



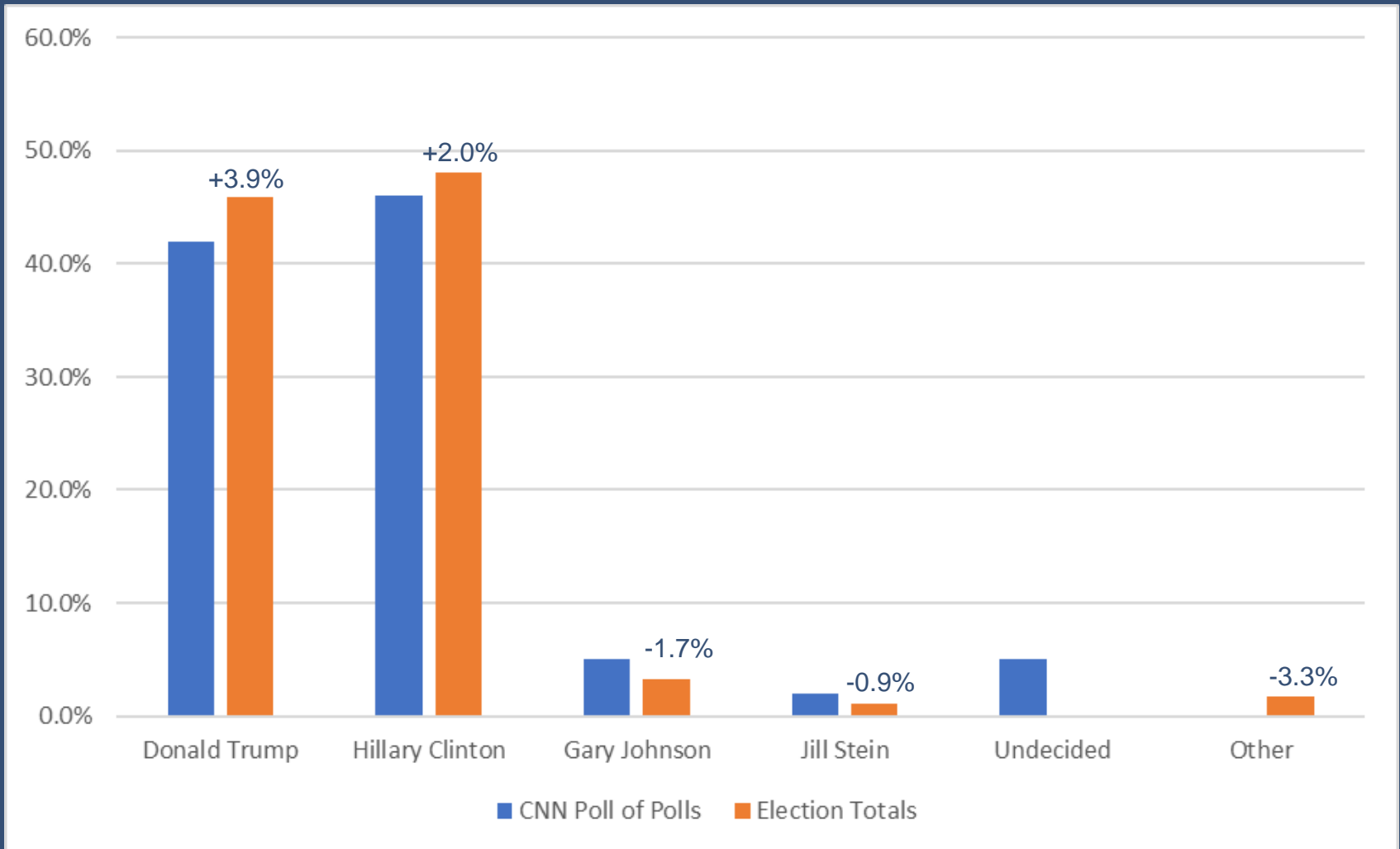
GODBE RESEARCH
Gain Insight



Truckee Tahoe Airport District: Survey Research Methodology & Approach

March 22, 2017

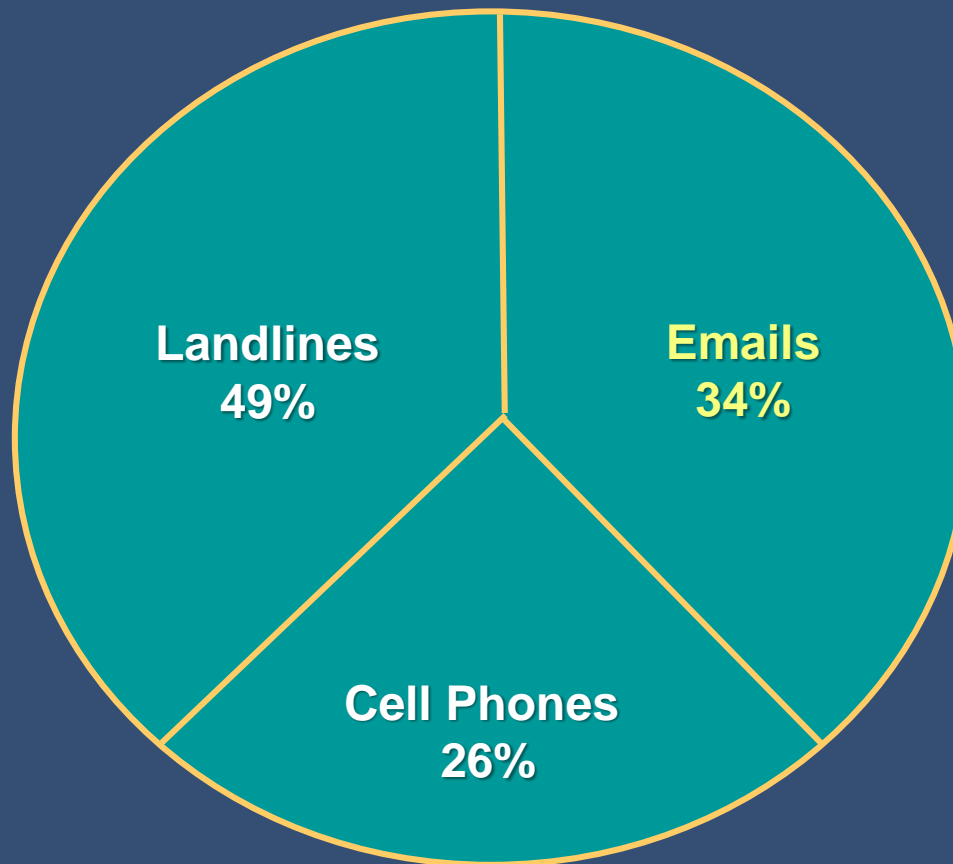
Surveys Are Still Accurate



The CNN poll of polls averages the five last publicly released national polls meeting CNN's standards for publication. It does not have a margin of sampling error and includes the McClatchy/Marist poll; the Fox News Poll; the ABC News/Washington Post poll; the CBS News/New York Times poll and the CNN/ORC Poll.

- Founded in 1990 – More than 27 Years of Experience
- Recognized Leader in Survey Research for:
 - Transportation Agencies (including MTC, MTA, OCTA)
 - Resident/Customer Satisfaction (clients from Seattle to San Diego)
 - Airport Issues (San Carlos, Long Beach, TTAD)
 - Revenue Measures (predicted 48 of 51 measures in 2016)
- Firm Philosophy: “Integrating Experience & Innovation”
- President and Principal Researcher as Project Manager
- Hands on Experience with TTAD:
 - Resident & Pilot Surveys in 2005, 2009 & 2013)
 - Focus Groups in 2006

Hybrid Approach Allows Respondent to Use the
Technology of Their Choice

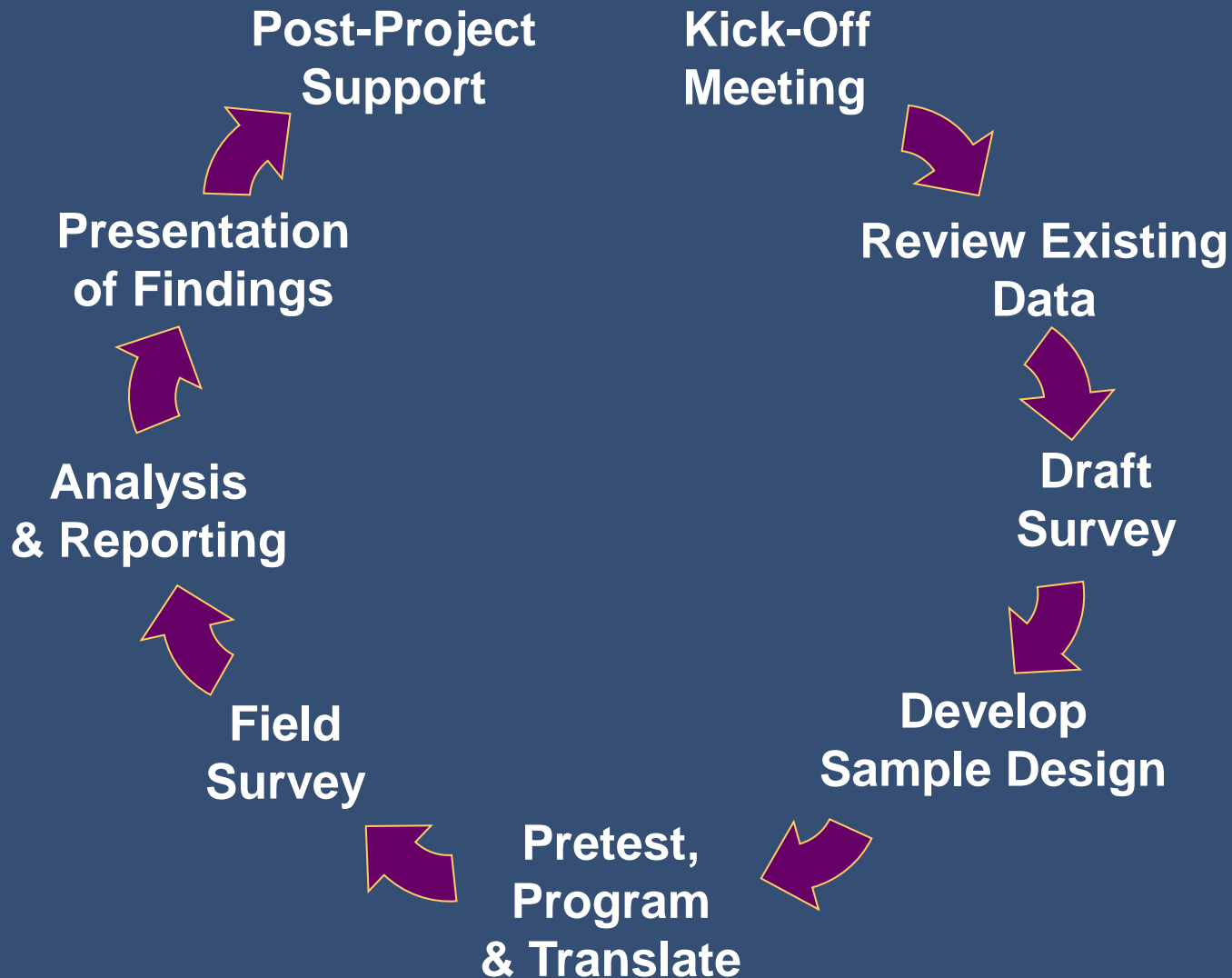


* Sums to more than 100% due to overlap of landlines, cell and email info.

How We Sample & Contact Respondents

- Stratified Cluster Sample, Segmented by:
 - Gender
 - Age
 - Ethnic Surname
 - Partisanship
 - Geography
- Match with Local & 3rd Party Lists for Additional Landlines, Cells & Emails
- Contact Methodology:
 - Email
 - Landline & Cell
 - Text to Cell Numbers (after 5 days of no cell response)

The Godbe Research Process



➤ Survey Tracks Previous Questionnaires

➤ Project Schedule:

- | | |
|-----------------------------------|--------------------|
| ▪ Final Approval of Questionnaire | May 19 |
| ▪ Data Collection | May 25 to June 18 |
| ▪ Data Processing | June 19 to June 23 |
| ▪ Topline & Crosstab Reports | June 23 to June 27 |
| ▪ Presentation | tbd |

➤ Project Cost:

- | | |
|-----------------------------------------------------------------------------|----------------|
| ▪ Hybrid Survey (Landline, Cell, Email,
& Text Invitations) of Residents | \$29,050 |
| ▪ <u>Hybrid Survey of Pilots</u> | <u>\$7,450</u> |
| ▪ Project Total | \$36,500 |



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