

**CHICO UNIFIED SCHOOL DISTRICT BOARD OF EDUCATION**

**Special Board Meeting**

**Wednesday, October 7, 2015**

**4:00 p.m. Closed / 6:00 p.m. Open**

**Chico Unified District Office, Large Conference Room**

**1163 East 7<sup>th</sup> Street, Chico, CA 95928**

**ADDENDUM**

**The contract for Agenda Item 5.1.3., Approval of Contract – Electorate Polling Services is attached.**

**5. DISCUSSION/ACTION CALENDAR**

**5.1. BUSINESS SERVICES**

**5.1.3. Discussion/Action: Approval of Contract – Electorate Polling Services  
(Kevin Bultema)**

Elizabeth Griffin, President  
Board of Education  
Chico Unified School District

Posted:10/05/15  
:mm

**AGENDA ITEM:** Approval of Contract – Electorate Polling Services,

**Prepared by:** Kevin Bultema – Assistant Superintendent, Business Services

☐ Consent

Board Date October 7, 2015

☐ Information Only

☒ Discussion/Action

### **Background Information**

The Chico Unified School District (CUSD) is investigating options for implementing the district's Facility Master Plan (FMP) and improving athletic facilities. Measure E was approved by voters in November of 2012 for a bond program in the amount of \$78 million dollars. Measure E was a tax rate extension measure meaning taxpayers would not pay more than their property tax rate in 2012 for Chico Schools estimated at \$45.50 per \$100,000 of assessed value. Thus, CUSD will not be able to sell Measure E bonds for the entire \$78 million until the assessed valuation of property in Butte County increases over time. A new funding source is needed to implement the facilities master plan more fully and more timely.

Administration is attempting to gather information regarding the community's support for additional funding options. A key component to determining community support is election polling. Administration is recommending we hire a company whose focus is election and polling data services. The detailed contract will be provided in an addendum to this agenda to be distributed before the legal timeline.

### **Educational Implications**

The District's Strategic Plan states: "A safe, nurturing and inspiring environment is essential for individuals to thrive."

### **Fiscal Implications**

The estimated cost for these services is approximately \$20,000. The actual amount will be noted in the contract which will be provided in an addendum to the agenda. The cost would be paid from the district's unrestricted operating budget and will not be passed on to taxpayers through issuance of debt.



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S.I.S.  
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**MEMORANDUM OF UNDERSTANDING  
BETWEEN  
EMC RESEARCH, INC.  
AND  
CHICO UNIFIED SCHOOL DISTRICT  
OCTOBER 2015**

The purpose of this memorandum is to confirm an agreement under which EMC Research, Inc., (EMC) will undertake surveys and opinion research for Chico Unified School District (CUSD or "District").

**THE NATURE OF THE WORK**

The purpose of this project would be to conduct a telephone poll to gauge attitudes and priorities around school district issues and funding related to a potential bond measure.

In addition to conducting a poll, EMC will provide a reasonable level of consulting related to the research on issues such as strategy, outreach, timing and other tactical decisions.

The survey will be designed to provide the District with:

- A representative overview of the District's voters
- Quantitative data regarding issue positions
- An assessment of the likelihood of success of a potential revenue measure
- Identification of key components of a measure
- Identification of key message themes for public outreach

Both parties hereto will consult with each other and reach a mutual agreement on the contents of the questionnaire and the survey format. Once an agreement on the contents and survey is reached, EMC will conduct the poll within an agreed upon time frame.

### THE SURVEY

The survey under this agreement will consist of 400 in-depth interviews conducted by telephone, by trained professional interviewers. The margin of error for 400 interviews is  $\pm 4.9$  percentage points at the 95% confidence interval. Average interview length will be approximately 13 minutes. The sample will consist of registered likely voters in the Chico Unified School District. EMC will provide interviewing in English only.

Specifically, EMC will:

- Work with District staff and your consultant(s) to design and prepare a survey instrument that addresses the District's goals;
- Draw a computer-generated sample of likely voters in the District;
- Test the questionnaire for clarity of questions, and revise the questionnaire as necessary;
- Collect survey data through interviews conducted by telephone from a central telephone bank, supervised by an on-duty supervisor;
- Perform in-depth analysis of the data;
- Tabulate survey results, and design and generate cross-tabulations and other statistical tables as needed;
- Meet with District representatives, the School Board, consultant, and others as needed to present and review the results, and discuss the applications of findings to future strategy decisions; We are assuming no more than two in person meetings, there is no limit to our phone availability.
- Assist the District and your consultant in development of ballot language if the District decides to place a measure on the ballot, and;
- Be available for consultation on findings and strategy, including on public information and community engagement efforts.

### COST

The costs of the survey as outlined above will be as follows. Half of the project fee will be billed upon project commencement, and the remaining fee will be billed upon delivery of topline survey results.

Survey Length	400 Interview Telephone Survey
13 minutes	\$20,000

The cost of the survey is determined largely by the length, number of interviews, and languages needed. If any of the survey specifications change, the price will need to be adjusted accordingly.

In addition to all aspects of conducting the survey, the cost includes reasonable consulting and presentation of results, including no more than two in person meetings and unlimited phone meetings. We will work together with you and your consultant in determining strategies, targeting and messages through to a Board decision.

#### OTHER PROVISIONS

The parties agree that all cost of any successful legal actions taken by either party to enforce the terms of this agreement, including legal fees, shall be the responsibility of the losing party in any such legal actions.

EMC agrees to furnish to The District a complete analysis and reasonable consultation time with respect to the data and findings. Upon request, EMC will furnish to The District a copy of the dataset.

All of the data obtained by EMC is the exclusive property of The District.

EMC is entitled to retain copies of all data and analysis for its own internal use.

The District agrees that any public or private dissemination of any data or conclusions represented to be those of EMC will be in strict conformity with the data and analysis provided to The District by EMC. The District further recognizes the right of EMC to correct errors in such data as may be attributed to them by releasing the correct data or analysis.

EMC will not release any data whatsoever except as provided in the preceding paragraph, nor any other information in its possession concerning The District, except as may be required by law, without the permission of The District.

DATE: \_\_\_\_\_

BY: \_\_\_\_\_

Chico Unified School District

DATE: \_\_\_\_\_

BY: \_\_\_\_\_

EMC Research, Inc.