



GODBE RESEARCH
Gain Insight

PROPOSAL TO CONDUCT A SURVEY OF DISTRICT RESIDENTS AND PILOTS

Presented to the Truckee Tahoe Airport District

August 19, 2016

PROFILE AND EXPERIENCE

Godbe Research Profile

Legal Name & Corporate Address of Company

Godbe Corporation -- DBA: Godbe Research
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Year Founded

Godbe Research was founded in January of 1990 and has been providing superior quality public opinion research, market research, and voting polling services continually since our founding.

Services Provided

Godbe Research is a full service public opinion research, voter polling, and market research agency. We offer expertise in all accepted quantitative (telephone, Internet, mail and Intercept) and qualitative (focus groups, one-on-one interviews, triads) research methodologies, as well as hybrid studies (more than one methodology) and research consulting.

Legal Form of Company

Godbe Research is a corporation and is in good standing with the California Secretary of State. Godbe Research has never declared bankruptcy, has never been a defendant in any criminal or civil litigation or arbitration, and has never defaulted in the performance of a contract. Finally, Godbe Research is not a subsidiary of any 'parent company'.

Corporate and Project Office:

Godbe Research maintains three offices, including our corporate office in Burlingame, CA; as well as project offices in Reno, NV and Bellevue, WA. All work for the Truckee Tahoe Airport District (TTAD or District) under this proposal will be performed from our Burlingame corporate office and locally based Reno office.

Number of Employees

Godbe Research has a total of six (6) employees. Four employees work from our Burlingame office, and we have one employee each in our Reno, NV and Bellevue, WA offices.

Additional Information

Formed in 1990, Godbe Research is a California Office of Small Business and DVBE Certification and Santa Clara Valley Transportation Authority (VTA) certified Small Business Enterprise (SBE), and is an equal opportunity employer.

Godbe Research Experience

Godbe Research, a State of California certified small business (SBE), was founded in January of 1990. The firm is a full-service public opinion research and revenue measure feasibility study agency that offers its clients extensive experience in public opinion research for community needs assessments, resident and voter priorities, public education and outreach strategies, ballot and revenue measure feasibility, strategic and master planning efforts, resident and user satisfaction, public sector marketing efforts, and other customized client needs. Our offices in Burlingame, CA (Corporate/California), Reno, NV

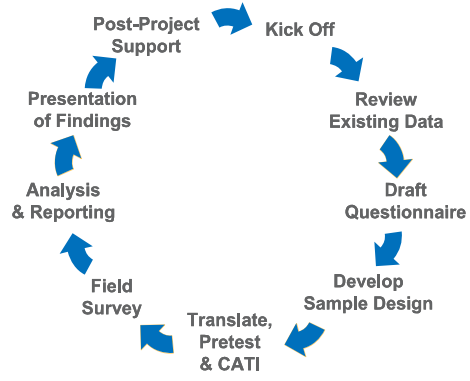
(Southwest), and Bellevue, WA (Northwest) house a staff of highly trained and experienced researchers and a commitment to providing superior quality research and client services.

The firm has been employed by public and private sector clients, throughout the United States and internationally, and the combined expertise of the Godbe Research team spans over 50 years in the field of public opinion research. Our Team consists of the President (Bryan Godbe), Vice President (Charles Hester), and a staff of Senior Research Managers, Senior Statistical Analysts, Research Analysts, and Research Associates. Each team member has the education and experience commensurate with their position at Godbe Research, and the team regularly teaches, authors, and speaks in the field of survey research. In short, you will not find a more experienced and educated team in public opinion research.

Since our founding in 1990, Godbe Research has conducted more than 2,500 public opinion research studies for a variety of public and private sector clients. Specific to our transportation related research, Godbe Research is an on call opinion research provider for the Southern California Regional Rail Authority/Metrolink, San Jose International Airport/SJC, Metropolitan Transportation Commission/MTC, Santa Clara Valley Transportation Authority/VTA, San Francisco Municipal Transportation Agency/SFMTA, and Kern Council of Governments/KCOG. In addition, we are conducting research studies or have recently completed research studies for clients such as the Stanislaus Council of Governments/StanCOG, Oakland International Airport/OAK, Transportation Authority of Marin/TAM, San Carlos Airport, Los Angeles County Department of Public Works/LADPW, San Joaquin Council of Governments/SJCOG, Merced County Association of Governments (MCAG), City/County Association of Governments of San Mateo County/CCAG, Southern California Association of Governments/SCAG, Bay Area Rapid Transit/BART, San Luis Obispo Council of Governments/SLCOG, San Francisco County Transportation Authority/SFCTA, Caltrans/National Parks Service, Sacramento Area Council of Governments/SACOG, Sacramento Regional Transit (RT), and others. Specific to the Truckee Tahoe Airport District (District) and surrounding communities along the 50 and 80 highway corridors, Godbe Research has conducted three similar studies for the District in 2005, 2009, and 2013, as well as other public opinion research projects for clients such as the Nevada County Library, Northstar Community Services District, Donner Summit Area Association, Truckee Donner Recreation and Park District, County of El Dorado, City of Placerville, City of South Lake Tahoe, and others.

As an organization, Godbe Research is a small business (less than 10 employees) and we manage our commitments wisely. This means managing our project load so that our President (Bryan Godbe) or Vice President (Charles Hester) can be directly involved in each project we conduct at the project manager level. Similarly, we do not take on so many projects that we need to move team members or remove team members from current projects. Thus, Godbe Research is committed to allocating the team members outlined in this proposal for the duration of this resident and pilot survey process, including Bryan Godbe as project manager and day-to-day contact for the Truckee Tahoe Airport District given his experience previous resident and pilot surveys for the District.

Below is a diagram of the overall research process we undertake as part of our typical resident and other quantitative survey projects. While each of our studies is highly customized based on our client's needs, we follow this process for each of our quantitative studies, with a similar process for our qualitative research projects. We are here with you throughout the process and even after the survey has been completed as we understand that our studies can feed into planning, public education and outreach, and other activities that can take many months to culminate beyond the completion of the resident and pilot survey process.



PROPOSED SCOPE OF WORK

Godbe Research is a recognized leader in public opinion research studies for cities, school districts, counties, transportation agencies, park and recreation districts, and other local government agencies throughout California and the western United States. Given our experience, we understand that each project's ultimate success depends on recognizing the individual and unique needs of our clients and then developing a customized project plan to address these specific needs. To this end, we have has crafted the following general project work plan for the District to illustrate the types of considerations that go into each of our survey research projects.

Research Objectives

Before beginning any research study, Godbe Research spends significant time reviewing the client's research objectives to choose the most appropriate research design. Based on our experience with previous resident and pilot surveys for the District and our experience with thousands of resident surveys in general, Godbe Research believes that the most important research objects will be:

- ✓ Measuring awareness of the Truckee Tahoe Airport in germs of location and operations;
- ✓ Measuring resident perception of the Truckee Tahoe Airport in terms of the impact (positive or negative) on quality of life in the community served by the District;
- ✓ Qualifying community perception of airport annoyance (if any) and test potential abatement solutions;
- ✓ Assessing the needs of the District's resident population and pilots in terms of what services and amenities the District can provide;
- ✓ Segmenting the data collected during the survey by key demographic variables and by geography to determine any differences between key subgroups, *and*;
- ✓ additional research objectives to be refined between the District and Godbe Research.

Methodology and Sample Discussion

Given the fact that telephone surveys (even ones including cell phones) are seeing a noticeable decline in response rates by age and given our experience with this phenomenon for city clients throughout California and the western U.S., it is our recommendation that the Truckee Tahoe Airport District conduct a hybrid Internet and telephone survey of registered voters in the District for the resident portion of the survey. A similar recommendation is also being made for District pilots, should the District have email addresses for District pilots.

Godbe Research has pioneered this process for numerous clients over the past few years to acknowledge and counteract declining response rates for telephone surveys among certain resident demographic subgroups (mostly age related) as well as to leverage technologies that are preferred among various demographic subgroups (again mostly age related). Some of our clients who have used a successful similar hybrid methodology include the City of Rancho Cordova, Kern Council of Governments, Merced Council of Governments, Sacramento County Sherriff's Department, City of Elk Grove, City of Santa Barbara, County of Napa, County of San Mateo, County of Sonoma, County of Nevada, City of Hayward, City of Ridgecrest, and almost every other client for which Godbe

Research conducts ongoing or episodic resident opinion surveys. In addition, for these clients who have also transitioned from a telephone-only survey process in the past two to three years, we have generally been able to increase the sample size in general as well as participation rates among key demographic subgroups (e.g. residents ages 18 to 39 or 18 to 49 based on the specific community) who have been a challenge to survey with adequate representation.

Accordingly, we are recommending a hybrid quantitative survey process using an Internet survey as our primary data collection method. We will then supplement the Internet survey with a telephone survey methodology, after a review of Internet survey respondent demographics where we can identify and account for potential demographic sub-groups that might not respond adequately to the Internet version of the survey. The sample for all interviews will come directly from the State voter file, where we have self-reported phone numbers (cell phones and landlines) as well as email addresses. Using the City of Rancho Cordova as a recent example, the Internet modality portion of the overall survey project was able to collect a wealth of data from the 18 to 49 year old resident subgroup but was very inefficient in collecting data from City residents age 49+. Similarly, while the telephone modality portion of the project was an excellent method to 'round out' our demographic and geographic quotas for 18 to 49 year old residents, the telephone version collected the vast majority of interviews with residents age 49+, but would have been woefully insufficient as a primary data collection methodology for the all important 18 to 49 age subgroup.

This dual methodological approach will cost effectively allow us to collect data from District residents/voters based on how potential respondents interact with various survey technologies in order to maximize our sample size and statistical validity for the survey, not to mention demographic and geographic representation of voters. In addition, we have mechanisms in place so that a given resident can only access the survey once (Internet or telephone) and cannot forward the Internet version to friends or family for them to complete (unique URL for each voter in our sampling frame). Finally, should the District have a list of residents with email addresses (e.g. communications, newsletters, notifications, etc.) or have partner agencies that can provide a list, we can incorporate this list into our sampling frame.

Scope of Work

Below, Godbe Research has crafted a general scope of work for Truckee Tahoe Airport District to illustrate the types of considerations that go into each of our resident and other community surveys. While each of our survey research projects is customized to the needs of a given client, there is a specific and proven process to conducting public opinion research to evaluate community needs, issues, and solutions. Accordingly, specific services for this specific survey of residents and pilots are thus envisioned to include:

- An in-person kick-off meeting with the District as well as additional meetings and conference calls to discuss the research objectives and other aspects of the resident and pilot survey in detail.
- Reviewing voter and resident demographics in the Truckee Tahoe Airport District, previous opinion research data (2013, 2009, and 2009), other potential research studies, and other information that will help to inform and support this current survey process.
- Refining the survey instrument from 2013 of approximately 18 to 22-minutes in length so that it addresses the research objectives of the District for the 2016/17 survey process. This is done through an iterative process between Godbe Research and the District, with multiple points for input, review, and approval prior to fielding the survey of residents and pilots.

- ❖ For reference, the 2013 survey instrument was approximately 21-minutes in length.
- ❖ The survey will also be designed to be formatted for both Internet and telephone survey modalities as a 'hybrid survey' and both versions of the survey will be identical except for instructions and wording specific to each modality.
- Programming, refining, and testing the Internet version of the survey instrument using our Internet survey software package. This will be done by our team of IT and programming experts.
- CATI programming the survey version of the survey instrument for efficient and accurate data collection, and training telephone interviewing personnel on the questionnaire and interviewing protocol.
 - ❖ For our telephone interviewing projects, Godbe Research uses only live interviewers who have been trained on the survey questionnaire and who are located in the western United States.
- Pre-testing the survey instrument in both modalities to ensure that the questions and response codes are understandable to respondents, and to ensure that the survey length coincides with the budgeted survey length for the project.
- Training telephone interviewing personnel on the telephone survey questionnaire and interviewing protocol through an intensive training session.
- Development of a recruitment email for the Internet version of the survey and working with the Truckee Tahoe Airport District so that Godbe Research can send recruitment emails to District voters with email addresses in the voter file.
 - ❖ Based on the District's preference and communications policies, we can also match any internal email lists the District has (e.g. communications lists, notification lists, etc.) or can obtain (e.g. partner agency lists serving the same general area) to the voter file, so that we can include additional voters in our sampling frame for which we do not have email addresses on file with the voter file.
- Development of a stratified and clustered listed sample of District voters, which can be constructed to match voter file demographics or general resident demographic sources such as the U.S. Census or American Community Survey. The listed sample will primarily be constructed using email addresses from the voter file, as the Internet modality will be conducted first in the hybrid survey process. Once we have developed the Internet sample, the rest of the sample will be de-duplicated by matching names, addresses, and phone numbers from Internet survey respondents to those in the voter file. We will then remove any voter from the telephone survey sample who previously completed the survey via the Internet. Further, we will ask telephone survey respondents in that sample if they have already completed the survey via the Internet and will remove those voters from the survey process through a screening question.
 - ❖ For review, there are a total of approximately 16,688 total voters in the Truckee Tahoe Airport District. Within the voter file, we have email addresses for approximately 5,737 total voters or about 34% of the total voting electorate in the District. Further, we also have telephone numbers for 75% of the District's voting electorate, including having cell

phone numbers for a modest 26% of the electorate or about 3,423 total voters (State voter file). Given the relatively broad distribution of landlines, emails, and cell phones, the hybrid approach will be very important to maximizing response rates and validity for this survey process.

- ❖ Receiving a list of District pilots with emails and telephone numbers to conduct a census style sampling design of District pilots, given the relatively small number of pilots in comparison to the larger District residential community.
- Conducting approximate 18 to 22-minute Internet and telephone interviews with up to 500 (n=500) total District residents and 50 (n=50) District pilots according to a strict interviewing protocol, our approved sampling design. A sample size of 500 would provide for a margin of error of no greater than +/-4.5% at the 95% confidence level, when looking at all voters or residents in the District. A sample size of 50 pilots is recommended based on our ability to solicit interviews from pilots in past survey events conducted for the District.
 - ❖ Given our experience and the number of voters with email addresses in the District, we would expect to conduct 33% to 50% of the total number of resident interviews (500) via the Internet module. The remaining 50% to 67% of interviews would come from the follow-up telephone module.
 - ❖ Without having the pilot data available during the proposal process, we cannot make a determination on Internet vs. phone completed for the pilot group, however, we are committed to obtaining at least 50 (n=50) interviews with District pilots as part of the survey process.
- Merging the Internet and telephone data files, as well as processing and weighting the data to adjust for population distribution and strategic oversampling, as needed to reflect the overall resident population in the Truckee Tahoe Airport District.
- Developing a topline report of aggregate findings for the District. We will also meet with the District to review the topline/aggregate survey results. This will help our more detailed analysis and reporting to be of maximum value to the District.
- Analyzing the survey results and preparing a report of findings conclusions, and recommendations for the District (draft and final formats), which directly address the research objectives outlined for the 2016/17 resident and pilot survey. Our reports typically include sections for key findings and conclusions, methodology discussion, analysis of the questions and topics in narrative and graphical format, comparisons to previous survey events, as well as a copy of the survey questionnaire and a complete set of crosstabulations for all survey questions.
- Presenting the results and recommendations from the resident and pilot survey to District administration/staff and the District's Board.
- Post-survey consulting on the results and recommendations from the resident and pilot survey throughout the range of planning, outreach, and other activities based on the survey results, as need by the Truckee Tahoe Airport District.

PROJECT TIME LINE

Because of our experience in conducting resident and other quantitative surveys for a wide variety of clients, Godbe Research generally prefers to conduct a hybrid Internet and telephone survey process over about an eight to ten week time frame. However, preliminary results can be made available much sooner, if required.

Below, we have provided a time line in number of days by major tasks in the survey process. An actual time line with calendar dates will be provided shortly after the project kick off meeting, where we can discuss collective schedules, Board and other meeting dates, and related survey tasks. Finally, please note that District meetings (e.g. project kick off meeting) and tasks (e.g. questionnaire review) have been *italicized* for easy review by the District of the level of effort needed during the survey process.

<u>Godbe Research Tasks</u>	<u>Approx. Time</u>
<i>Project Kick-Off Meeting w/ the District</i>	<i>1 Day (1 to 2 hours)</i>
Review of Previous Surveys and Data	3 to 5 Days
Questionnaire Refinement	8 to 10 Days
Sample Development and Matching (concurrent with questionnaire drafting)	3 to 5 Days
<i>Meeting w/ the District to Review Draft Survey</i>	<i>1 Day (1 to 2 hours)</i>
Questionnaire Revisions (if needed)	4 to 6 Days
Survey Pretest	1 Day
Programming and Testing of Internet Version	3 to 5 Days
CATI Programming of Telephone Version	2 to 3 Days
Data Collection / Interviewing	6 to 10 Days
Initial Data Processing	3 to 5 Days
<i>Topline Report Meeting/Discussion w/ the District</i>	<i>1 Day (1 to 2 hours)</i>
Analysis and Reporting	12 to 15 Days
<i>Report/Recommendations Review w/ the District</i>	<i>1 Day (1 to 2 hours)</i>
Report Changes (if needed)	3 to 5 Days
<i>Presentation of Survey Findings to the District</i>	<i>Anytime After Report Submittal</i>
<i>Post Survey Consulting on Results and Recommendations w/ the District</i>	<i>Ongoing – As Needed</i>

PROJECT MANAGER

Reliable and actionable quantitative survey results depend on having a firm that understands the complexities and nuances of survey research design, including sampling theory, questionnaire and skip pattern design, weighting of survey data, and multi-variety data analysis. Indeed, although it appears easy to conduct a residential survey, it is in fact very difficult to design and conduct a survey where the resulting data are reliable measures of the opinions and behaviors one intends to measure, and the data can be accurately projected to the larger population of interest.

The team at Godbe Research is comprised of recognized experts in survey research design and implementation, and for the Truckee Tahoe Airport District, we will assign our most experienced team members with the ability to add more should the need arise. For example, our Project Manager for this project, Bryan Godbe (President) has designed and conducted over 200 survey research projects in the past three years alone. Bryan will execute all stages of the project for the District, including sampling design and questionnaire development, overall project management, analysis, reporting, and presentations, and will be the day-to-day contact from Godbe Research. Bryan will be assisted by other Godbe Research team members, as necessary and a brief resume for Bryan has been provided below.

Bryan Godbe, M.A.
President and Principal Researcher

President and Founder of Godbe Research, Mr. Godbe has over 20 years of experience in public opinion research, public relations and government affairs. In this capacity, he has conducted public opinion and market research projects at the national, state, and local levels including projects for the Cities of Portland (Oregon), Tacoma (Washington), Henderson (Nevada), San Francisco, San Diego, Los Angeles, Sacramento, and San Jose (California).

Mr. Godbe received a Silver Anvil Award from the Public Relations Society of America for the development and implementation of an outstanding government affairs program on behalf of the Contra Costa Water District for a larger water storage infrastructure ballot measure project. This program was based on Mr. Godbe's extensive research including baseline research, focus groups and three tracking polls. In addition, Mr. Godbe has been the project manager for recent resident and other quantitative surveys for clients such as the Nevada County Library, City of Rancho Cordova, San Carlos Airport, Transportation Authority of Marin, San Luis Obispo Council of Governments, Merced County Association of Governments, City of Pleasant Hill, County of Sacramento, and many others.

Prior to founding the firm, Mr. Godbe was Vice President of Research at a California based public relations firm. Mr. Godbe also previously served as the Senior Research Consultant at the Center for the Study of Los Angeles, at Loyola-Marymount University. He has a Master's Degree from the University of Michigan where he studied survey research methodology at the Institute for Social Research; and a B.A. degree from the University of California, Berkeley.

PROJECT COST OPTIONS

Godbe Research takes great pride in delivering reliable and practical resident and community survey projects 'on time and on budget'. In doing so, we prefer to provide a firm, fixed fee format for our cost proposals. This is because we do not believe in assigning arbitrary hours and rarely do projects (even highly similar in nature) take the same amount of time or resources. We prefer to price our studies on the two most important parameters in any survey process, the length of the survey instrument and the number of interviews conducted during the survey process.

Based on our understanding of the need of the Truckee Tahoe Airport District for the 2016/17 survey of residents and pilots, Godbe Research has provided costs to conduct an 18 to 22-minute survey comprised of up to 500 (n=500) total District residents/voters, using a hybrid Internet and phone survey methodology. Using the other clients and the number of emails in the State voter file for the District as a guide, we would expect to be able to collect approximately 33% to 50% of the total number of interviews via the Internet modality and approximately with the remaining 50% to 67% of interviews using the telephone modality. In addition, the Internet portion of the survey will collect the majority of interviews with residents/voters ages 18 to 49 while the telephone portion of the survey will collect the majority of interviews with voters 49+, although any resident in our sampling frame can take the survey in whatever modality (Internet or telephone) they prefer and can only take the survey once.

The prices below reflect the all inclusive costs to complete the 2016/17 resident and pilot survey project for the District -- the overall cost will not exceed those shown below, provided that the parameters (survey length, sample size, two in-person meetings, etc.) of the project conform to those outlined in this proposal. Should project parameters or District needs change, we will be happy to provide amended costs prior to proceeding.

Hybrid Internet and Telephone Survey of 500 (n=500) District Residents

<u>Project Task</u>	<u>18-min.</u>	<u>20-min.</u>	<u>22-min.</u>
Listed Voter Telephone Sample	\$1,000.00	\$1,000.00	\$1,000.00
Email Sample Purchase	\$700.00	\$700.00	\$700.00
Internet Version Programming/Testing	\$4,750.00	\$5,000.00	\$5,250.00
CATI Programming of Telephone Version	\$1,350.00	\$1,500.00	\$1,650.00
Internet Version Recruitment	\$700.00	\$700.00	\$700.00
Internet Version Hosting	\$500.00	\$500.00	\$500.00
Telephone Interviewing	\$10,500.00	\$12,000.00	\$13,500.00
Data Processing	\$800.00	\$850.00	\$900.00
Research Fee	\$6,000.00	\$6,000.00	\$6,000.00
Project Management	\$2,250.00	\$2,250.00	\$2,250.00
<u>Misc/Travel Expenses</u>	<u>\$500.00</u>	<u>\$500.00</u>	<u>\$500.00</u>
Resident Survey Total	\$29,050.00	\$31,000.00	\$32,950.00

Hybrid Internet and Telephone Survey of 50 (n=50) District Pilots

<u>Project Task</u>	<u>18-min.</u>	<u>20-min.</u>	<u>22-min.</u>
Sample Development	\$300.00	\$300.00	\$300.00
Internet Version Hosting	\$500.00	\$500.00	\$500.00
Telephone Interviewing	\$1,800.00	\$2,000.00	\$2,200.00
Data Processing	\$350.00	\$400.00	\$450.00
Research Fee	\$3,000.00	\$3,000.00	\$3,000.00
<u>Project Management</u>	<u>\$1,500.00</u>	<u>\$1,500.00</u>	<u>\$1,500.00</u>
Pilot Survey Total	\$7,450.00	\$7,700.00	\$7,950.00



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