



MARKET
& OPINION
RESEARCH
SERVICES

Oakland, CA
510.844.0680

Portland, OR
503.444.6000

Seattle, WA
206.652.2454

Irving, TX
972.717.7427

Columbus, OH
614.268.1660

Orlando, FL
407.704.6208

Washington, DC
202.686.5900

EMCresearch.com

**MEMORANDUM OF UNDERSTANDING
BETWEEN
EMC RESEARCH, INC.
AND
DAVIS JOINT UNIFIED SCHOOL DISTRICT
NOVEMBER 2017**

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

THE NATURE OF THE WORK

The purpose of this project would be to conduct a statistically valid survey or surveys to evaluate the opinions of voters in Davis Joint Unified School District regarding a possible revenue measure or measures in 2018.

In addition to conducting a telephone poll, EMC will work with the District to 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
- Tracking data to measure potential differences in opinions over time
- Initial levels of support for a measure or measures
- The type of projects/programs that are most important to those who will vote
- The themes and messages that will assist in reaching a successful outcome
- Suggested areas for public education and community 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 research within an agreed upon time frame.

THE SURVEY

The survey under this agreement will consist of 400 interviews conducted by telephone, by trained professional interviewers. Average interview length will be 18 minutes. The sample will consist of a random selection of registered, likely voters selected in proportion to the distribution of such voters in the Davis Joint Unified School District.

The sampling procedures will be consistent with generally recognized, scientifically valid sampling techniques designed to produce a survey reflective of the electorate

Specifically, EMC will:

- Work with District staff to design and prepare a survey instrument that addresses the District's goals;
- Draw a computer-generated random sample of likely voters in the District with contact information, including cell phones;
- 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;
- Code open-ended responses, if any, for computer analysis;
- Perform in-depth analysis of the data;
- Tabulate survey results, and design and generate cross-tabulations and other statistical tables as needed;
- Prepare a PowerPoint report of results with charts, analysis, recommendations and alternatives;
- Meet with District representatives, the School Board, consultants, and others as needed to present and review the results, and discuss the applications of findings to future strategy decisions;
- Assist the District and your consultants 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.

OPTIONAL FOLLOW-UP SURVEY

Based on discussions between the parties and following analysis of the baseline survey, the District may wish to engage EMC in a second survey of District voters. We would recommend 400 interviews and we anticipate that the second survey might be slightly shorter, with an average length of 15 minutes.

COST

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

Baseline Survey	400 interviews by phone, 18 minutes average length	\$33,200
Follow-Up Survey (optional)	400 interviews by phone, 15 minutes average length	\$27,500

The cost of the survey is determined largely by number of interviews, length, 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. 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.

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: _____
Davis Joint Unified School District

DATE: _____

BY: _____
EMC Research, Inc.