



OPINION  
RESEARCH  
& STRATEGY

**TO** Kindon Meik, City Manager  
City of Calabasas

**FROM** Richard Bernard, Ph.D., Partner  
FM3 Research

**RE:** Contract Amendment City of Calabasas Budget Priority Follow-up Survey

**DATE** April 26, 2024

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Fairbank, Maslin, Maullin, Metz & Associates (FM3) is happy to submit this proposed scope of work and associated costs to gauge the viability of a potential sales tax measure in an upcoming election. To this end, FM3 recommends conducting a 12- to 15-minute dual-mode survey (online and by telephone) of up to 350 City of Calabasas registered voters who are likely to vote in the November 2024 General Election.

Details on the recommended survey specifications and estimated costs are provided below.

## PROPOSED RESEARCH SPECIFICATIONS AND ESTIMATED COSTS

<b>Research Methodology</b>	Dual-mode, telephone and online survey, with contact of potential respondents by telephone (cell phones and landlines), email invitations and text message invitations
<b>Survey Universe</b>	Likely November 2024 Voters in the City of Calabasas
<b>Sample Size</b>	Up to 350 respondents. Given the fact that there is a modest amount (14,921) of registered voters who are likely to vote in the November 2024 General Election, we will do our best to get 350 responses. If we are able to achieve additional survey completes, we will not charge for the extra completes.
<b>Margin of Sampling Error*</b>	±5.2% for a sample of 350 interviews*  *At the 95% confidence level (i.e., in 95 out of 100 cases)
<b>Questionnaire Length</b>	12- to 15-minute survey, featuring between approximately 40-55 unique questions (including battery question items and demographic questions)

**Deliverables** Following the completion of the survey, FM3 will provide:

- A final survey questionnaire for easy reference
- An analysis of survey results in PowerPoint
- A presentation of the survey results (If requested)

FM3 will also be available for ongoing consultation and any further analysis of the research.

**Cost** FM3 is prepared to conduct a dual-mode survey among a random sample of up to 350 City of Calabasas likely November 2024 voters for between **\$22,800** and **\$24,000** depending on the length of the survey. These costs are comprehensive, and include questionnaire design, sample acquisition, questionnaire programming, email and text message invitations, online survey hosting, telephone interviewing, data entry and analysis, and reporting.

We are excited to work again with the City on this project. If you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

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