



EMC Research Presentation
City Council Meeting
April 16, 2019

About EMC Research

- ▶ Full-service opinion research firm; full suite of qualitative and quantitative tools
- ▶ Thirty years of successful public revenue measures in California
- ▶ Years of tracking data on voter opinions on a variety of issues and a deep understanding of voter reactions to increasing taxes
- ▶ Recent experience conducting research with local voters including 2019 and 2017 research on behalf of Chico Area Recreation and Park District (CARD) and feasibility survey on behalf of Chico Unified School District leading up to successful passage of school bond Measure K in 2016.
- ▶ EMC service standards include
 - Research tailored to specific client needs
 - Understandable and actionable results
 - Ongoing consultation on application of research results

Some Basic EMC Research Practices

- ▶ On every telephone survey, we call cell phones legally by hand-dialing, not using auto-dialers
- ▶ We monitor calling and online interviews for quality control
- ▶ We enforce strict sample administration controls to ensure reliability of results
- ▶ We use appropriate data weighting, if necessary
- ▶ We check data daily for representativeness
- ▶ We are on the cutting edge of new methodologies
- ▶ **We worry about the science so you can focus on the results**

- ▶ **Purpose:** For what purposes would the City use the revenue from a funding measure? (e.g. streets/roads, public safety, libraries, after-school programs, etc.)
- ▶ **Type of Funding Measure:** What type of funding measure would allow the City to pay for these priorities? (e.g. bond, parcel tax, sales tax, TOT, etc.)
- ▶ **Revenue Required:** How much revenue is needed, and how much would be generated for these priorities via the various funding mechanisms being considered?
- ▶ **Strategy Consultant:** Should the City utilize a strategy consultant to assist in the voter survey and assessment process?

- ▶ Some jurisdictions bring in a strategy consultant to assist with evaluating the local landscape, engaging stakeholders prior to or simultaneously with the development of the voter opinion poll to help assess the feasibility of a revenue measure.
- ▶ Strategy firms often assist with the development of the voter opinion poll to ensure that issues encountered through evaluation of the local landscape and stakeholder engagement are appropriately addressed in the research, if applicable.
- ▶ A strategy firm would also assist with development of ballot measure language, if applicable.
- ▶ A financial advisor can help evaluate the funding options and amount of revenue that various funding mechanisms would bring in for various purposes.

Polling Process Overview

1. Gather Information
2. Develop Survey
3. Conduct and Analyze Survey
4. Develop Recommendations
5. Present Findings and Recommendations
6. Assist with Next Steps

Research Helps Answer Key Questions

- ▶ How should a measure be structured in order to most likely meet with success?
- ▶ What is the level of support today for a measure?
- ▶ What is the appropriate timing for a measure?
- ▶ What are the themes, projects, and messages that will assist in reaching a successful outcome?
- ▶ How would potential opposition impact support for a measure?
- ▶ What are suggested areas for public education and community outreach?

Proposed Survey Methodology

- ▶ Hybrid telephone/email-to-web survey of registered voters in Chico
- ▶ Estimated 400 interviews
- ▶ Likely 15 minutes average survey length
- ▶ Hybrid methodology will maximize sample size and survey reliability

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Questions and Answers



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