeles-area cities over a period of several years. These surveys were specific to each locality and include Bellflower, Claremont, Corona, Covina, Culver City, Cypress, Hawaiian Gardens, La Mirada, La Palma, and Tustin. These surveys enabled AT&T/Comcast to determine the attitudes of its customers to their then current service level and to any anticipated changes in their service level or service cost. The Rose Institute analyzed the data and prepared detailed reports for each survey.

City of Duarte Cable Survey

The Rose Institute was contracted by the City of Duarte to conduct a survey of resident cable users in June 2003. The survey, fielded from June to July 2003, had a sample of 182 respondents. Complete survey data and results were presented to the Duarte City Council in a final report.

City of Duarte Open-Space Preservation Survey

The City of Duarte commissioned the Rose Institute to conduct a survey of local opinion about the acquisition and preservation of open space within the city limits. Respondents were asked about their willingness to support new taxes and their opinion on the preservation of nearby open wilderness areas. The survey is based on a sample of 400 respondents who were interviewed by telephone.

Economic Impact Studies: The Rose Institute conducts economic impact studies for city governments, businesses, and Indian tribes. These studies allow individual clients to accurately assess the direct and indirect effect of their activities on local and regional economies. For tribal governments, the Institute also analyzes the impact of tribal economic development by legislative district. Generally, an economic impact study will examine the wages, benefits, pensions and all other client expenditures to determine direct economic impact and then follows established formulae to calculate the indirect or ripple effects of the direct expenditures. The Rose Institute draws upon financial economists, econometrists, economic forecasters, and tribal specialists at Claremont McKenna College to provide a thorough quantitative and qualitative examination of effective economic practices.

Claremont University Consortium Impact Studies

The Rose Institute conducted a study for the Claremont University Consortium to assess the full economic impact of the Consortium on local communities and the regional economy. The study carefully analyzed the combined expenditures of the seven affiliated colleges and schools in the Consortium and their indirect multiplier effect in the Cities of Claremont and Upland. Direct wages, salaries, benefits, and other expenditures were calculated as well as indirect impact of visitors, alumni, sporting events, and other significant events that increase spending in the local economy.

Economic Impact of Tribal Governments in Riverside and San Bernardino Counties

This study provided a broad overview of all tribal economic activities in Riverside and San Bernardino counties and the significance of their impact on the economy in southern California. While most economic development generated from tribal governments often comes from gaming and casinos, tribal governments also operate a variety of other substantial economic enterprises and continue to diversify their economic activities. Overall, the study found that the rapid growth in the gaming industry among tribal governments has a major effect on Riverside and San Diego counties while also impacting the counties' infrastructure, tax revenues, property values, and future economic development.

Project Approach

The Rose Institute (hereinafter “Institute”) proposes to conduct a survey of 375 voters pulled from a randomized list of registered voters within the City of Albany (hereinafter “City”).

Participants will be contacted and asked to complete the survey of approximately 15 questions. The Rose Institute will gather, analyze, and report upon the information gathered from these interviews. The Institute will prepare and present a preliminary report for the City’s review within two months of notification of contract award. Once the survey is completed and all the data has been collected and analyzed the Institute will produce and deliver the final written report to the City. The Institute will provide eight bound copies of the report, to be presented to the city staff and will include narrative and graphical representations of key findings, frequency distribution tables and cross-tabulation data by a variety of demographic categories such as age, income level, race, gender, and education. This information should help assess the opinions of the residents of the City.

Mr. David Huntoon will be the liaison between the City and the Institute. The Institute proposes to work with the city staff to receive the City’s input to the survey instrument. In addition, the preferred method of communication during the process would be a combination of email and telephone.

Project Schedule

The Institute proposes to take two to three weeks to work with staff develop the survey instrument. Once the desired timing of the survey is determined, interviews would be conducted over a two-week period, and the analysis and report would be completed and available two to three weeks from the completion of fielding. We propose to complete the entire project in six to eight weeks.

Project Budget

The Institute will charge a total of \$20,000 for the survey, including preparatory meetings and presentation of results as outlined above. We would propose the following payment schedule:

- Upon project approval \$ 10,000.00
- Upon project completion \$ 10,000.00

References:

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