

**Statistically-Valid Needs Analysis Survey** – ETC Institute will meet with County staff via phone to discuss the goals and objectives for the project. To facilitate the survey design process, ETC Institute will provide the County with sample surveys created for similar projects. At this time, ETC Institute’s analysis tool will also be discussed and our firm will suggest which tools would be best for the County to use. Based on input from the County, ETC Institute will develop a first draft of the survey.

ETC Institute will work closely with County staff to ensure their input is utilized to create a survey that best fits the needs of the County. This includes ensuring the survey instrument is worded to obtain statistically valid and reliable results, fine-tuned to shorten the survey instrument yet obtain the vital information needed, and formatted to meet all coding requirements. It is anticipated that 3-4 drafts of the survey will be prepared before the final draft is approved by the County.

As part of this task, the sampling plan for the survey will be finalized and the project manager will discuss which methodology is best to conduct the surveys. ETC Institute recommends administering the survey to a random sample of at least 800 resident households in the County. A random sample of 800 surveys would have a precision of at least +/- 3.7% at the 95% level of confidence; it would also allow the results of the survey to be analyzed by sociodemographic and geographic characteristics. ETC Institute will ensure that the results of the survey will be statistically representative of County residents. ETC will also ensure that the survey results are statistically significant based on the population of the County.

Once the final survey instrument is approved, ETC Institute will administer the survey methodology finalized by the County. ETC Institute has the capabilities of administering the survey by mail, phone, or internet alone. However, ETC Institute recommends using a combination of mail, internet, and phone. Given the negative impact Caller ID has had on phone survey response rates in recent years and the need to ensure diverse populations are well represented, we offer the combination mail/internet/phone to maximize the overall level of response. Even if people do not respond by mail or online, people who receive the mailed version of the survey are significantly more likely to respond to the survey by phone because they know the survey is legitimate. As needed, multiple contact attempts at various times during the week, including weekends will be made to contact adult residents. The mailed survey will include a cover letter (on County letterhead) that will explain the importance of the survey, encourage participation, and include a link to complete the survey online for citizens who prefer that option. All mailed surveys, including the cover letter, will be printed by ETC Institute. All attempts to contact respondents will be tracked to accurately calculate the number and rates for refusals, ineligible contact information, eligible contact information, and completed interviews. These rates can also be reported in the final report.

The following are the procedures that will take place for the mail/internet/phone combination methodology. All of the procedures described below would be delivered in-house at our main office:

- ETC will work with the County to develop a communication plan for the survey. As part of this task, ETC Institute will provide the County with sample press releases that can be used to notify the public about the survey. Advance publicity can significantly enhance the response rate.
- Phone interviewers working in ETC Institute’s call center will rehearse the phone version of the survey. In addition, all ETC Institute interviewers will complete our in-house training program (described in more detail later in this scope of work) and will review the protocol for the administration of the survey with a supervisor. Special attention will also be paid to the treatment of non-English speaking respondents, particularly those who speak Spanish. ETC Institute has over 20 Spanish speaking interviewers that will be assigned to work on this project.

- ETC Institute will mail a copy of the survey instrument and a postage-paid return envelope to each of the households that were selected for the survey. The survey will include a letter on County letterhead that explains the purpose of the survey and that indicates all survey responses will remain anonymous. Even if residents do not respond to the mailed version of the survey, sending the survey prior to contacting residents by phone increases the response rate because residents know the survey is legitimate. Portions of the cover letter and survey can be translated into Spanish to provide Spanish speaking residents with assurances about the legitimacy of the survey.
- The cover letter will list a toll-free number that residents can call if they have questions about the survey. The cover letter will also contain a link to an online version of the survey for those who prefer to complete the survey online.
- Approximately 10-14 days after the surveys are mailed, ETC Institute will e-mail a link to the online version of the survey to households that received a survey in the mail. These e-mail follow-ups will significantly increase the response rate. This will greatly reduce the probability that the results are affected by non-response bias. Non-response bias can be a major drawback to surveys that are administered by mail alone or phone alone. When completing the online survey, residents are required to enter their home address at the end of the survey to validate their response. This is how ETC Institute can track and only include responses from residents who were randomly selected for the survey. This will also ensure that one survey is completed per household.
- Phone follow-ups will be concentrated on demographic and geographic areas where the response to the mail and online survey is low. This will ensure the survey is representative of the entire County both demographically and geographically.
- Open Internet (Non-Random Sample Survey): In addition to offering the survey to randomly sampled residents, ETC Institute can offer the same web survey to the County. This would provide the County with a comparable survey to offer as part of the County's public outreach process. Through the use of specific design features, ETC can distinguish between the random sample responses and the general public responses.

ETC Institute is prepared to work with the County to determine the methodology that best suits the needs of the County.

Ensuring Representation for Non-English-Speaking Populations: ETC Institute has designed and administered surveys in some of the nation's most diverse communities including: San Bernardino County (CA), Arlington County (VA), Miami-Dade County (FL), Cameron County (TX), Yuma County (AZ), and Long Beach (CA). More than one-third of the residents in several of these communities were foreign-born.

We will guarantee the results of the survey are statistically representative of the County.

In order to ensure the non-English speaking residents of a community are well represented, ETC Institute is able to do the following:

- The cover letter that is sent with the mailed version of the survey can contain information translated into other languages.
- ETC Institute will establish a toll-free number non-English (and English) speaking residents can call. Non-English-speaking interviewers from our firm will be available to administer the survey over the phone. Other languages can be made available if needed.

- A demographic question will be included in the survey asking which languages other than English are spoken in the home. This will allow us to ensure non-English speaking populations are well represented in the sample.
- The development of a final written report that includes, at a minimum, the following:
  - an executive summary that includes a background of the survey, a description of the survey methodology, major findings, how the results are applicable to the County, any trends within the data, and comments and recommendations on the use of the current survey instrument and methodology for future applications
  - charts and graphs for all questions on the survey, including comparisons to previous surveys
  - benchmarking analysis that shows how the County compares to other communities throughout the U.S.
  - tables showing the results for all questions on the survey, including all demographic questions and any open-ended questions
  - cross tabulations of selected results by sociodemographic (gender, income, household type, and race/ethnicity) and respondent characteristics (full or part time residents, guests, and employees)
  - copy of the survey instrument
- ETC Institute will ensure all deliverables will be developed to help assist County leadership and staff in allocating resources in order to best meet the current and anticipated needs of residents.
- The final deliverables will also give County leaders and staff insight on how to increase the effectiveness and efficiency of efforts to meet the needs of residents.
- Depending on the survey options selected by the County, the final report may also contain other forms of analysis such as GIS Maps.
- ETC Institute can make two on-site visits to the County: one to meet with County staff to develop the final survey questions before beginning the survey administration (kick-off meeting), and again for a formal on-site presentation of the survey results to the Board of Supervisors and to help interpret the results.
- ETC Institute can also prepare a 1-2-page press briefing document that the County can use to discuss the findings with the press and other interested groups. This may include a consultation on the use and dissemination of the data after the survey and report is complete.