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Date: September 12, 2024

To: Board of Directors

Submitted by: David Aranda, Interim General Manager

Subject: Discussion and Direction Regarding Moving Forward with A Professional Firm That Performs Surveys and Polling Studies

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### **Recommendation**

The Interim General Manager is asking the Board to discuss the pros and cons of using a professional company for a survey. The Board also needs to consider what is the best timing regarding producing a survey of the District residents.

### **Background**

The KPPCSD Board of Directors was very vocal in seeing a survey that gauged the community's opinions on a number of responsibilities the District has with Kensington (i.e., Police services, Police location, Park operations and future improvements, and solid waste operations). The survey would need to be produced and overseen by a professional firm that specializes in such work.

Attached is a company that came with good reviews by California Special Districts Association. In looking over some examples of their work, it appears that they would do a very good job for KPPCSD.

Here are some things to consider regarding moving forward with a survey:

- There was nothing budgeted for this fiscal year for the cost of such a study.
- Many Board members expressed a desire to see a survey go out ASAP.
- Consideration of a survey that encompasses all the various items the Board wanted covered should be considered based on the current information available. For example, we are still in the middle of the fiscal analysis for reorganization, we do NOT have costs for a new building or utilizing the modular on the 59 Arlington site and we have not put together a financial analysis of future park costs for both operations and capital improvements.
- From a cost standpoint the earliest a ballot measure can be placed on the ballot would be November 2026 for a request of voter approved additional revenue to fund possible needs the District has.

### **Exhibit(s)**

- Probolsky Research KPPCSD Proposal

To: David Aranda  
Kensington Police Protection and Community Services District

From: Adam Probolsky  
Probolsky Research

Date: August 27, 2024

Subject: Community Survey

**Authorized Representative:**  
Adam Probolsky, President  
Probolsky Research  
100 Pine Street Suite 1250  
San Francisco, CA 94111  
[adamp@probolskyresearch.com](mailto:adamp@probolskyresearch.com)  
Telephone: 415-870-8150

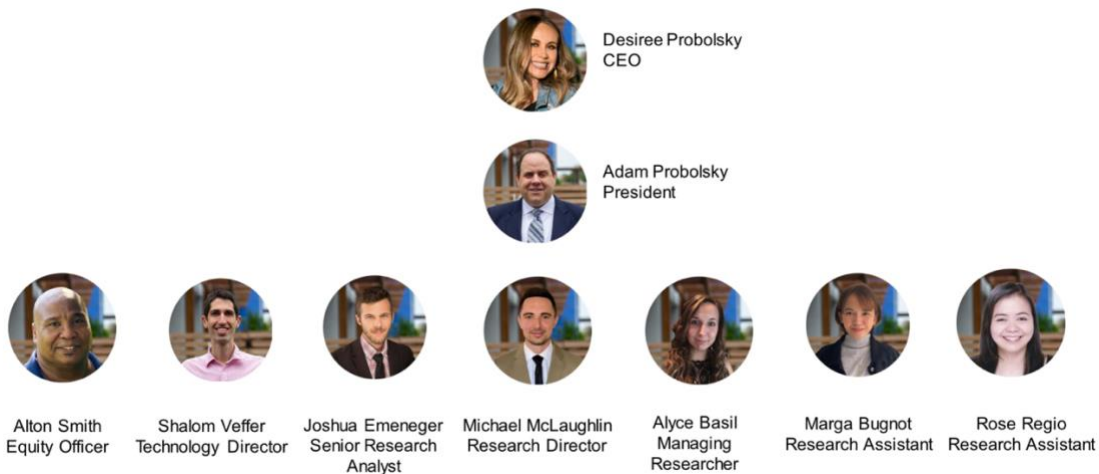
Thank you for the opportunity to offer our research services to the Kensington Police Protection and Community Services District (KPPCSD). We look forward to conducting a community survey evaluating community sentiment on a number of issues and priorities as well as the level of support for a tax increase to fund new administration/police headquarters and parks/capital improvements.

Probolsky Research understands community needs and local government services: We have acted as a pollster and strategic advisor on thousands of local, city, and statewide government agency projects. We have unmatched experience researching public opinion and voter willingness to fund projects, services, and testing support levels for new revenues particularly as it relates to potential ballot initiatives. Recently, we have conducted polling and provided strategic guidance on public outreach cities like Grover Beach, Rancho Cucamonga, Twentynine Palms, El Cajon, Agoura Hills, Escondido, Boulder (CO), Coos Bay (OR), El Cajon, and Gresham (OR). We also completed a voter survey at a similar agency, Bear Valley Community Services District. Our other similar projects include community surveys for municipalities and agencies such as East Bay Municipal Utility District, Alameda County Water District, Contra Costa Water District, the cities of Modesto, Burbank, Half Moon Bay, and Napa. We have conducted over 1,400 surveys for local and regional governments.

Established in 1992 and organized as a Limited Liability Corporation, Probolsky Research LLC specializes in market and opinion research. We are a woman and Latina-owned firm; we are multi-lingual. To ensure inclusivity and representation of all voices, and to limit communication barriers, we will conduct our research in **English and Spanish** – other languages are available.

While Adam Probolsky will serve as project manager and KPPCSD’s point of contact, our entire team, with broad research experience with local government and specifically the planning process, will participate in projects for the KPPCSD. Everyone working on this project possesses an understanding of design, implementation, and statistical analysis of community surveys.

This organizational chart includes the Probolsky Research team that will be assigned to this project.



## Survey Methodology

### Statistically Valid Multi-mode, Multi-lingual Survey Approach

We use a multi-mode methodology, meaning that we will conduct the survey by mail, telephone using our live professional interviewers, and online via our secure digital platform. This multi-mode approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias.

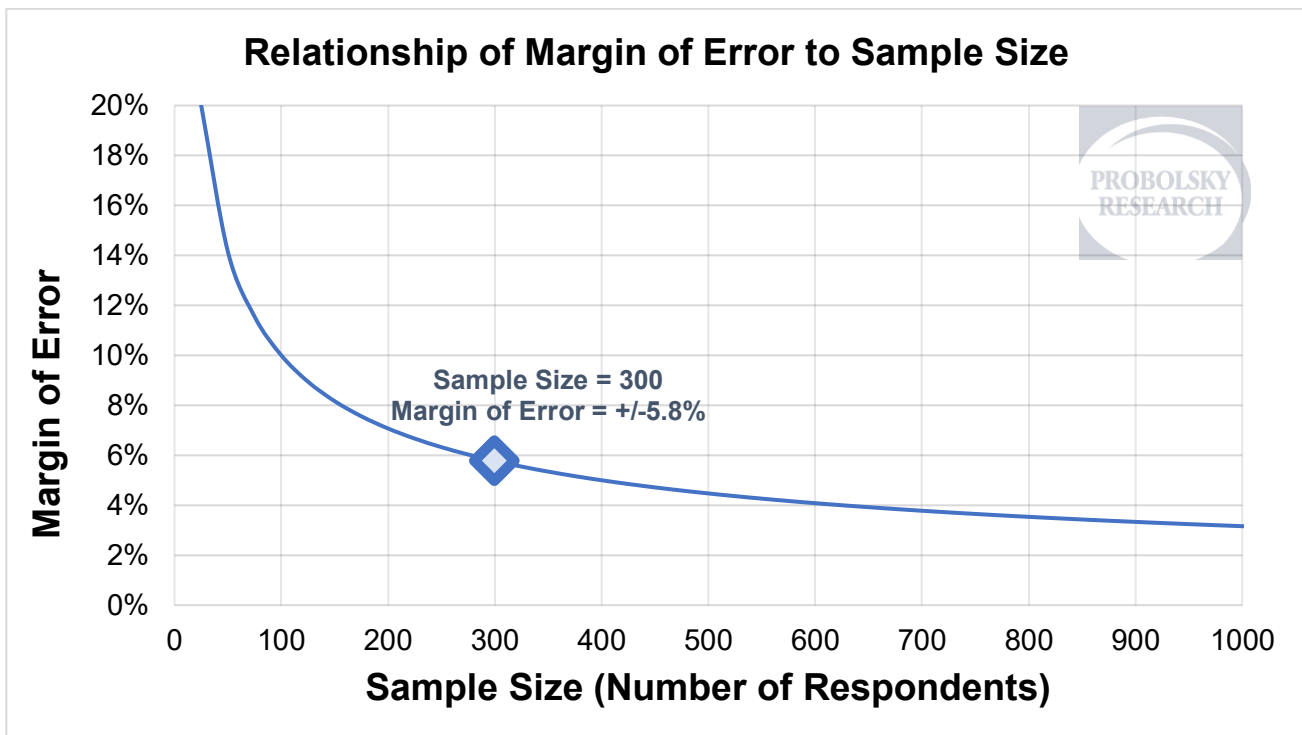
Conducting research in the language most comfortable to respondents is critical in obtaining accurate results in a statistically valid survey and is one of the best ways to alleviate language barriers. Participants can choose their preferred language at the onset of their survey experience.

We will mail printed surveys with pre-paid return envelopes for residents to complete the survey. For the online mode, we email or send a text message invitation and provide a secure link for the individual to access the survey online. Our online survey platform is easy to use and allows participants to complete the survey from any device: computer, tablet, or mobile phone.

After launching the online portion of the survey, we contact participants who have not already completed the survey online, on their landline and mobile phones. We place no limit on the number of completed responses via mobile phone – we match the population that uses mobile phones exclusively or prefers to respond on mobile phones in general. Below is an explanation of our reporting by survey mode.

### Sample Size

A sample size of 300 residents or voters is robust and will be more than adequate to fulfill KPPCSD's goals. A sample of 300 completed interviews among residents or voters will yield a +/-5.8% margin of error at a 95% level of confidence. The statistically representative, random sample will allow for statistically reliable comparisons among all subgroups of the Kensington's population (e.g., by demographic and geographic variables).



## Sample Stratification

The statistically valid sample file of Kensington residents or voters will be secured by Probolsky Research, at our expense, from the consumer or government databases that include addresses, emails, and phone numbers – (landlines and mobile phones) and is inclusive of all residents or voters, both demographically and geographically.

Unique to Probolsky Research: **We match the demographics of Kensington residents or voters.** This means we capture real responses of the right number of each gender, age group, ethnicity, party, etc.

## Cyber Security & Confidentiality

**We take data integrity and confidentiality seriously.** All client materials are hosted in a secure digital cloud environment. We use 256-bit Advanced Encryption Security to keep your data secure. This is the same level of encryption used by the U.S. Government. *Our data is stored on U.S. based computers and cloud services. Research is only released per staff's direction.*

We use Box for content management. This cloud-based, encrypted system allows us to gather data and manage projects seamlessly and securely.

We have multiple team members who hold certifications in the protection of human subjects in research from the Collaborative Institutional Training Initiative (CITI). CITI is the leading provider of research ethics and compliance education, utilized by academic, medical, and social science researchers across the United States and globally.

## Data Analysis

We complete comprehensive statistical analyses of the research results, utilizing software programs, including IBM SPSS and R to conduct deep statistical testing, such as multiple regression analysis. Both qualitative and quantitative data will be analyzed in a scientifically valid manner. This helps us discover and present statistically significant results – beyond the broad opinions – and understand the specific factors that contribute to attitudes and beliefs of residents or voters. Such analyses are crucial in identifying gaps in public perception and awareness. Once we have run all analyses on results, cross tabulations are developed, graphics are generated, and other elements of the report are prepared.

## Reporting – Surveys

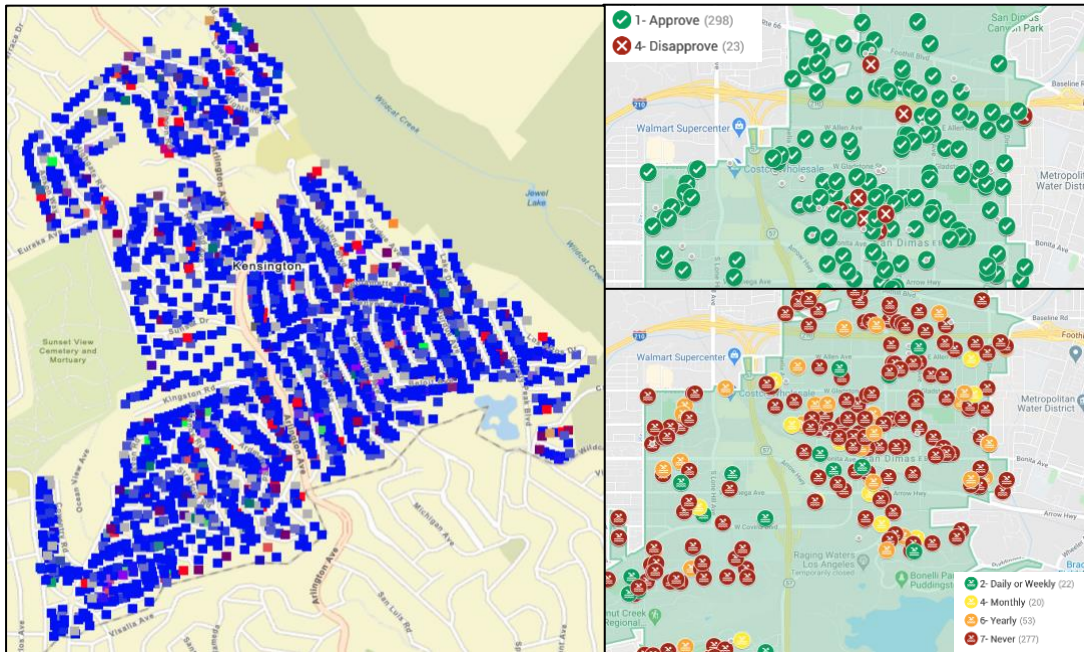
Our reporting is comprehensive and immediately usable by decision makers. Our reporting includes:

1. Draft survey summary findings in PowerPoint presentation format – focused on actionable and usable data results, graphics, benchmarking data and crosstabulations
2. Report on results, including survey background and results, methodological description, questionnaire results, survey top lines (displaying the aggregate percentages of responses to each question), cross-tabulations based on key demographic information, open-ended question responses with demographic overlay, analysis, conclusions, and recommendations
3. Results sent via PDF and hard copy (if requested)
4. Presentations to the key staff and other audiences as directed
5. In-person meetings, presentations, conference calls, and ongoing consulting



## Geospatial Mapping

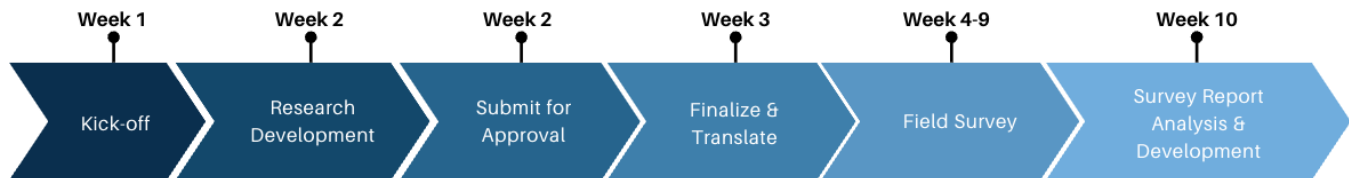
Geospatial mapping of results is included. We will map survey respondents and their responses to different questions geographically. Our method ensures that individual respondents cannot be identified.



EXAMPLE: Kensington residents mapped (left). Respondents mapped by geography and response to questions (San Dimas, CA- right).

## Timeline

We can meet any timeline provided by KPPCSD. We can start our work immediately. Below is an example timeline that can be easily modified.



### Process

- Kick-off meeting
- Collect & analyze background information
- Write survey questionnaire
- Send draft for review & edits
- Submit for approval
- Make requested edits
- Finalize survey
- Translate
- Field survey
- Deliver reporting
- Present results as requested
- Ongoing consulting

## Similar Projects

### Dublin San Ramon Services District

We have conducted multiple statistically valid surveys and focus groups among residents living within the Dublin San Ramon Services District to help District leadership understand the community's awareness of the District and its services, their water conservation habits, and their opinion of current and future District communication methods.

**Contact:** Irene Suroso, Senior Engineer

**Address:** 7051 Dublin Boulevard, Dublin, CA 94568



**PROBOLSKY RESEARCH**  
100 Pine Street Suite 1250  
San Francisco, CA 94111

**San Francisco** (415) 870-8150  
**Newport Beach** (949) 855-6400  
**Washington DC** (202) 559-0270

# RESEARCH PROPOSAL MEMO

**Telephone:** 925-875-2253

**Email:** [suroso@drrsd.com](mailto:suroso@drrsd.com)

[Link to Results Presentation](#)

[Link to Report on Results](#)

## Alameda County Water District (ACWD)

We have conducted multiple statistically valid surveys among ratepayers in the Alameda Water District to understand ratepayer perceptions, brand identity and sentiments regarding their water services and conservation.

**Contact:** Sharene Gonzales, Public Affairs Supervisor

**Address:** 43885 South Grimmer Boulevard, Fremont, CA 94538

**Telephone:** 510-668-4208

**Email:** [Sharene.Gonzales@acwd.com](mailto:Sharene.Gonzales@acwd.com)

[Link to Results Presentation](#)

[Link to Report on Results](#)

## City of Escondido

We conducted a multi-mode, multi-lingual, statistically valid survey among City of Escondido voters to help policymakers better understand community sentiments and be responsive to the community's needs and communication preferences as well as to gauge voter interest on potential new revenue measures. We included trend analysis on all reporting for the City, when applicable, tracking how results have changed over time.

**Contact:** Zack Beck, City Clerk

**Address:** 201 North Broadway, Escondido, CA 92025

**Telephone:** 760-839-4617

**Email:** [cityclerk@escondido.org](mailto:cityclerk@escondido.org)

[Link to Results Presentation](#)

[Link to Report on Results](#)

## City of Half Moon Bay (CA)

We conducted statistically valid multi-mode (telephone and online) surveys among Half Moon Bay residents to determine their perspectives on public safety and law enforcement issues. Additionally, we tested election prospects for a new tax measure. Our research identified specific practices and procedures that residents are most concerned with.

**Contact:** Matthew Chidester, City Manager

**Address:** 501 Main Street, Half Moon Bay, CA 94019

**Telephone:** 650-726-8272

**Email:** [mchidester@hmbcity.com](mailto:mchidester@hmbcity.com)

[Link to Results Presentation](#)

[Link to Report on Results](#)

## Costa Mesa Sanitary District

We have conducted multiple statistically valid, multi-mode surveys among District customers to measure satisfaction of waste and compost hauling services. Our work helped inform customer openness to a three-cart system for trash, recycling, and compost hauling services processes. Also we tested residents' willingness to pay higher rates for increased service levels. We included trend analysis on all reporting for the District, when applicable, tracking how results have changed over time.



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San Francisco, CA 94111

**San Francisco** (415) 870-8150  
**Newport Beach** (949) 855-6400  
**Washington DC** (202) 559-0270

# RESEARCH PROPOSAL MEMO

**Contact:** Marissa Pereyda, Management Analyst II  
**Address:** 290 Paularino Avenue, Costa Mesa, CA 92626  
**Telephone:** 949-645-8400 ext. 230  
**Email:** [mpereyda@cmsdca.gov](mailto:mpereyda@cmsdca.gov)

[Link to Results Presentation](#)  
[Link to Report on Results](#)

## Pricing

Our pricing is all inclusive. **We do not charge for travel or other expenses.** We welcome the chance to develop the ideal methodology and budget in discussion with staff. We are flexible.

### Multi-mode Survey Pricing

| Number of Questions/Time   | Universe                       | Number of Respondents | Margin of Error | Cost     |
|--|--------------------------------|-----------------------|-----------------|----------|
| 25 questions / 12 minutes  | Kensington residents or voters | 300                   | +/-5.8%         | \$22,500 |
| 35 questions / 15 minutes  | Kensington residents or voters | 300                   | +/-5.8%         | \$29,900 |
| 45 questions / 22 minutes  | Kensington residents or voters | 300                   | +/-5.8%         | \$39,100 |
| Languages: English, Spanish, other languages available                                     |                                |                       |                 |          |
| Level of confidence: 95%   |                                |                       |                 |          |
| Modes: Mail, Telephone (landline and mobile phones) and Online (via email and text-to-web) |                                |                       |                 |          |



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