

December 11, 2019



TO: Clackamas Children's Safety Levy
FR: Strategies 360 Research
RE: Proposal for Research Services

Thank you for the opportunity to be your strategic research partner in the effort to invest in children's safety services in Clackamas County. Our team is passionate about family and children's issues, and we have conducted extensive qualitative and quantitative research on early learning, health care, and public safety in a policy, electoral, and messaging context across the West. This research has armed us with numerous insights on running ballot measures on these issues and we look forward to the opportunity to talk it all through with you as you move forward.

This memo lays out a research plan designed to help you chart a course to victory, including our approach and pricing. Thank you for the opportunity; we would love to be part of your team.

Drew Lieberman
Senior Vice President, Research
DrewL@strategies360.com

Jesse Sutherland
Senior Research Analyst
JesseS@strategies360.com

OUR APPROACH

We believe the best campaigns are built by strong principals with smart teams around them. And one thing these campaigns have in common is that they use research not just to assess static dynamics, but to help guide and refine their messaging and strategy.

In today's political climate, you need a pollster who understands how to do this, accounting for the multiple data inputs surrounding your effort, crafting a research plan that leads to a clear-eyed strategy, and developing a message that cuts through the clutter and meets voters where they live. Our brand, built on accuracy and a reputation for asking the right questions, allows us to provide each of our clients with exactly this kind of sharp, research-driven strategic counsel — and enables our clients to be confident in our findings and recommendations.

Every campaign is different, so we custom-design every plan to fit our clients' needs and budget. Crafting a best-fit research program requires us to have a deep understanding of your goals, resources, challenges, and opportunities. The following section details our initial recommended approach, but all elements of the research plan will be undertaken in full consultation with you and your team. This plan can be further modified at any time to adjust to atmospheric or internal changes.

Strategies 360 | www.strategies360.com

Seattle, WA

Denver, CO

San Diego, CA

RESEARCH PLAN

While the scope and duration of this campaign may dictate the need for additional research in the future, this current proposal focuses on the short-term need for baseline quantitative research. We are, however, more than data vendors. We are former campaign managers ourselves who believe that the best way to help our clients win is through continued engagement.

❖ **Clackamas County survey of likely November 2020 voters.** This survey would be designed to provide the foundation and roadmap for the effort to find a stable funding source for children's safety programs in Clackamas County. Ideally, it will combine previous data and insights with new information to help you develop and refine the policy, message and strategy. Among other things, the poll would empirically gauge the current status of the potential for new funding and assess other key dynamics. The poll will identify key voter priorities, in order to help tailor a proposed policy and the most effective way to communicate it. Specifically, we aim to learn the following:

- Viable taxing mechanisms, exploring options such as a local levy or bond
- Scale of annual investment voters are willing to support
- Voters' understanding of and support for various goals of a children's safety program, particularly preventing child abuse, increasing treatment and support services for children, and preventing future incidents of child abuse
- Messages that resonate with likely voters

Web-based surveys have proliferated in recent years as the world continues to shift online, and as both the technology and reach of online polling have improved dramatically, telephone response rates have remained mired in the single digits. Yet traditional live telephone polling addresses other important methodological considerations, including better coverage of the electorate. The online versus telephone debate is often cast in binary terms, but the truth is that each methodology offers a unique set of advantages, and either—or both—can be the more appropriate approach for a particular situation. What is certain is that the web offers some sampling advantages over the phone alone:

- Primarily, web surveys better allow us to reach people in ways that reflect their daily lived experience, especially the young and diverse segments of the population that are very hard to find exclusively on the phone.
- They offer greater anonymity than the phone, which often helps respondents more truthfully weigh their opinions and emotions against social desirability bias. We can compare phone responses against web responses to understand potential blind spots.
- Web surveys also help us reach people distrustful of social institutions—a characteristic that has become defining of today's politics.

As a result, we recommend a blended approach, rooted in the recognition that while the phone may still be king, in today's world, polls that fail to utilize online technologies are often out of date. Therefore, we suggest a mixed-mode countywide survey combining approximately 100 online interviews (matched to the voter file) with 500 telephone interviews (split between cell phones and landlines), for a total sample size of

600 voters, representative of the likely November 2020 electorate. We estimate that this poll would run approximately 15 minutes in length.

DELIVERABLES AND PRICING

Costs detailed in the table below include questionnaire design, sample procurement and preparation, data collection, monitoring, data processing, toplines, crosstabs, a PowerPoint analysis with key findings and recommendations, and one briefing. Our pricing is presented on a fee-for-service basis. In other words, the costs below are inclusive of all S360 research staff time devoted to the preparation, analysis, and delivery of such services. Printing and travel costs will be billed at cost and in addition to the contract amount. Any additional expenses will be approved in advance.

Methodology	Sample Size	Length	Cost
Mixed-Mode Survey	600	15 minutes	\$38,600