



AGENDA
NEWMAN CITY COUNCIL
REGULAR MEETING JULY 28, 2015
CITY COUNCIL CHAMBERS, 7:00 P.M., 938 FRESNO STREET

- 1. Call To Order.**
- 2. Pledge Of Allegiance.**
- 3. Invocation.**
- 4. Roll Call.**
- 5. Declaration Of Conflicts Of Interest.**
- 6. Ceremonial Matters.**
- 7. Items from the Public - Non-Agenda Items.**
- 8. Consent Calendar**
 - a. Waive All Readings Of Ordinances And Resolutions Except By Title.
 - b. Approval Of Warrants. ([View Warrant Register](#))
 - c. Approval Of Minutes Of The July 14, 2015 Meeting. ([View Minutes](#))
 - d. Adopt Resolution No. 2015- , Authorizing A Change In CalPERS Employer Paid Member Contributions (Safety Group). ([View Report](#))
 - e. Approval Of The Terms For An Agreement With The Newman Police Officer's Association. ([View Report](#))
 - f. Adopt Resolution No. 2015- , Approving The Adoption Of The Westside-San Joaquin Integrated Water Management Plan Update In Order For The City To Be Considered For Related Grant Programs. ([View Report](#))
- 9. Public Hearings.**
- 10. Regular Business**
 - a. First Reading And Introduction Of Ordinance No. 2015- , An Ordinance Of The City Council Of The City Of Newman Amending Title 4 Building Regulations Of The Newman City Code, Adding Chapter 4.23 Solar Permitting Procedures. ([View Report](#))
 - b. First Reading Of Ordinance 2015- , An Ordinance Amending Title 5, Zoning And Accompanying Zoning Maps Of The City Of Newman Rezoning A Parcel From R-2 To P-Q. ([View Report](#))
 - c. Selection Of A Firm To Conduct Public Opinion Research Regarding The Formation Of A Community Facilities District. ([View Report](#))
- 11. Items From District Five Stanislaus County Supervisor.**
- 12. Items From The City Manager And Staff.**
- 13. Items From City Council Members.**
- 14. Adjournment.**

Calendar of Events

July 25 - Outdoor Movie Night - *Star Wars: The Clone Wars* - Sherman Park - 8:00 P.M.

July 28 - City Council - 7:00 P.M.

August 10 - NCLUSD Board Meeting - 6:00 P.M.

August 11 - City Council - 7:00 P.M.

August 13 - Recreation Commission - 7:00 P.M.

August 15 - Outdoor Movie Night - *Big Hero 6* - Sherman Park - 8:00 P.M.

August 18 - Two-On-Two Meeting With The School Board - 4:00 P.M.

August 20 - 2015 Healthier Choices Summit And Biggest Loser Contest - 11:30 A.M.

August 20 - Planning Commission - 7:00 P.M.

August 25 - City Council - 7:00 P.M.



AP Check Register

July 23, 2015 FY 15-16

Vendor	Fund-Dept-Acct	Check No.	Amount	Check Date	Description
BJ's Consumers Choice Pest Control, Inc	10-07-6200	107736	\$ 145.63	7/23/2015	Pest control services/city hall
BJ's Consumers Choice Pest Control, Inc	10-22-6200	107736	\$ 60.62	7/23/2015	Pest control services/fire dept
BJ's Consumers Choice Pest Control, Inc	10-44-6670	107736	\$ 50.62	7/23/2015	Pest control services/teen center
BJ's Consumers Choice Pest Control, Inc	10-44-6660	107736	\$ 50.62	7/23/2015	Pest control services/Memorial Bldg
BJ's Consumers Choice Pest Control, Inc	63-56-6200	107736	\$ 55.62	7/23/2015	Pest control services/water tower yard
BJ's Consumers Choice Pest Control, Inc	10-21-6200	107736	\$ 60.63	7/23/2015	Pest control services/PD
BJ's Consumers Choice Pest Control, Inc	10-07-6200	107736	\$ 50.63	7/23/2015	Pest control services/Theater
BJ's Consumers Choice Pest Control, Inc	10-07-6665	107736	\$ 60.63	7/23/2015	Pest control services/museum
		107736 Total	\$ 535.00		
Canon Financial Services, Inc.	60-50-6200	107737	\$ 86.70	7/23/2015	Lease payment on copier @ PW/July 2015
Canon Financial Services, Inc.	63-56-6200	107737	\$ 86.70	7/23/2015	Lease payment on copier @ PW/July 2015
Canon Financial Services, Inc.	10-21-6200	107737	\$ 196.96	7/23/2015	Lease payment on copier @ PD/July 2015
Canon Financial Services, Inc.	10-14-6200	107737	\$ 106.06	7/23/2015	Lease payment on copier @ CH/July 2015
Canon Financial Services, Inc.	60-50-6200	107737	\$ 106.06	7/23/2015	Lease payment on copier @ CH/July 2015
Canon Financial Services, Inc.	63-56-6200	107737	\$ 106.06	7/23/2015	Lease payment on copier @ CH/July 2015
		107737 Total	\$ 688.54		
City of Oakdale	10-21-6615	107738	\$ 15,500.00	7/23/2015	Dispatch services/July 2015
		107738 Total	\$ 15,500.00		
COMCAST CABLE	10-21-6420	107739	\$ 143.84	7/23/2015	High speed internet from PD to Oakdale 7-6-15 to 8-05-15
		107739 Total	\$ 143.84		
CSJVRMA	10-15-6631	107740	\$ 11,574.67	7/23/2015	Liability program/employ practices liability ins premium
CSJVRMA	60-50-6631	107740	\$ 11,574.67	7/23/2015	Liability program/employ practices liability ins premium
CSJVRMA	63-56-6631	107740	\$ 11,574.67	7/23/2015	Liability program/employ practices liability ins premium
CSJVRMA	10-15-6632	107740	\$ 9,472.33	7/23/2015	Auto damage/emp assist/gen admin/crime shield/property ins prem
CSJVRMA	60-50-6632	107740	\$ 9,472.33	7/23/2015	Auto damage/emp assist/gen admin/crime shield/property ins prem
CSJVRMA	63-56-6632	107740	\$ 9,472.33	7/23/2015	Auto damage/emp assist/gen admin/crime shield/property ins prem
CSJVRMA	10-00-2292	107740	\$ 37,863.00	7/23/2015	Worker's compensation/1st quarter 15-16
CSJVRMA	10-00-5815	107740	\$ (3,166.00)	7/23/2015	2014 CARMA/CJPRMA distribution
		107740 Total	\$ 97,838.00		
FERGUSON ENTERPRISES, INC 1423	63-56-6300	107741	\$ 869.72	7/23/2015	Couplings/fittings/pipe/bushings
		107741 Total	\$ 869.72		
GEORGE W. LOWRY, INC	60-50-6500	107742	\$ 1,255.51	7/23/2015	400 gallons unleaded gas delivered @ WWTP
		107742 Total	\$ 1,255.51		
Grand Lodge of California	40-07-8130	107743	\$ 625.62	7/23/2015	Principal payment/August 2015/city hall
Grand Lodge of California	60-50-8130	107743	\$ 625.62	7/23/2015	Principal payment/August 2015/city hall
Grand Lodge of California	63-56-8130	107743	\$ 625.62	7/23/2015	Principal payment/August 2015/city hall
Grand Lodge of California	40-07-8120	107743	\$ 1,012.61	7/23/2015	Interest payment/August 2015/city hall
Grand Lodge of California	60-50-8125	107743	\$ 1,012.61	7/23/2015	Interest payment/August 2015/city hall
Grand Lodge of California	63-56-8125	107743	\$ 1,012.62	7/23/2015	Interest payment/August 2015/city hall
		107743 Total	\$ 4,914.70		
HD Supply Waterworks, Nationwide	63-56-6300	107744	\$ 132.06	7/23/2015	3 concrete water meter boxes and lids



AP Check Register

July 23, 2015 FY 15-16

Vendor	Fund-Dept-Acct	Check No.	Amount	Check Date	Description
HD Supply Waterworks, Nationwide	63-56-6300	107744	\$ 387.22	7/23/2015	2 hydrant traffic repair kits
HD Supply Waterworks, Nationwide	63-56-6300	107744	\$ 285.61	7/23/2015	3 ball meter valves
		107744 Total	\$ 804.89		
HOUSE STEPHANIE	10-45-6722	107745	\$ 10.63	7/23/2015	Reimbursement for water balloons for Fit Kids/House
		107745 Total	\$ 10.63		
J&E Janitorial and Handyman	10-07-6200	107746	\$ 200.00	7/23/2015	Cleaned bathrooms and swept, mopped and buffed floors @ city hal
		107746 Total	\$ 200.00		
MID VALLEY IT, INC	10-21-6200	107747	\$ 1,583.20	7/23/2015	IT CONTRACT/PD/August 2015
MID VALLEY IT, INC	10-14-6200	107747	\$ 791.60	7/23/2015	IT CONTRACT/FIN
MID VALLEY IT, INC	63-56-6200	107747	\$ 791.60	7/23/2015	IT CONTRACT/WATR
MID VALLEY IT, INC	60-50-6200	107747	\$ 791.60	7/23/2015	IT CONTRACT/SEWR
		107747 Total	\$ 3,958.00		
PERRY LANCE	60-50-6150	107748	\$ 200.00	7/23/2015	Steel-toed boot allowance FY 15-16/Perry
		107748 Total	\$ 200.00		
PRINCIPAL LIFE INSURANCE	10-02-6170	107749	\$ 219.50	7/23/2015	Life insurance premium/Holland
PRINCIPAL LIFE INSURANCE	10-06-6170	107749	\$ 65.85	7/23/2015	Life insurance premium/Holland
PRINCIPAL LIFE INSURANCE	73-70-6170	107749	\$ 65.85	7/23/2015	Life insurance premium/Holland
PRINCIPAL LIFE INSURANCE	60-50-6170	107749	\$ 43.90	7/23/2015	Life insurance premium/Holland
PRINCIPAL LIFE INSURANCE	63-56-6170	107749	\$ 43.90	7/23/2015	Life insurance premium/Holland
		107749 Total	\$ 439.00		
R-SAFE SPECIALTY	10-33-6300	107750	\$ 26.90	7/23/2015	1 box ear plugs
		107750 Total	\$ 26.90		
SJVAPCD	63-56-6675	107751	\$ 479.00	7/23/2015	Well #8 generator permit for 9-1-15 to 8-31-16
SJVAPCD	63-56-6675	107751	\$ 240.00	7/23/2015	Well 1R generator permit for 9-1-15 to 8-31-16
		107751 Total	\$ 719.00		
Stanislaus County Auditor-Controller	10-01-6635	107752	\$ 3,438.69	7/23/2015	LAFCO annual fees fiscal year 2015-2016
		107752 Total	\$ 3,438.69		
UNIVAR USA, INC	63-56-6300	107753	\$ 695.56	7/23/2015	240 gals sodium hypochlorite delivered @ well #8
UNIVAR USA, INC	63-56-6300	107753	\$ 462.98	7/23/2015	150 gals sodium hypochlorite delivered @ well #5
		107753 Total	\$ 1,158.54		
UNITED STATES POSTMASTER	10-21-6330	107754	\$ 133.00	7/23/2015	2 rolls stamps and postcard stamps
		107754 Total	\$ 133.00		
		Grand Total	\$ 132,833.96		



AP Check Register

July 24, 2015 FY 14-15

Vendor	Fund-Dept-Acct	Check #	Amount	Check date	Description
Access Electric, Inc	10-22-6200	107700	\$ 11,634.37	7/24/2015	Fire Department Light replacement project/LED
Access Electric, Inc	10-07-6200	107700	\$ 11,634.36	7/24/2015	Fire Department Light replacement project/LED
		107700 Total	\$ 23,268.73		
AUS Sacramento MC Lockbox	10-33-6200	107701	\$ 199.10	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	10-44-6200	107701	\$ 132.73	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	60-50-6200	107701	\$ 199.10	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	63-56-6200	107701	\$ 132.73	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	10-22-6200	107701	\$ 25.84	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	10-07-6200	107701	\$ 121.00	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
AUS Sacramento MC Lockbox	10-21-6200	107701	\$ 71.00	7/24/2015	Uniform cleaning/mat rental/towels/mop heads/June 2015
		107701 Total	\$ 881.50		
ARROWHEAD MOUNTAIN SPRING	10-45-6300	107702	\$ 8.60	7/24/2015	Water cooler rent/Rec dept
ARROWHEAD MOUNTAIN SPRING	60-50-6300	107702	\$ 43.32	7/24/2015	Bottled water delivered/WWTP
		107702 Total	\$ 51.92		
Associated Engineering Group, Inc.	61-55-7520	107703	\$ 1,570.00	7/24/2015	Survey for McPike Ranch for laser leveling prep/WWTP
		107703 Total	\$ 1,570.00		
AT&T MOBILITY	10-21-6420	107704	\$ 490.32	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	63-56-6420	107704	\$ 219.60	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-44-6420	107704	\$ 44.82	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	69-47-6420	107704	\$ 15.23	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	60-50-6420	107704	\$ 309.55	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-07-6420	107704	\$ 14.93	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-22-6420	107704	\$ 27.38	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-33-6420	107704	\$ 39.05	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-02-6420	107704	\$ 33.84	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-45-6420	107704	\$ 76.71	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-03-6420	107704	\$ 37.21	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-14-6420	107704	\$ 49.10	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	22-20-6420	107704	\$ 4.57	7/24/2015	Cell phone use 6-6-15 to 7-5-15
AT&T MOBILITY	10-06-6420	107704	\$ 90.24	7/24/2015	Cell phone use 6-6-15 to 7-5-15
		107704 Total	\$ 1,452.55		
BERTOLOTTI DISPOSAL	10-33-6220	107705	\$ 635.90	7/24/2015	Dumping fees of 40 yard bin @ corp yard.
		107705 Total	\$ 635.90		
Bohannon Insurance Group	10-00-2260	107706	\$ 735.23	7/24/2015	Insurance administration/June 2015
		107706 Total	\$ 735.23		
Buriel Maria	10-00-2841	107707	\$ 80.00	7/24/2015	Refund Sherman Park depsit/Buriel
		107707 Total	\$ 80.00		



AP Check Register

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Vendor	Fund-Dept-Acct	Check #	Amount	Check date	Description
BUSINESS CARD	10-07-6300	107708	\$ 619.43	7/24/2015	For new doorway installed @ 940 Fresno Street
BUSINESS CARD	10-44-6660	107708	\$ 165.57	7/24/2015	Work caddy for tables @ Memorial Bldg
BUSINESS CARD	10-44-6660	107708	\$ 133.99	7/24/2015	Folding chair dolly @ Memorial Bldg
BUSINESS CARD	10-01-6690	107708	\$ 424.32	7/24/2015	Lodging for 2015 Mayors & Council executive forum/Katen
BUSINESS CARD	63-56-6530	107708	\$ 225.00	7/24/2015	4 tires for Yukon
BUSINESS CARD	60-50-6530	107708	\$ 225.00	7/24/2015	4 tires for Yukon
BUSINESS CARD	10-33-6690	107708	\$ 2.00	7/24/2015	Parking fee for STANCOG Meeting/Kim
BUSINESS CARD	10-22-6690	107708	\$ 26.26	7/24/2015	Lunch meeting with Chief Steve Hall
		107708 Total	\$ 1,821.57		
CALIF BUILDING STANDARDS	10-00-2620	107709	\$ 181.00	7/24/2015	SB 1473 fees April-June 2015
CALIF BUILDING STANDARDS	10-00-5310	107709	\$ (18.10)	7/24/2015	SB 1473 fees April-June 2015/retention
		107709 Total	\$ 162.90		
Canon Solutions America, Inc.	60-50-6200	107710	\$ 15.62	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/PW
Canon Solutions America, Inc.	63-56-6200	107710	\$ 15.62	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/PW
Canon Solutions America, Inc.	10-14-6200	107710	\$ 83.31	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/Finance
Canon Solutions America, Inc.	60-50-6200	107710	\$ 83.31	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/Finance
Canon Solutions America, Inc.	63-56-6200	107710	\$ 83.32	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/Finance
Canon Solutions America, Inc.	10-21-6200	107710	\$ 61.94	7/24/2015	Copier maintenance 6-1-15 to 6-30-15 & copy charges/PD
		107710 Total	\$ 343.12		
Challenger Teamwear	10-45-6722	107711	\$ 135.00	7/24/2015	Soccer camp fees 6-15-15 to 6-19-15
		107711 Total	\$ 135.00		
Chevron & Texaco Business Card Services	10-33-6500	107712	\$ 84.79	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	10-44-6500	107712	\$ 184.26	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	63-56-6500	107712	\$ 980.65	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	60-50-6500	107712	\$ 188.27	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	10-21-6500	107712	\$ 2,903.36	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	10-22-6500	107712	\$ 463.32	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	69-47-6500	107712	\$ 92.39	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
Chevron & Texaco Business Card Services	10-07-6500	107712	\$ 29.21	7/24/2015	Gas and diesel purchases 6-15-15 to 7-14-15
		107712 Total	\$ 4,926.25		
Correa Melanie	10-45-6722	107713	\$ 35.00	7/24/2015	Partial tennis lesson registration reimbursement/Correa
		107713 Total	\$ 35.00		
DEPART. OF CONSERVATION	10-00-2605	107714	\$ 341.06	7/24/2015	SMOT fees payable April-June 2015
DEPART. OF CONSERVATION	10-00-5310	107714	\$ (17.05)	7/24/2015	SMOT fees payable April-June 2015
		107714 Total	\$ 324.01		
ECONOMIC TIRE SHOP	63-56-6530	107715	\$ 35.00	7/24/2015	Repairs to tire/balance
ECONOMIC TIRE SHOP	63-56-6530	107715	\$ 60.00	7/24/2015	Tires mounted and balanced
ECONOMIC TIRE SHOP	10-33-6530	107715	\$ 279.00	7/24/2015	4 new tires for street sweeper
ECONOMIC TIRE SHOP	60-50-6530	107715	\$ 279.00	7/24/2015	4 new tires for street sweeper



AP Check Register

July 24, 2015 FY 14-15

Vendor	Fund-Dept-Acct	Check #	Amount	Check date	Description
		107715 Total	\$ 653.00		
FIRST BAPTIST CHURCH	10-00-2841	107716	\$ 25.00	7/24/2015	Refund fireworks booth deposit/First Baptist Church
		107716 Total	\$ 25.00		
Gouveia Engineering, Inc	18-32-7739	107717	\$ 1,618.75	7/24/2015	Engineering work/Hwy 33 & Inyo intersection/June 2015
Gouveia Engineering, Inc	10-31-6200	107717	\$ 265.13	7/24/2015	Prepare & submit Buy America waiver/street sweeper
Gouveia Engineering, Inc	24-32-7766	107717	\$ 3,883.75	7/24/2015	Engineering work/CNG fast fill station/June 2015
Gouveia Engineering, Inc	20-32-7776	107717	\$ 668.75	7/24/2015	Construction engineering/CDBG waterline replacement
Gouveia Engineering, Inc	10-31-6200	107717	\$ 774.38	7/24/2015	First submittal review/vesting tentative map/Lucas
Gouveia Engineering, Inc	10-00-2545	107717	\$ 931.88	7/24/2015	Third submittal map check review/Mattos Ranch
		107717 Total	\$ 8,142.64		
HOUSE STEPHANIE	10-45-6724	107718	\$ 96.62	7/24/2015	Reimbursement for supplies for Movie Night snack bar/House
		107718 Total	\$ 96.62		
INFOSEND, INC	63-56-6200	107719	\$ 922.81	7/24/2015	Printing and insertion of 2014 Consumer Confidence reports
INFOSEND, INC	60-50-6200	107719	\$ 997.95	7/24/2015	Utility bill and late notice mailing/June 2015
INFOSEND, INC	63-56-6200	107719	\$ 1,565.29	7/24/2015	Utility bill & late notice mailing/conservation flier printing
		107719 Total	\$ 3,486.05		
Jerry Haag, Urban Planner	40-06-6245	107720	\$ 1,777.92	7/24/2015	Invoice for Services for Area 3 master plan thru 6/30/15
		107720 Total	\$ 1,777.92		
JOE'S LANDSCAPING & CONCR	69-47-6200	107721	\$ (15.00)	7/24/2015	Credit on invoice
JOE'S LANDSCAPING & CONCR	24-32-7727	107721	\$ (171.12)	7/24/2015	Credit on invoice
JOE'S LANDSCAPING & CONCR	17-44-7521	107721	\$ 920.39	7/24/2015	Installed sprinkler system @ dog park
JOE'S LANDSCAPING & CONCR	10-21-6200	107721	\$ 7,522.00	7/24/2015	Concrete & Drain work @ animal shelter
JOE'S LANDSCAPING & CONCR	10-21-6300	107721	\$ 2,950.00	7/24/2015	Artificial turf installed @ animal shelter
JOE'S LANDSCAPING & CONCR	69-47-6300	107721	\$ 210.86	7/24/2015	4) 5-gal shrubs and 4) 1-gal shrubs
JOE'S LANDSCAPING & CONCR	69-47-6300	107721	\$ 36.58	7/24/2015	Brown bark/1-gal shrub
JOE'S LANDSCAPING & CONCR	69-47-6200	107721	\$ 8,020.00	7/24/2015	Landscape services at the LLD/June 2015
		107721 Total	\$ 19,473.71		
Motorola Solutions, Inc	10-21-7105	107722	\$ 7,768.38	7/24/2015	4 portable radios with software
Motorola Solutions, Inc	10-21-7105	107722	\$ 895.40	7/24/2015	4 portable radio charges/4 liion batteries/4 microphones
		107722 Total	\$ 8,663.78		
NEWMAN POLICE DEPT EXPLOR	10-00-2841	107723	\$ 25.00	7/24/2015	Refund of 2015 fireworks booth deposit/Police Explorers
		107723 Total	\$ 25.00		
North Star Engineering Group, Inc	18-32-7739	107724	\$ 1,287.50	7/24/2015	Professional services thru 6-30-15/Hwy 33 & Inyo
		107724 Total	\$ 1,287.50		
OHS BAND BOOSTERS	10-00-2841	107725	\$ 25.00	7/24/2015	Refund of 2015 fireworks booth deposit
		107725 Total	\$ 25.00		
CITY OF PATTERSON	10-22-6200	107726	\$ 250.00	7/24/2015	Fire data collection input/May 2015
CITY OF PATTERSON	10-03-6200	107726	\$ 660.00	7/24/2015	Council meeting video reimbursement/June 2015
		107726 Total	\$ 910.00		



AP Check Register

July 24, 2015 FY 14-15

Vendor	Fund-Dept-Acct	Check #	Amount	Check date	Description
P G & E	10-07-6410	107727	\$ 606.98	7/24/2015	Gas and electric for 938 Fresno St 6-9 to 7-7-15
P G & E	60-50-6410	107727	\$ 606.98	7/24/2015	Gas and electric for 938 Fresno St 6-9 to 7-7-15
P G & E	63-56-6410	107727	\$ 606.97	7/24/2015	Gas and electric for 938 Fresno St 6-9 to 7-7-15
		107727 Total	\$ 1,820.93		
Stanislaus County Auditor-Controller	10-00-2600	107728	\$ 18,158.00	7/24/2015	County impact fees paid April-June 2015
Stanislaus County Auditor-Controller	10-00-5310	107728	\$ (181.58)	7/24/2015	County impact fees paid April-June 2015/retention
		107728 Total	\$ 17,976.42		
STANISLAUS COUNTY DEPT	10-00-2842	107729	\$ 308.00	7/24/2015	Bus ticket sales April thru June 2015
		107729 Total	\$ 308.00		
Sun Valley Portables	69-47-6200	107730	\$ 155.76	7/24/2015	Portable restroom rental and service
		107730 Total	\$ 155.76		
TOSTA BARBARA J.	10-45-6725	107731	\$ 180.00	7/24/2015	Young @ Heart instructor/June 2015
		107731 Total	\$ 180.00		
True Blue Veterinary Group	10-21-6208	107732	\$ 1,787.66	7/24/2015	Monthly contract/June 2015/PD dogs Ringo & Blondi
True Blue Veterinary Group	10-21-6208	107732	\$ 1,976.24	7/24/2015	Monthly contract/May 2015/Rabies clinic
		107732 Total	\$ 3,763.90		
MATTOS NEWSPAPERS, INC.	10-01-6600	107733	\$ 76.25	7/24/2015	Ad for Memorial Bldg open house
MATTOS NEWSPAPERS, INC.	10-01-6600	107733	\$ 152.50	7/24/2015	Ad for Memorial Bldg open house
MATTOS NEWSPAPERS, INC.	10-01-6600	107733	\$ 76.25	7/24/2015	Ad for Memorial Bldg open house
MATTOS NEWSPAPERS, INC.	10-01-6600	107733	\$ 152.50	7/24/2015	Ad for Memorial Bldg open house
MATTOS NEWSPAPERS, INC.	10-06-6600	107733	\$ 64.00	7/24/2015	Notice of public hearing/parcel map 15-01
MATTOS NEWSPAPERS, INC.	10-06-6600	107733	\$ 64.00	7/24/2015	Notice of public hearing/parcel map 15-01
MATTOS NEWSPAPERS, INC.	10-06-6600	107733	\$ 64.00	7/24/2015	Public notice/adopt Ord 2015-3
MATTOS NEWSPAPERS, INC.	63-56-6600	107733	\$ 88.00	7/24/2015	Public notice adopt Ord 25015-2
MATTOS NEWSPAPERS, INC.	63-56-6600	107733	\$ 160.25	7/24/2015	Display ad/water conservation
MATTOS NEWSPAPERS, INC.	63-56-6600	107733	\$ 320.50	7/24/2015	Display ad/water conservation
MATTOS NEWSPAPERS, INC.	63-56-6600	107733	\$ 160.25	7/24/2015	Display ad/water conservation
MATTOS NEWSPAPERS, INC.	63-56-6600	107733	\$ 768.00	7/24/2015	2015 Consumer confidence report printing
MATTOS NEWSPAPERS, INC.	10-21-6300	107733	\$ 66.73	7/24/2015	250 Business cards/Fanucchi
MATTOS NEWSPAPERS, INC.	10-45-6724	107733	\$ 39.45	7/24/2015	Display ad/Summer Movie night
MATTOS NEWSPAPERS, INC.	10-45-6724	107733	\$ 78.90	7/24/2015	Display ad movie night
MATTOS NEWSPAPERS, INC.	10-45-6724	107733	\$ 78.90	7/24/2015	Display ad movie night
MATTOS NEWSPAPERS, INC.	10-45-6724	107733	\$ 39.45	7/24/2015	Display ad movie night
		107733 Total	\$ 2,449.93		
Westside Niners	10-00-2841	107734	\$ 25.00	7/24/2015	2015 Fireworks booth deposit refund/Westside Niners
		107734 Total	\$ 25.00		
YANCEY LUMBER COMPANY	10-33-6300	107735	\$ 210.42	7/24/2015	batteries/lumber/concrete/broom/paint spray gun supplies
YANCEY LUMBER COMPANY	63-56-6300	107735	\$ 41.77	7/24/2015	Wrench/hex bolts/key
YANCEY LUMBER COMPANY	69-47-6300	107735	\$ 26.81	7/24/2015	Misc pvc/FIP caps/



AP Check Register

July 24, 2015 FY 14-15

Vendor	Fund-Dept-Acct	Check #	Amount	Check date	Description
YANCEY LUMBER COMPANY	10-44-6660	107735	\$ 13.00	7/24/2015	Single sided key
YANCEY LUMBER COMPANY	10-07-6300	107735	\$ 5.80	7/24/2015	PVC coupling/tee
YANCEY LUMBER COMPANY	60-50-6300	107735	\$ 4.30	7/24/2015	Glass cleaner
YANCEY LUMBER COMPANY	10-21-6308	107735	\$ 23.90	7/24/2015	Cat food/cat litter liners
YANCEY LUMBER COMPANY	10-21-6307	107735	\$ 101.16	7/24/2015	Dog food K-9
YANCEY LUMBER COMPANY	10-44-6300	107735	\$ 13.54	7/24/2015	PVC unions
YANCEY LUMBER COMPANY	10-46-6300	107735	\$ 38.21	7/24/2015	faucet hole cover/sink tailpiece/strainer/corp yard
YANCEY LUMBER COMPANY	10-21-6620	107735	\$ 18.17	7/24/2015	Propane
		107735 Total	\$ 497.08		
		Grand Total	\$ 108,166.92		



MINUTES
NEWMAN CITY COUNCIL
REGULAR MEETING JULY 14, 2015
CITY COUNCIL CHAMBERS, 7:00 P.M., 938 FRESNO STREET

1. **Call To Order** - Mayor Katen 7:01 P.M.
2. **Pledge Of Allegiance.**
3. **Invocation** - Mayor Pro Tem Martina.
4. **Roll Call** - **PRESENT:** Davis, Graham, Candea, Martina And Mayor Katen.
ABSENT: None.
5. **Declaration Of Conflicts Of Interest** - None.
6. **Ceremonial Matters** - None.
7. **Items from the Public - Non-Agenda Items** - None.
8. **Consent Calendar**
 - a. Waive All Readings Of Ordinances And Resolutions Except By Title.
 - b. Approval Of Warrants.
 - c. Approval Of Minutes Of The June 23, 2015 Meeting.
 - d. Adopt Resolution No. 2015-39, A Resolution Approving The Newman CDBG Waterline Improvements Project As Complete And Authorizing Ed Katen As Mayor, And Mike Maier As City Clerk To Record A Notice Of Completion.

ACTION: On A Motion By Graham Seconded By Davis, The Consent Calendar Was Approved By The Following Vote: AYES: Davis, Graham, Candea, Martina And Mayor Katen; NOES: None; ABSENT: None; NOT PARTICIPATING: None.

9. **Public Hearings** - None.

10. **Regular Business**

- a. Adopt Resolution No. 2015-40, A Resolution Certifying 2015 Sewer System Management Plan For The City Of Newman In Accordance With The California State Water Resources Control Board's Adopted Statewide General Waste Discharge Requirements For Sanitary Sewer Systems.

ACTION: On Motion By Martina Seconded By Candea, Resolution No. 2015-40, A Resolution Certifying 2015 Sewer System Management Plan For The City Of Newman In Accordance With The California State Water Resources Control Board's Adopted Statewide General Waste Discharge Requirements For Sanitary Sewer Systems, Was Adopted By The Following Vote: AYES: Davis, Graham, Candea, Martina And Mayor Katen; NOES: None; ABSENT: None; NOT PARTICIPATING: None.

11. **Items From District Five Stanislaus County Supervisor.**

Supervisor DeMartini Noted That The Next Economic Development Action Committee Meeting

Would Be On September 10th At 7:00 P.M. In Modesto. DeMartini Mentioned That There Would Also Be A Valley Water Summit On July 15th At The Gallo Center For The Arts To Discuss Water Policy And Valley Water Issues In General. He Reminded Everyone That The Annual Health Summit Would Be Taking Place In Newman At The West Side Theatre On August 20th. DeMartini Continued By Remarking That The 2015 Health Summit Would Be Providing Free Medical Services Via The Sutter Health Mobile Clinic He Concluded By Noting That The Weigh-Out For The Biggest Loser Contest Would Be In Gustine At Miller Park On October 15th.

12. Items From The City Manager And Staff.

City Manager Holland Informed Everyone That The Next Community Committee Meeting Would Take Place At 6:00 P.M. On Monday, July 20th. Holland Noted That He Would Most Likely Be Asking The Council To Enter Into An Agreement For Community Polling/Surveying Work Related To A Potential Recreation Measure. He Concluded By Mentioning That The City And The Newman Police Officer's Association Had Reached A Tentative Agreement.

Public Works Director Kim Reported That The City Had Reached A 29% Water Saving For The Month Of June 2015 And That May's Water Savings Was 43%.

Finance Director Humphries Indicated That The Auditors Had Already Begun The 2014-2015 Fiscal Year Audit Of The City

City Planner Ocasio Noted That There Would Be A Planning Commission Meeting On July 16th To Consider The Zone Change Of A Parcel On Prince Street. Ocasio Mentioned That The Skate Plaza Project Was Out To Bid For A Second Time. She Concluded By Indicating That Land Use Related Applications Had Slightly Increased.

13. Items From City Council Members.

Council Member Graham Inquired About The Status OF The Villas Development.

City Planner Ocasio Responded That The Project's Final Map Was Recorded, That Improvement Plans Were Approved And That The Project Was Currently In The Developers Hands.

Council Member Martina Stated That The Modesto Bee Did Not Include The City Of Newman's Water Reductions In Its Recent Article Related To Water Conservation.

Mayor Katen Noted That He Had Begun His Career As A Police Officer In Newman On August 20, 1979 And That He Moved To Newman That Year With His Young Family. Katen Stated That He Completed A 29 Year Career In Law Enforcement With The Newman Police Department And Then Was Elected To The City Council In 2006 Shortly After Retiring. He Mentioned That He Was Proud Of The City Of Newman And That He Had Been Fortunate To Be Involved With The City For So Many Years. Katen Emotionally Noted That Some Of His Family Had Recently Moved Out Of The Area And Indicated That He Is Planning To Move North To Be Closer To His Children And Grandchild And Therefore Would Be Resigning Effective August 20, 2015. He Thanked John McKinny, Tom Engstrom And Michael Holland And Noted That He Was Proud Of Chief Richardson. Katen Thanked The Community And City Staff For Their Support Throughout The Past 36 Years. He Concluded By Stating That He Would Miss Newman And That His Last Council Meeting As Mayor Would Be On August 11, 2015.

14. Adjournment.

ACTION: On Motion By Martina Seconded By Candea And Unanimously Carried, The Meeting Was Adjourned At 7:26 P.M.



**City of Newman
City Manager's Office
Memorandum**

Date: July 17, 2015
To: Mayor and City Council
From: Michael E. Holland, City Manager *MEH*

Subject: Item 8.d. – CalPERS resolution regarding (Safety) Employee Contributions

The Newman Police Officer's Association (Safety PERS Group) has agreed to increase their Employee Contribution Rate over the next three years to comply with AB 340 (PEPRA); where they will ultimately be responsible for the entire CalPERS Employee Contribution Rate. The attached Resolution is necessary for CalPERS to enact these changes.

RESOLUTION NO. 2015-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWMAN AUTHORIZING A CHANGE IN CALPERS EMPLOYER PAID MEMBER CONTRIBUTIONS

WHEREAS, the governing body of the City of Newman has the authority to implement Government Code Section 20691;

WHEREAS, the governing body of the City of Newman has a written labor policy or agreement which specifically provides for the normal member contributions to be paid in part by the employer (currently 3%);

WHEREAS, one of the steps in the procedures to implement Section 20691 is the adoption by the governing body of the City of Newman of a Resolution to commence or change said Employer Paid Member Contributions (EPMC);

WHEREAS, the governing body of the City of Newman has identified the following conditions for the purpose of its elections to pay EPMC:

- This benefit shall apply to all employees of Classic First Tier Safety Group employees who are members of the Newman Police Officers Association.
- This benefit shall consist of paying 4.0% of the normal member contributions as EPMC.
- The effective date of this Resolution shall be August 1, 2015.

- This benefit shall apply to all employees of Classic First Tier Safety Group employees who are members of the Newman Police Officers Association.
- This benefit shall consist of paying 2.0% of the normal member contributions as EPMC.
- The effective date of this Resolution shall be July 1, 2016.

- This benefit shall apply to all employees of Classic First Tier Safety Group employees who are members of the Newman Police Officers Association.
- This benefit shall consist of paying 0.0% of the normal member contributions as EPMC.
- The effective date of this Resolution shall be July 1, 2017.

NOW, THEREFORE, BE IT RESOLVED that the governing body of the City of Newman elects to pay EPMC, as set forth above.

The foregoing resolution was introduced at a regular meeting of the City Council of the City of Newman held on the 28th day of July, 2015 by _____, who moved its adoption, which motion was duly seconded and it was upon roll call carried and the resolution adopted by the following roll call vote:

AYES:
NOES:
ABSENT:

APPROVED:

ATTEST:

Mayor of the City of Newman

Deputy City Clerk of the City of Newman



**City of Newman
City Manager's Office
Memorandum**

Date: July 21, 2015
To: Mayor and City Council
From: Michael E. Holland, City Manager *MEH*

Subject: Item No. 8.e. – Terms for an Agreement with Newman Police Officer's Association.

Attached are the terms for an agreement City staff has negotiated with the Newman Police Officer's Association (NPOA). The NPOA has voted to accept these terms. Staff is currently modifying the existing Memorandum of Understanding (MOU) to reflect these terms and the changes necessary to reflect the results of a decertification vote that occurred in May 2015.

Approval of these terms is being requested to allow staff the appropriate time to include the changes on the August 15, 2015 payroll. Once the modified MOU has been approved by the NPOA and legal counsel, it will be presented to the Council for approval. It is anticipated that approval will occur in August 2015.

Honorable Mayor and Members
of the Newman City Council

**ADOPTION OF THE WESTSIDE-SAN JOAQUIN INTEGRATED WATER MANAGEMENT
PLAN UPDATE IN ORDER FOR THE CITY TO BE CONSIDERED FOR RELATED GRANT
PROGRAMS**

RECOMMENDATION:

It is recommended that the Newman City Council adopt Resolution No. 2015- , approving the adoption of the Westside-San Joaquin Integrated Water Management Plan update in order for the City to be considered for related grant programs.

BACKGROUND:

The State of California Department of Water Resources (DWR) created the Integrated Regional Water Management (IRWM) Program to encourage integrated regional strategies for managing water resources and to provide funding for both planning and implementation of projects that support management of water supply, water quality, environmental interests, drought protection, flood protection, and reduction of dependence on imported water.

The Regional Water Management Group (RWMG) for the Westside-San Joaquin IRWM has supported the development and implementation of projects that reduce the Region's reliance on imported water, provide improved water quality and protect natural resources. To comply with state requirements, the Westside-San Joaquin IRWM group developed and implemented IRWM programs and plans to comply with state requirements.

Through the IRWM Plan, member agencies acknowledge that integration is the key to meeting the region's future water resource management challenges. The 2014 Westside-San Joaquin IRWM Plan addresses the provisions of Proposition 84 and Proposition 1 and meets the requirements of the IRWM Guidelines.

ANALYSIS:

Most State grant programs now require that the project applicant is part of an IRWM Plan in order to qualify for grant funding. Participation in the Westside-San Joaquin IRWM positions the City for many important grant funding opportunities that could fund water supply and water quality improvement projects.

Staff has reviewed the 2014 Westside-San Joaquin IRWM Plan and determined that the adoption of the plan will enable the City of Newman to apply for future grant funding under various grant programs including Proposition 84 and Proposition 1.

As such, staff recommends City Council adopt the attached Resolution adopting the 2014 Westside-San Joaquin IRWM Plan. Due to the size of the Plan, a copy is not appended to this staff report. The full report is posted on the State's website at

http://www.water.ca.gov/irwm/grants/docs/PlanReviewProcess/WestsideSanJoaquin_IRWMP/Westside%20San%20Joaquin%202014%20IRWP%20Draft-July2014.pdf

FISCAL IMPACT:

There is no fiscal impact associated with the adoption of this resolution.

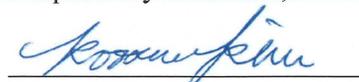
CONCLUSION:

The 2014 Westside-San Joaquin IRWM Plan addresses the provisions of Proposition 84 and Proposition 1 and meets the requirements of the IRWM Guidelines. It is recommended that the Newman City Council adopt Resolution No. 2015- , approving the adoption of the Westside-San Joaquin Integrated Water Management Plan update in order for the City to be considered for related grant programs.

ATTACHMENTS:

1. Resolution No. 2015- , Approving Westside-San Joaquin IRWM Plan

Respectfully submitted,



Koosun Kim
Director of Public Works

REVIEWED/CONCUR:



Michael E. Holland
City Manager

RESOLUTION NO. 2015-

ADOPT RESOLUTION 2015 – APPROVING THE ADOPTION OF THE WESTSIDE-SAN JOAQUIN INTEGRATED WATER MANAGEMENT PLAN UPDATE IN ORDER FOR THE CITY TO BE CONSIDERED FOR RELATED GRANT PROGRAMS

WHEREAS, The State of California Department of Water Resources (DWR) created the Integrated Regional Water Management (IRWM) Program to encourage integrated regional strategies for managing water resources and to provide funding for both planning and implementation of projects that support management of water supply, water quality, environmental interests, drought protection, flood protection, and reduction of dependence on imported water; and

WHEREAS, Through the IRWM Plan, member agencies acknowledge that integration is the key to meeting the region’s future water resource management challenges. The 2014 Westside-San Joaquin IRWM Plan addresses the provisions of Proposition 84 and Proposition 1 and meets the requirements of the IRWM Guidelines; and

WHEREAS, Most State grant programs now require that the project applicant is part of an IRWM Plan in order to qualify for grant funding. Participation in the Westside-San Joaquin IRWM positions the City for many important grant funding opportunities that could fund water supply and water quality improvement projects; and

WHEREAS, Staff has reviewed the 2014 Westside-San Joaquin IRWM Plan and determined that the adoption of the plan will enable the City of Newman to apply for future grant funding under various grant programs including Proposition 84 and Proposition 1; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Newman hereby approves the adoption of the Westside-San Joaquin Integrated Water Management Plan update in order for the City to be considered for related grant programs.

The foregoing resolution was introduced at a regular meeting of the City Council of the City of Newman held on the 28th day of July, 2015 by _____, who moved its adoption, which motion was duly seconded and it was upon roll call carried and the resolution adopted by the following roll call vote:

AYES:
NOES:
ABSENT:

APPROVED:

Mayor of the City of Newman

ATTEST:

Clerk of the City of Newman

ATTACHMENT 1

Terms for 3-year agreement with Newman Police Officer's Association

Fiscal Year 2015/16

The City agrees to provide a Cost of Living Adjustment (COLA) increase to the base salary equal to four (4%) percent retroactive to July 1, 2015.

The City will be responsible for 4% of the PERS Employee's Total Contribution Rate. Employee shall be responsible for remaining share; effective August 1, 2015. (This applies to Tier 1 employees only. Tier 2 and 3 employees will remain unchanged.) ***The net result is the Tier 1 NPOA members are picking up an additional 2% of their PERS Contribution.***

Health Insurance: The City agrees to increase the monthly allowance \$75 per month. (We did not discuss this but it needs to be effective August 1, 2015 since payroll has already begun for July).

Fiscal Year 2016/17

The City agrees to provide a COLA increase to the base salary equal to four (4%) percent effective July 1, 2016.

The City will be responsible for 2% of the PERS Employee's Total Contribution Rate. Employee shall be responsible for remaining share; effective July 1, 2016. (This applies to Tier 1 employees only. Tier 2 and 3 employees will remain unchanged.) ***The net result is the Tier 1 NPOA members are picking up an additional 2% of their PERS Contribution.***

Health Insurance: The City agrees to increase the monthly allowance \$75 per month effective July 1, 2016

Fiscal Year 2017/18

The City agrees to provide a COLA increase to the base salary equal to four (4%) percent effective July 1, 2017.

Employees shall be responsible for the entire PERS Employee' Total Contribution Rate. ***All NPOA members will be responsible for their entire PERS contribution.***

Health Insurance: The City agrees to increase the monthly allowance \$100 per month effective July 1, 2017

Uniform Allowance: The City agrees to increase the uniform allow \$100; from \$1,050 to \$1,150 effective July 1, 2017.

The City will modify language to Article 8 of the MOU agreeing to assign the FTO and Range Master designation for twenty-four (24) month intervals beginning on July 1 of each fiscal year.

Honorable Mayor and Members
of the Newman City Council

**STREAMLINE/EXPEDITE PERMITTING PROCEDURES FOR
SMALL RESIDENTIAL ROOFTOP SOLAR SYSTEMS**

RECOMMENDATION:

It is recommended that the City Council introduce by title and waive first reading of Ordinance No. 2015- , Amending Title 4 Building Regulations, of the Newman City Code, Adding Chapter 4.23 Small Residential Rooftop Solar Systems.

BACKGROUND:

Section 65850.5(a) of the California Government Code (CGC) provides that it is the policy of the State to promote and encourage the installation and use of solar energy systems by limiting obstacles to their use and by minimizing the permitting costs of such systems. In furtherance of that objective, Section 65850.5(g)(1) of the California Government Code requires that, on or before September 30, 2015, every city, county, or city and county must adopt an ordinance that creates a streamlined/expedited permitting process for small residential rooftop solar energy systems.

The City currently streamlines the review of such applications by reviewing and issuing applications in a timely manner. The City also currently can accept and approve such applications (at the building counter, electronically or fax). The City, then by current processes, already streamlines/expedites the review of such applications.

The City, however, needs to adopt an ordinance as mandated by CGC Section 65850.5(g)(1). The attached ordinance is intended to satisfy that requirement. The ordinance codifies the requirements of Section 65850.5(g)(1), such as accepting and approving applications electronically, directing the City's Building Official to develop a checklist of all requirements with which small rooftop solar energy systems shall comply to be eligible for expedited review, and authorizing the Building Official to administratively approve such applications.

FISCAL IMPACT:

There is no anticipated fiscal impact as the costs would be recovered through existing building permit fees. As noted, the Building Department is currently providing streamline reviews and electronic submittal of applications for small residential rooftop solar systems.

CONCLUSION:

It is recommended that the City Council introduce by title and waive the first reading of Ordinance No. 2015- , Amending Title 4 Building Regulations, of the Newman City Code, Adding Chapter 4.23 Small Residential Rooftop Solar Systems, of the Newman City Code to comply with the Section 65850.5(a) of the California Government Code.

ATTACHMENTS:

1. Ordinance No. 2015- , Amending Title 4 Building Regulations, of the Newman City Code, Adding Chapter 4.23 Small Residential Rooftop Solar Systems.

Respectfully submitted,



Mike Brinkman
Building Official

REVIEWED/CONCUR



Michael Holland
City Manager

ORDINANCE NO. 2015-

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF NEWMAN, CALIFORNIA,
AMENDING TITLE 4 BUILDING REGULATIONS OF THE NEWMAN CITY CODE,
ADDING CHAPTER 4.23 SMALL RESIDENTIAL ROOFTOP SOLAR PERMITTING
PROCEDURES**

WHEREAS, Subsection (a) of Section 65850.5 of the California Government Code provides that it is the policy of the State to promote and encourage the installation and use of solar energy systems by limiting obstacles to their use and by minimizing the permitting costs of such systems; and

WHEREAS, Subdivision (g)(1) of Section 65850.5 of the California Government Code provides that, on or before September 30, 2015, every city, county, or city and county shall adopt an ordinance, consistent with the goals and intent of subdivision (a) of Section 65850.5, that creates an expedited, streamlined permitting process for small residential rooftop solar energy systems.

The City Council of the City of Newman does ordain as follows:

Section 1.

That Title 4 – Building Regulations of the Newman City Code be amended to add Chapter 4.23 Small Residential Rooftop Solar Permitting Procedures as stated in Attachment “A”, attached hereto and made a part hereof by this reference.

Section 2.

Severability. If any section, subsection, phrase, or clause of this ordinance is for any reason held to be unconstitutional, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 3.

All other sections and provisions of Titles 4 shall remain in full force and effect.

Section 4.

That a duly noticed public hearing was held by the City Council on August 11, 2015.

Section 5.

This Ordinance shall take effect 30 days after the date of its adoption, and prior to the expiration of 15 days from the passage thereof shall be published at least once in the West Side Index, a newspaper of general circulation, published and circulated in the City of Newman and thenceforth and thereafter the same shall be in full force and effect.

Introduced at a regular meeting of the City Council of the City of Newman held on the 28th day of July, 2015 by Council Member _____, and adopted at a regular meeting of said City Council held on the 11th day of August, 2015 by the following vote:

AYES:
NOES:
ABSENT:

APPROVED:

ATTEST:

Mayor of the City of Newman

City Clerk

ATTACHMENT "A"

Chapter 4.23 Small Residential Rooftop Solar Permitting Procedures

Sections:

- 4.23.010 Purposes.
- 4.23.020 Definitions.
- 4.23.030 Permitting Process
- 4.23.040 Inspection Process

4.23.010 Purpose.

Section 65850.5 of the California Government Code provides that, on or before September 30, 2015, every city, county, or city and county shall adopt an ordinance that creates an expedited, streamlined permitting process for small residential rooftop solar energy systems.

4.23.020 Definitions.

Electronic submittal means the utilization of one or more of the following:

1. e-mail,
2. the internet,
3. facsimile.

Small residential rooftop solar energy system means all of the following:

1. A solar energy system that is no larger than 10 kilowatts alternating current nameplate rating or 30 kilowatts thermal.
2. A solar energy system that conforms to all applicable state fire, structural, electrical, and other building codes as adopted or amended by the City and paragraph (iii) of subdivision (c) of Section 714 of the Civil Code, as such section or subdivision may be amended, renumbered, or redesignated from time to time.
3. A solar energy system that is installed on a single or duplex family dwelling.
4. A solar panel or module array that does not exceed the maximum legal building height as defined by the authority having jurisdiction.

Solar energy system has the same meaning set forth in paragraphs (1) and (2) of subdivision (a) of Section 801.5 of the Civil Code, as such section or subdivision may be amended, renumbered, or redesignated from time to time.

4.23.030 Permitting Process

The expedited, streamlined permitting process for small residential rooftop solar energy systems shall comply with the applicable requirements contained in Title 4 - Building Regulations, of the Newman Municipal Code and all of the following:

1. The Department shall develop a checklist of all requirements with which small rooftop solar energy systems shall comply to be eligible for expedited review.
2. The checklist and required permitting documentation shall be published on a publically accessible internet website.
3. As allowed by available resources, the Department shall allow for electronic submittal of a permit application and associated documentation and shall allow electronic signature in lieu of a wet signature.
4. Upon confirmation, by the Department that the application and supporting documentation are complete and meet all requirements of the California Building Standards Codes, the Department shall approve the application and issue all required permits.

4.23.040 Inspection Process

Small residential rooftop solar energy systems eligible for expedited, streamlined permitting process shall only require one inspection, unless the installation is found to be out of compliance with the California Building Standards Codes or a separate fire safety inspection is required. Inspection requests shall be made in compliance with Title 4- Building Regulations, of the Newman Municipal Code

Honorable Mayor and Members
of the Newman City Council

REPORT ON ZONE CHANGE (ZC #15-01)

RECOMMENDATION:

Conduct First Reading of Ordinance No. 2015- , An Ordinance Amending Title 5, Zoning And Accompanying Zoning Maps Of The City Of Newman.

BACKGROUND:

In the late 1990's, the former Newman Redevelopment Agency (RDA) acquired the property in conjunction with the development of Westside Village Senior Apartments with the intention of developing a School District funded senior center. However, the District elected to build the McConnell Adult Education Center on the Von Renner campus instead; leaving the parcel vacant.

In 2011, the State legislature and Governor eliminated RDAs via AB1X 26 and AB 1X 27. As a part of that process, all RDA-owned assets (including properties) had to be utilized or disposed of. The re-zoning of the subject property will allow the City to transfer the Property to City ownership and develop new park space.

On July 16, 2015, the Planning Commission unanimously recommended approval of the Zone Change to the City Council.

ANALYSIS:

The subject site and surrounding parcels are all residentially zoned. Given the parcel's small size, unique shape, existing CCID pipelines and Code required development standards; the parcel is not suitable for residential development. However, the proposed zone (and subsequent open space/park development) is compatible with residential zoning districts and consistent with its General Plan residential land use designation.

Pursuant to the California Environmental Quality Act (CEQA) and the City of Newman Environmental Quality Guidelines, it has been determined that this project has already met environmental review requirements through the adopted General Plan EIR.

FISCAL IMPACT:

None

CONCLUSION:

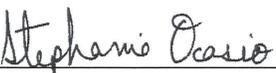
The proposed project is to re-zone a single parcel from R-2 to P-Q to allow for the development of park space on a currently vacant parcel, this proposal is consistent with the Newman 2030 General Plan and has been recommended by the Planning Commission. If approved, an amendment to the current Zoning Map to reclassify the parcel as open space (i.e. P-Q zoning) will be completed via the Ordinance process. Should the re-zoning not be approved, the subject property will continue to be zoned R-2 and may have to be disposed of (i.e. sold) by the former RDA; creating the potential for future non-park development.

Therefore, staff recommends that the Council conduct the first reading of Ordinance No. 2015- , An Ordinance Amending Title 5, Zoning And Accompanying Zoning Maps Of The City Of Newman; rezoning 2070 Prince Street from R-2 to P-Q

ATTACHMENTS:

1. Exhibit A – Ordinance No. 2013- , An Ordinance Amending Title 5, Zoning And Accompanying Zoning Maps Of The City Of Newman.

Respectfully submitted,



Stephanie Ocasio
City Planner

REVIEWED/CONCUR



Michael Holland
City Manager

ORDINANCE NO. 2015-

AN ORDINANCE AMENDING TITLE 5, ZONING AND ACCOMPANYING ZONING MAPS OF THE CITY OF NEWMAN

WHEREAS, the Newman 2030 General Plan was adopted on April 10, 2007 designating the project site as Medium Density Residential; and

WHEREAS, the Planning Commission has recommended approval of a zone change at a certain area known as 2070 Prince Street (APN 128-060-021); and

WHEREAS, it is the City's desire to rezone said territory's zoning designation from R-2 (Duplex Residential) to P-Q (Public and Quasi-Public); and

WHEREAS, the Planning Commission has conducted a public hearing on the proposal and recommended approval of the zone change (ZC No. 15-01); and

WHEREAS, it has been determined that the zone change will not have a significant adverse environmental effect.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF NEWMAN DOES ORDAIN AS FOLLOWS:

Section 1.

That certain real property situated in the City of Newman, County of Stanislaus, State of California, more articulately described above, is hereby changed and rezoned from R-2 (Duplex Residential) to P-Q (Public And Quasi-Public).

Section 2.

That a duly noticed public hearing was held by the City Council on August 11, 2015.

Section 3.

This Ordinance shall take effect and be in full force and operation from and after 30 days after the date of its adoption, and prior to the expiration of 15 days from the passage thereof shall be published and circulated in the West Side Index, the official newspaper of the City of Newman.

Introduced at a regular meeting of the City Council of the City of Newman held on the 28th day of July, 2015 by Council Member _____, and adopted at a regular meeting of said City Council held on the 11th day of August, 2015 by the following vote:

AYES:
NOES:
ABSENT:

APPROVED:

Mayor

ATTEST:

City Clerk



**City of Newman
City Manager's Office
Memorandum**

Date: July 21, 2015
To: Mayor and City Council
From: Michael E. Holland, City Manager *MH*

Subject: Item No. 10.c. – Selection of a Firm to Conduct Public Opinion Research.

Attached are three proposals solicited by staff to conduct Public Opinion Research regarding the work being conducted by the Community Committee on the topic of forming a Community Facilities District to fund a community pool. Staff is still conducting its due diligence and will offer a recommendation to the Council at the July 28th meeting. Should a Council Member have any questions regarding any of the proposals, please do not hesitate to contact me.



GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

***PROPOSAL TO PROVIDE
PUBLIC OPINION RESEARCH
FOR THE
CITY OF NEWMAN, CALIFORNIA***

***PREPARED BY
GENE BREGMAN AND ASSOCIATES***

JUNE 24, 2015



*P.O. Box 2799, Aptos, CA 95001
831.685.2700*

www.GeneBregmanAndAssociates.com



I. Introduction

Thank you for giving Gene Bregman & Associates (GBA) the opportunity to offer this proposal to conduct public opinion research on behalf of the City of Newman. For more than three decades, Gene Bregman has designed and analyzed a multitude of public opinion research projects for municipalities, other governmental entities, school districts, public interest and community organizations, on issues concerning legislative and ballot issues, and for candidates for elective office at virtually every level of electoral politics. We have conducted public opinion research in every state in the nation.

Among our recent clients have been several cities and city agencies throughout California. Some of these have included the cities of Angels Camp, El Cajon, Marina, Oakland, Orange Cove, Paso Robles, San Francisco, San Pablo, Santa Cruz, Vacaville, Watsonville and others. We also have extensive experience in your area of California, having conducted polls for the successful 2008 bond measure for the Newman-Crows Landing Unified School District, as well as other districts, such as those in Hilmar, Livingston, Ripon (School and Fire), Stanislaus Elementary School District, and others. A more detailed listing of our recent clients can be found at the end of this proposal.

We have helped pass numerous tax related measures, including parcel taxes, bond measures, sales tax initiatives and renewals, water and sewer taxes, etc.. The billions of dollars raised by these measures have been used for many purposes, including various recreation facilities, public safety (police and fire), streets, roads and transportation, libraries, water quality improvements, health care, schools and others.

II. Scope of Services

Gene Bregman & Associates will conduct a survey among likely voters in the City of Newman that will achieve the following objectives:

1. Explore the current image of the City of Newman, voters' attitudes towards the City, and their assessments of the strengths and weaknesses of local government;
2. Determine voter perceptions of the needs of the City and the priorities that voters set for those needs, especially as related to a new aquatic facility and other recreational needs;



3. Determine voter attitudes towards a possible parcel tax ballot measure for the City and the optimum amount to place before the voters, as well as the viability of other possible funding mechanisms;
4. Assess whether the best time for the City to place a measure before the voters is Spring, 2016, June 2016 or November 2016, and whether the best election is a standard polling place election or one with a mail-only ballot;
5. Evaluate voters' top priorities for money raised in order to design a measure that best addresses the desires of the community;
6. Determine the most effective and important reasons for your voters to support a tax measure;
7. Develop a demographic profile of City voters, including how various demographic groups differ in their opinions and attitudes towards a possible ballot measure.

We will select the survey sample from highly sophisticated and up-to-date voter registration files. This information, when combined with the answers to our survey questions, is essential as we identify voters who are most likely to vote in general, primary, municipal, special or mail-only elections. It is critical to remember that any survey must interview only likely voters. Being a registered voter is not enough. Those likely to vote will have demonstrated their interest in voting through their history in previous elections.

The sample will be drawn from lists of registered voters which have been matched with telephone directories and other lists to maximize the quantity of available telephone numbers. Since this is a small city, we would expect that a sample of 100-120 voters will be adequate.

We believe that it is of the utmost importance to go beyond simple questions and simple answers. For example, you will never see us ask if a problem is serious or not serious. We require differentiation between those with strong opinions and those with weaker opinions, those who say the problem is "extremely serious," or "very serious" rather than those who say it is only "somewhat serious" or "not too serious." Therefore, virtually all questions in our polls will delve into the intensity of feeling that voters bring to an issue. Only in this way can we separate those voters with a general opinion on an issue from those who are moved to take action because of that same issue (even if the "action" is just voting "yes" or "no").



Interviews are conducted by a regularly employed staff of full-time professional interviewers who specialize in conducting interviews for public opinion surveys. We supervise the interviewing process and verify that interviews are conducted according to our specifications. Supervisory procedures include continuous on-site and telephone monitoring of interviews. GBA follows established industry standards for call backs of busy or "not-at-home" numbers designed specifically to maintain the randomness of interviewee selection and the validity of the survey. A regularly employed staff of full-time professional interviewers conducts interviews in English, Spanish, Vietnamese, Cantonese, Mandarin and other languages, as well. In one project not long ago, our bilingual interviewers completed 85 percent of the interviews in Spanish.

According to the CDC, better than 45 percent of people in the U.S. currently only have cell phones and do not have landlines. Therefore, we make sure to interview voters who have only cell phones, as well as those with landlines. In some recent polls, nearly half or more of the participants were reached on their cell phones.

III. Summary of Services

To summarize, we will provide to the City of Newman:

- Random telephone survey of 100-120 likely voters;
- Consultation solely with principal of Gene Bregman & Associates;
- Assistance in developing topic areas to be investigated;
- Development of survey questionnaire;
- Scientific sample selection to assure our reaching an accurate representation of the voting population;
- Pre-testing of questionnaire;
- Conduct of field work from our central phone bank, including Spanish-speaking interviewers;
- Editing, coding, and electronic data processing;
- A full computer printout of all cross-tabulated data;
- Analysis of survey results;
- In-person presentation of results;
- On-going strategy and consultation.



IV. Schedule/Timing

In general, from the time a contract is signed until results are delivered to the client, takes from four to eight weeks. Having conducted political and election-related polls for many years, we are accustomed to working in a variety of time frames and see no problem in meeting the City's needs.

With a hypothetical start date of July 1, 2015, a six week time schedule might look like the following:

Work begins	July 1, 2015
Meetings/Questionnaire development	July 21, 2015
Spanish translation (if needed)	July 21-24, 2015
Interviewing conducted	July 24-27, 2015
Initial results available	July 28/29, 2015
Full cross-tabulations of data available	July 31, 2015
Presentation to Board/Final analysis	Mid August, 2015

Of course, this is a tentative schedule and has a great deal of flexibility.

V. Cost

All of our projects are billed as a flat rate. Therefore, all costs are included in our fee, including all services as outlined in this proposal and provided by Gene Bregman & Associates.

As noted earlier, we will complete 100-120 interviews with likely voters in the City of Newman. We assume that the survey will average approximately 15 to 18 minutes per completed interview. If it is needed, we also assume that the District will provide the Spanish language translation of the questionnaire.

The total cost of this project is \$12,000. All travel expenses will be billed at cost.



VI. Recent Clients

As noted earlier, among our recent clients have been several cities and city agencies throughout California. Some of these have included the cities of Angels Camp, El Cajon, Marina, Oakland, Orange Cove, Paso Robles, San Francisco, San Pablo, Santa Cruz, Vacaville, Watsonville and others.

Public Sector Clients

AC Transit
Alameda Hospital
City of Angels (Angels Camp), California
Bay Area Regional Water Recycling Program
Bend (Oregon) Chamber of Commerce
California Alliance for Jobs
California Consortium for the Prevention of Child Abuse
California Public Utilities Commission
California State Board of Funeral Directors and Embalmers
California State Senate
Central Coast Alliance for Health
Central Oregon Mobility Consortium
Cerrell Associates, Inc.
CirclePoint (formerly Public Affairs Management
El Camino Hospital
City of El Cajon, California
Former San Francisco Mayor Dianne Feinstein
Greater Vallejo Recreation District
Grossmont Healthcare District
Hi-Desert Health Care District
HMC Architects
Japantown Planning, Preservation and Development Task Force
Kimley-Horn & Associates
The City of Las Vegas, Nevada
Marin Healthcare District
City of Marina, California
Media and Associates
Monterey County District Attorney
Napa County Transportation and Planning Agency
Napa Police Officers Association
City of Oakland, California
Oakland Community Organization
City of Orange Cove, California



City of Paso Robles, California
Public Affairs Management
Reno Gazette-Journal
Ripon Fire District
Riverside Police Department
San Bernardino County Board of Supervisors
San Francisco Health Department, AIDS Office
San Francisco Residential Builders Association
San Jose Redevelopment Agency
City of San Pablo, California
Santa Clara County Library
Santa Clara County Open Space Authority
City of Santa Cruz, California
Santa Cruz County
Santa Cruz County Fire
Santa Cruz County Libraries
Santa Cruz County Public Works Department
Santa Cruz County Regional Transportation Commission
City of Sausalito, California
Scotts Valley Fire Protection District
"Seacliff Needs a Park"
Senate Democratic Leadership Fund
Sheinkopf Ltd.
Solano County Economic Development Corporation
Soquel Creek Water District
University of California, San Francisco
City of Vacaville, California
Washington Hospital Health Care District (California)
Washington State Legislature
Washoe County Commission
City of Watsonville, California
West Contra Costa Healthcare District
More than 125 school and community college districts
(including districts in Central Valley areas such as Hilmar, Livingston,
Merced, Stanislaus, Planada, Ripon, and others)

Some Other Clients

Bank of America
Compaq Computer Corporation
Committee for Industrial Safety
Cyrix Corporation



Fehr & Peers Associates, Inc.
Hershey Foods
Huntington Hotel Associates
Lever Brothers, Inc.
Lucasfilm
Law Offices of Patrick J. Maloney
Orthopaedics Unlimited Medical Group
Orloff/Williams, Inc.
Pepsico
Porat Consulting
Priscaro & Hukari, Inc.
PSI Global
The Psychological Corporation
Public Affairs Management
Sears Point Raceway
Hugh Schwartz Associates, Trial Consulting
Sedway & Associates
Southern California Water Company
Syufy Enterprises
Tertiary, Inc.
Thrifty Corporation
Trend Micro Devices
Village Laguna
Warner Lambert Company
Waste Management, Inc.
Wilbur Smith Associates, Inc.
Wolfram Research, Inc.

Mr. Bregman is a member of the American Association for Public Opinion Research and the American Association of Political Consultants.

City of Newman Opinion Research and Outreach - Proposal -

July 6, 2015



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Executive Summary

Established for over two decades, Probolsky Research specializes in opinion research on public policy, with government, corporate and non-profit practice areas.

We apply expert methodologies and leverage the right research tools for each situation. Our research services include telephone surveys, field studies, on-site surveys, mail surveys, executive level one-on-one interviews, on-line surveys, focus groups, video illustrations of research results and ridership surveys. We provide a breadth and depth of experience that allows for expert project design, implementation, analysis and presentation. Our clients and their consultants look to Probolsky Research for the thorough expertise that can only be delivered by seasoned professionals.

We specialize in public policy. Our portfolio includes extensive work on issues relating to tax proposals, rate structures, customer satisfaction, issue/project awareness, budget prioritization, development, open space preservation, energy, recreation, water and wastewater infrastructure, annexation and other issues facing local and regional government and their constituencies.

We have a demonstrated track record of success with ballot measures, guiding election messaging and predicting election outcomes.

Probolsky Research only takes on a select group of clients, ensuring that those we work with benefit from our full attention to their projects from inception through completion, and beyond. Company principals Adam Probolsky and Justin Wallin are not only our clients' initial points of contact, but are your key contacts throughout our relationship. We never hand off work to subordinates; preferring to design projects ourselves and to write our own analysis for your benefit.

Our offices are in Newport Beach. We regularly travel to the San Jose area for other clients and can be at Newman City Hall for meetings as needed.

Moreover, our work does not end after we deliver our final report. We place no limitations on our availability for meetings (whether in-person, online or telephone), updated or customized reporting and never charge extra for those services – even if they are requested months or even years after the completion date of our last project on your behalf.

We work with all outside consultants. Given our statewide practice with government agencies, we have worked closely with most public affairs and financial advisory, law firms and other outside consultants.

Probolsky Research is a California Certified Small Business Enterprise (Supplier # 11154461).



Probolsky Research Qualifications

Probolsky Research is among a small group of research organizations that have extensive public-sector, corporate and media practice areas, conducting research on behalf of government agencies, Fortune 500 companies, ballot measure committees and non-profit organizations. CEO Adam D. Probolsky and COO Justin Wallin (MBA) have personally designed, conducted, analyzed and presented over 500 public opinion surveys, 200 of which were for local or regional government agencies, including numerous cities and water and other special districts.

Probolsky Research understands local government revenues: Adam Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide campaigns and ballot measures. Our firm has both successfully passed revenue measures and successfully defeated them. We know how to win both sides of the issue, and bring our unique set of expertise to the table on your behalf. Our research has guided successful tax measures related to education, health care, public safety, transient occupancy, utility user, transportation, sales tax and landscape lighting districts.

We advise our local government clients who are considering revenue measures to help voters achieve comfort in several key areas:

1. There must be a pressing need for the money, or, those to be taxed are not presently paying their fair share.
2. Alternatives such as seeking grants, internal cost savings and concessions from labor have been exhausted.
3. Proper oversight will ensure that the new revenue will be spent as promised.
4. The agency's existing funds are being well managed. Credibly demonstrating this is core to success.

Community leaders are right to be cautious when considering raising new revenues.

Fortunately, we know that in general, the public's dissatisfaction with (and distrust of) California state government does not generally extend to local and regional government agencies. Voters tend to think of their city as being on the right track. See our article published in *Public CEO* about voter receptivity to raising revenues (<http://www.publicceo.com/2011/12/voters-are-receptive-to-raising-local-revenues/>).

Probolsky Research Understands Communications: Public communication efforts begin long before a public meeting is held, a newsletter is mailed or a social media message is posted. Effective outreach begins by thoroughly exploring all sides of an issue and obtaining independent research to ensure that all communications surrounding the issue are addressed appropriately. We are best utilized when working collaboratively with staff and any other outside consultants.

We never assume that a person or group knows something about an issue. Rather, Probolsky Research approaches every project with a thirst for knowing all there is to know about the public's perceptions, attitudes, and understanding. Useful information is *actionable* information. Our goal is to understand the community's needs, wants and opinions, and translate that into an effective messaging strategy for our clients. Assumptions will be tested, and new information uncovered. Our research will ensure the communications team can strategically tailor messaging to address the issues that are important to specific demographic groups.



Team Biographies

Probolsky Research never hands off projects to “staff.” Adam Probolsky (CEO) and Justin Wallin (COO and principal researcher) will personally perform all research aspects of your project from inception to delivery, including ongoing consultation long after the research has been conducted. Probolsky and Wallin are recognized industry experts who successfully apply proven statistical theory to the challenges faced by those working in today’s public policy arena to deliver accurate, actionable results.

Adam D. Probolsky: CEO and Pollster, Probolsky Research



Mr. Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide ballot measures and public outreach and education campaigns. Additionally, he has been a key advisor to his firm’s clients on matters of public policy, legislation and business strategy.

Probolsky was a planning commissioner and finance commissioner in the City of Irvine. He was also a member of the Orange County Waste & Recycling Commission overseeing landfills, recycling programs, waste hauling companies and power generating facilities, and he is also a former member of the Orange County Transportation Authority’s Environmental Mitigation and Oversight Committee. Mr. Probolsky regularly speaks to organizations on local public policy issues such as annexation, taxation, infrastructure and tourism.

Justin I. Wallin, MBA: COO/Principal Researcher, Probolsky Research



Mr. Wallin drives Probolsky Research operations.

Wallin is a “marketing concept” professional, with a passion for determining customer needs, wants and opinions. He has managed countless complex research programs, teams and campaigns and has successfully brought to market hundreds of products, services and programs on international, national and regional bases. Wallin has delivered senior-level strategic direction, tactical implementation and operational expertise to statewide, city and municipal governments, global Fortune 250 firms as well as political and non-profit organizations, small and medium businesses, and other organizations.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.

Wallin’s articles, commentary and analysis have been featured in Campaigns & Elections, Public CEO, The Rothenberg/Gonzales Political Report as well as public radio and television programs such as the Cox Forum. He has lectured at Pepperdine University, Loyola Marymount University, California State University, Fullerton and Hillsdale College. He teaches graduate and undergraduate courses in marketing at Brandman University.

Project Approach

Research design and recommendations

Understanding public opinion is always a useful tool in formulating public policy. Effective governance often requires a thorough understanding of what residents think, what priorities they hold and how they respond to different messages.

A clear, concise and accurate analysis of likely voters within the City of Newman is one of the most important elements of public engagement. For this reason deploying a statistically valid public opinion survey is an essential step towards determining receptivity to potential revenue measures, as well as identifying an effective messaging strategy moving forward.

Opinion research gives staff and policy makers the knowledge of what the public is thinking and how best to be responsive to them. It reveals the best ways to reach various constituencies and maximizes the value from expenditures by ensuring that the most effective messages speak to the unique needs and desires of specific, key community groups. It allows you to retest over time; fine-tuning and readjusting your approach to address ongoing changes in opinions. Good polling is your roadmap to successfully communicating with key groups, stakeholders, elected officials, key influentials and the residents as a whole.

Our research will deliver a clear picture of the landscape of likely voter receptivity to a new Community Facilities District (CFD) revenue measure to fund a local aquatics center. Specifically, we will help you to:

- **Assess** awareness of issues, city services and budget, specifically determining likely voter attitudes and satisfaction with specific City services and infrastructure
- **Develop** an accurate likely election turnout model
- **Identify** receptivity to a ballot measure that would increase parcel taxes by approximately \$150/parcel to fund a Community Facilities District/local aquatics center
- **Identify** issues that influence support or opposition
- **Test** ballot measure language and strategic message points
- **Profile** support and opposition by various demographic measures critical to targeted communication efforts
- **Establish** a roadmap for how best to design communication, outreach (including targeted messaging recommendations, key messaging vehicles/messengers such as media, e-mail, direct mail, online advertising, TV, radio, etc.)

Methodology: Telephone Survey Instrument

We contact respondents on their land-lines and cell phones. The importance of calling cell phones cannot be overemphasized. Studies indicate that over one-third (41.0%) of American households have cut their land-line service entirely¹ – a proportion that increases exponentially in certain demographic groups (among younger people and Latinos, for example). In addition, one-third of homes (33.6%) “received all or almost all calls on wireless telephones despite also having a landline.”¹

Conducting research in the language most comfortable to respondents is a critical component to obtaining accurate, reliable results. Probolsky Research firmly believes that research must be conducted in the preferred language of the respondents. Most respondents in Newman speak English, however, many of those to whom English is a second language are more comfortable speaking their native language and are more likely to participate if given the option to respond in the language they speak most in the home. These who prefer to speak other languages should not be overlooked. We have extensive experience polling in foreign languages. Spanish is already included in our

¹ Center for Disease Control and Prevention, July - December 2013 National Health Interview Survey (NHIS), <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201407.pdf>

pricing for no additional charge. We initiate all interviewing calls in English and switch to another language only upon request or when a clear language communication issue presents itself. Other languages are available, just let us know.

Our approach ensures the greatest participation rate, the lowest possible bias and the greatest accuracy of research results.

Voter Turnout Modeling

Knowing what questions to ask in an election is only one aspect of determining voter opinion in terms of ballot measures and elections; modeling for turnout presents a uniquely challenging task.

Pollsters strive to develop a turnout model that accurately reflects the profile of who will actually cast a ballot in an upcoming election. If it sounds like common sense, it is. It does you little good to base your research on a 100% voter turnout if only 22% of voters will show up to the polls (or vote by mail), and those who do show up to the polls feel very different about issues than does the voter bloc as a whole.

But developing a turnout model requires careful examination of voter history in the political sub-division you are polling, and every pollster has their own approach.

Some pollsters simply ask voters how likely they are to vote in a coming election. While this seems like the obvious way to determine likelihood of participation, it does not capture true turnout. The reason: voters don't like to admit failing in their duty to fulfill the social contract of voting. Respondents claim they are more likely to participate than they actually are – especially if they are younger.

Moreover, voter turnout in California varies wildly by region. In November, 2014, Sierra County featured the highest turnout in the state (73 percent), which was more than double the lowest voter turnout that was demonstrated in Los Angeles County – a region that turned out to the polls with just 31 percent of registered voters. **Probolsky Research develops predictive turnout modeling based on actual voting behavior.** The critical nature of turnout modeling cannot be overstated.

Our approach models turnout predictions based on as much fact as possible. Turning to voter registration rolls (maintained – in California – by county election officials) for historical turnout is our uniquely effective approach to predict future turnout. These files not only show the percentage of voter turnout for past elections that may be similar to an upcoming election, but they also include profiles of the demographic composition of election turnouts, including age, party, gender and more that can be used to develop an accurate prediction of who will return their vote-by-mail ballot or show up at the polls on Election Day.

Given that this particular proposal is for a CFD and likely only among property owners, the dynamic is different. The City will request a file from the County Assessor and we will then match that file for phone numbers and against the voter file to enhance the data.

By getting it right, our clients know the relative importance of key messages, targetable voting blocs (and how receptive they are to alternative messaging) and can direct scarce dollars accordingly.

Sample Stratification

Given the relatively small size of Newman, we recommend polling up to 200* for a margin of error of +/-7% respondents which will deliver statistical validity while also allowing for robust analysis of key sub-groups and demographics for a reasonable cost to you.

Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic make-up of the City itself. There are a several key advantages that stratified random sampling offers over simple random sampling:



1. Stratified random sampling delivers significantly greater accuracy in our results by ensuring that our respondents mirror the target population.
2. This allows us to assess how opinions differ among sub-groups - providing the outreach effort with guidance for a targeted messaging strategy that ensures the most effective message is delivered to the most receptive audiences.

***NOTE ON SAMPLE SIZE RECOMMENDATIONS:** The total universe within the City is small, and the number of those property owners with phone numbers will be a fraction of that. This means that our sample size must be commensurate with this universe. Given the small universe of potential respondents, we cannot guarantee 200 respondents, however, we have considerable experience ensuring we generate accurate results with this small sample sizes.

Ballot Language

We have a long history of expertise crafting effective ballot measure language, including that of the ballot label itself, and will work with the City and the City Attorney on any language seen by voters.

Reporting

Probolsky Research will develop a comprehensive draft report of survey results along with analysis and graphs (including an executive summary, talking points, and guidance on message development) in both print and electronic formats, including:

- Strategic Memorandum
- Graphic presentation
- Full report on results (including full methodological description, topline results, executive summary highlighting key findings, conclusions and recommendations, a Graphic presentation and cross-tabulations)

Probolsky Research reporting sets the industry standard. We deliver in-depth analysis on results in the context of the region, project and stakeholders and provide actionable recommendations broken down by key demographics. Our reporting is designed to be both concise and easily comprehended by those who are not research industry professionals. It should be an easily referenced roadmap to inform policy decisions and outreach efforts.

Following delivery of our final written report, Probolsky Research will present our findings and will be available to create customized reports such as media and insider releases and make presentations as requested.

Our work does not end when we deliver the final report. Probolsky Research is always available post-project to consult as needed. This time is included at no charge to our clients. *Why would we do this?* Because as researchers, our biggest fear is that our work will simply sit on a shelf and never be fully utilized - and our clients won't call again. This post-project consulting time allows us to participate in strategy sessions, provide continued briefings and be available to do further analysis as needed. We never want our clients to hesitate to call on our extensive expertise or worry about the cost of producing a customized report. It is all included.

Research results are kept in the strictest of confidence and released only to designated parties and then, only in formats approved in advance by our clients.



Case Studies



In July of 2014, the City of Coachella contracted Probolsky Research to work with their strategic communications consultant CV Strategies to develop an accurate likely election turnout model for the November, 2014 General Election, identify receptivity to a proposed tax measure, identify issues that influence support or opposition, test ballot measure language and strategic message points, profile support and opposition by various demographic measures critical to targeted communication efforts and establish a roadmap for how CV and the City could best design public education and outreach efforts (including targeted messaging recommendations, key messaging

vehicles/messengers such as media, social media and online advertising, direct mail, TV, radio, etc.).

Our research revealed that nearly a supermajority would vote yes, in favor of a one-cent local sales tax increase. Our reporting and guidance recommended several highly effective messages (for example the possibilities that without the revenue measure, the City may lose paramedics and police officers as well as others) that drove strategy and tactics of the subsequent public education and outreach effort on behalf of the City. Measure U ultimately prevailed at the ballot box on Election Day in November, 2014.



Newhall County Water District supplies water to a population of approximately 44,400 residents with nearly 9,700 service connections. The District boundaries encompass approximately 34-square miles in portions of the City of Santa Clarita and unincorporated portions of Los Angeles County providing treated water to areas of Newhall, Canyon Country (Pinetree), Saugus (Tesoro), and Castaic.

Probolsky Research regularly contracts with Newhall County Water District to perform ongoing community assessment, identifying areas of satisfaction and determining community prioritization of projects, services, governance and other issues.



new lighting landscape district.

The City of American Canyon in Napa County, California faces a structural budget deficit driven by the current economic recession. In 2010, the City contracted Probolsky Research to perform a voter study within the community to determine voter receptivity to three potential new revenue generating alternatives, including an increased transient occupancy tax (TOT), an increased tax on the City's only gambling establishment (a card room) and the creation of a

Our research showed the City that it enjoyed supermajority support from likely voters for two alternatives, provided effective messaging recommendations and helped the City to develop an effective action plan oriented towards the November, 2010 ballot. On November 8, Measure E ("an ordinance amending Section 3.24.030 of the American Canyon Municipal Code increasing the Transient Occupancy Tax from 10% to 12%) passed with 78% voter support and Measure F ("an ordinance adding Sections 5.12.230 through 5.12.380 to the American Canyon Municipal Code establishing a new Cardroom Admission Tax of \$2.00 per person") passed with 74% voter support.



Harbor City is a neighborhood within the City of Los Angeles that receives funding from the Los Angeles City Council Neighborhood Council Program. The neighborhood desired a better understanding of residents’ sense of community identity, and contracted Probolsky Research to conduct a study. The City understood the importance of obtaining not only the opinions of resident opinion (“internal” opinion) but also the opinions of the neighborhood by surrounding communities (“external” opinion).

The broad nature of the information required suggested that a focus group be used to generate qualitative insight regarding broad neighborhood issues, alignments and perceptions that would in turn be used in the survey design. By using directional guidance derived from the focus group, Probolsky Research designed a poll that resulted in specific, strategic recommendations to drive the neighborhood’s image enhancement.



The City of Yorba Linda’s Street Lighting and Landscape Maintenance District’s expenses were exceeding revenues as maintenance obligations outpaced ratepayers. Possible solutions included an assessment increase, service level reductions or a combination of the two.

Probolsky Research was contracted to survey likely voters to evaluate receptivity to the City’s alternatives, including extensive message testing to lay the groundwork for any subsequent public education efforts. In this instance, voter appetite for increased assessments was weak, and our recommendations focused on prioritization of service level reductions and an effective communication plan to support the City’s direction.



CITY of NAPA

The City of Napa is interested in capturing additional revenues to support street and sidewalk maintenance. Probolsky Research was contracted in to perform a survey of likely Election voters, evaluating voter satisfaction with city street and sidewalk maintenance, as well as receptivity to various alternative revenue measures.



GARDEN GROVE

Ever in search of providing excellent customer service the City of Garden Grove regularly engages Probolsky Research to conduct polling in the City. Polling we have performed for the city has covered varied topics including general resident satisfaction and on issues such as park usage, police services, fire and lifesaving services and refuse services. On several occasions we have evaluated increasing revenues in the city through a variety of new revenue measure proposals.

Because the City has large populations of Spanish-speaking and ethnic Vietnamese voters, Probolsky Research always performs surveys in Vietnamese, Spanish and English.

“Probolsky Research is who local government turns to when they want to know what their constituents are thinking.”
John Gillison, City Manager, *City of Rancho Cucamonga*



Pricing

Based on the information we have received, we have outlined the following example pricing model.

Our proposal is inclusive. We do not charge incrementally nor do we charge for travel-related expenses. Our services include:

- Accurate, proven voter turnout modeling
- Calling on *both land and cell phones*
- Stratified random sampling that is accurately representative of likely voters
- Spanish and English interviewing and Spanish translation
- No limit on in-person, phone, e-mail or video conferencing meetings, consultations and presentations
- Comprehensive reporting and dataset delivery focusing on actionable results
- Extensive government agency polling experience in the Central Valley

BENCHMARKING SURVEY PRICING OPTIONS

OPTION 1: 15 QUESTION TELEPHONE SURVEY AMONG LIKELY VOTERS

QUESTIONS	RESPONDENTS	MARGIN OF ERROR	COST
Up to 15 questions	Up to 200	+/-7%	\$8,900
<i>Languages: English and Spanish</i>			

OPTION 2: 25 QUESTION TELEPHONE SURVEY AMONG LIKELY VOTERS

QUESTIONS	RESPONDENTS	MARGIN OF ERROR	COST
Up to 25 questions	Up to 200	+/-7 %	\$15,200
<i>Languages: English and Spanish</i>			

We can accommodate your pricing needs. Please let us know if you would like us to provide alternatives based on differences such as: number of questions, number of respondents or languages offered.



Partial List of Clients

GOVERNMENT CLIENTS

Bear Valley Community Services District
City of American Canyon
City of Brisbane
City of Colton
City of Del Mar
City of Diamond Bar
City of Fontana
City of Garden Grove
City of Grand Terrace
City of Irvine
City of Laguna Niguel
City of Loma Linda
City of Los Angeles (Harbor City)
City of Mission Viejo
City of Napa
City of Perris
City of Pismo Beach
City of Pomona
City of Redlands
City of Rialto
City of Riverside
City of San Bernardino Municipal Water Department
City of Santa Ana
City of Santa Clarita
City of Sierra Madre
City of Stanton
City of Twentynine Palms
City of Upland
City of Yorba Linda
Coachella Valley Water District
Coachella Water Authority
Costa Mesa Sanitary District
County of Orange
Desert Water Agency
Eastern Municipal Water District
East Valley Water District
Huntington Beach Union H. S. District
Indio Water Authority
Irvine Ranch Water District
Joshua Basin Water District
Jurupa Community Services District
Los Angeles County Sanitation District
Los Angeles Unified School District
Mesa Consolidated Water District
Mission Springs Water District
Municipal Water District of Orange County
Newhall County Water District
Orange County Cemetery District
Orange County Fair
Orange County Sanitation District
Orange County Transportation Authority

Orange County Water District
Placerville
Riverside Water Symposium
San Bernardino County Flood Control District
San Bernardino Valley Municipal Water District
San Geronio Pass Water Agency
Santa Ana Watershed Project Authority
Santa Clara Valley Water District
Santa Margarita Water District
Upper San Gabriel Valley Municipal Water Dist.
Victor Valley Water District
Water Replenishment District of Southern California
West Valley Water Conservation District
Western Municipal Water District
Yorba Linda Water District

ASSOCIATIONS

American Association of Health Plans
American Coalition for Clean Coal Electricity
Apartment Association of Orange County
Association of California Water Agencies
Building Industry Association
California Association of Realtors
California Hotel and Lodging Association
California State Association of Counties
Clean Water and Jobs for California
County Engineers Association of California
Garden Grove Firefighters Association
Howard Jarvis Taxpayers Association
League of California Cities
Orange County Public Relations Society
Restore Hetch Hetchy
San Diego Police Officers Association
Service Employees International Union

CORPORATE AND NONPROFIT CLIENTS

Accupoll
AT&T
Axiom
Braille Institute
BrightSource Energy
Brookfield Homes
CalChamber
California Quartet
Calpine Corporation
Cap Gemini/Ernst & Young
CenterCal
CH2MHILL
Chevron
Clinica Medica Familiar
Consumer Federation of California
CTE Engineers



DR Horton
Edge Outdoor Advertising
Emergency Preemption Systems
Fidelity National Financial
First Franklin Financial Corp.
Fountain Valley Chamber of Commerce
I-215 South Corridor
Infinity of Mission Viejo
John Laing Homes
L. A. Chemical
LA Chamber of Commerce
Lucent Technologies
Manor Care Health Services
March Global Port
Orange County Water Summit
P & D Environmental Services
Pepperdine University
Parsons Corporation
PIFPAC

Poseidon Resources
Prescott Properties
Riverside County Water Symposium
Rural/Metro Corporation
SDG&E
State of the Anaheim Watershed
Sunrise Assisted Living
The Irvine Company
T-Mobile
TOD Properties, LLC
Union Pacific Railroad Company
Wal-Mart
Waste Management



Community Relations

Increasingly, community members are becoming more involved with the public policy process. An effective community relations program should include a robust outreach strategy. Surrounding communities must be educated on the merits of a project in order to garner public support. Those who neglect to do so will often encounter public opposition and likely project failure. PEAR Strategies will work with you to craft a Strategic Community Relations Plan (SCRP) that will aid you in achieving your public policy goals. In the development of your SCRPs we identify

Situational Analysis- The purpose of this section of the SCRPs is to describe current community condition and describe other supporting, related initiatives that would influence.

Communications Plan Overview- The purpose of this section of the Plan is to describe the context and establish the need for the community to communicate to its stakeholders about the proposed aquatic center and the positive impact to the City.

Defining of Roles and Responsibilities- Provided in this section is a list of individuals/other entities having a role in the development and implementation of the Plan. Include a brief description of the position, role, and responsibility for each person/position, contact information.

Outreach Plan Goal- This section of the Plan will include a broad goal statement that describes what would like to achieve through implementing the Plan, and not current community conditions.

Characteristics of a goal statement should follow the SMART principle:

- Specific
- Measurable
- Action-Oriented
- Realistic
- Time and Resource Constrained

Stakeholder Analysis- where we identify primary and secondary stakeholders. These stakeholders should include the top three to five groups who will be in a position to effect behavior change.

Development of Key Message- In this section of the Plan are the primary and secondary key messages that the community will receive on all information products about the proposed project.

Communications Tools and Tactics-

1. Earned Media
 - Media Kits (to include frequently asked questions, fact sheets, newsletter)
 - Press releases
 - Editorial board

2. Interactive Media
 - Informational website
 - Social media with regular and meaningful interaction
3. Passive Media
 - Print (mail and periodicals)
 - Radio
 - Television
4. Community Meetings
 - Informational town hall setting
 - Distribution of verbal and writing information
 - Recording of community collaboration

Budget: Under \$10,000

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*Fairbank,
Maslin,
Maulin,
Metz &
Associates*

FM3

*Public Opinion Research
& Strategy*

TO: Michael Holland, City Manager
City of Newman

FROM: John Fairbank & David Sokolove
Fairbank, Maslin, Maulin, Metz & Associates

RE: Proposal to Conduct Public Opinion Research

DATE: July 8, 2015

Thank you for the opportunity to discuss the opinion research services that FM3 can provide to the City of Newman as the City undertakes the process of preparing for a potential local finance measure in 2016. FM3 has a background and an approach to research that we think would serve you well. Among our particular qualifications are the following:

- **FM3 is the industry leader in providing highly-accurate public opinion research for California's cities and other local government agencies.** Our firm has conducted research in support of ballot measure campaigns for over 160 California cities and other local jurisdictions, dealing with issues such as parks and recreational facilities, education, public safety, libraries, infrastructure, health care, marijuana, open space, social services, and transportation, and our research has resulted in voter approval of local finance measures in 68 California cities since 2008 – including 15 in the recent November 2014 election alone.
- **Our firm is also a recognized expert in local parcel tax elections in California,** having helped secure voter approval for 22 such measures for California local government agencies representing every region of the state in just the last decade alone – including seven measures with tax rates of \$100 per year or higher - all at the challenging two-thirds voter approval threshold.
- **FM3 has extensive experience conducting survey research in the unique conditions of smaller communities,** and our team consistently achieves reliable survey sample sizes in communities similar in size to the City of Newman. Our research in these communities has aided in the passage of a total of 18 local city finance measures in 14 California cities with populations between 10,000 and 15,000 within the last ten years alone.

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- **FM3 is the leading provider of voter opinion research to cities and other local government agencies throughout the Central Valley**, where our research has helped secure voter approval for local finance measures in 22 cities, 12 K-12 school districts, seven community college districts, four counties, and one hospital district – all in the last ten years alone.
- **FM3 is highly familiar with the voters and local political dynamics of Stanislaus County**, having conducted research throughout the County and its cities for more than two decades. Our Stanislaus County public agency clients include cities, school districts and the local community college district, and range in location and size from countywide agencies to smaller communities such as Ceres and Oakdale.
- **FM3 is the official pollster for the League of California Cities**, and we are currently conducting research on behalf of a coalition of local service providers led by the League to examine the viability of a statewide constitutional amendment which would reduce the vote threshold required to pass dedicated-funding local tax measures from two-thirds to fifty-five percent, as well as other reforms that would exclude stormwater revenue and fees from the popular vote requirements of Proposition 218.

The balance of this proposal provides additional information on FM3’s relevant experience and outlines some strategic considerations and messaging opportunities that we believe are likely to be relevant for this project and helpful to the City’s communications efforts throughout the process, as well as some proposed survey methodology options and their associated costs.

Relevant Experience

- (1) **FM3 is the recognized leader in conducting research to help California cities pass local ballot measures to provide additional revenue for city services, including those requiring a two-thirds supermajority.** FM3 has provided research in support of over 500 ballot measure campaigns for cities, counties, school districts, and other local and state service providers. Historically, **over 95 percent of local revenue measures placed on the ballot by FM3 clients have been approved by voters.** Our firm has developed effective methodologies and strategies for conducting high quality voter research for municipal finance measures.

At the local level, we specialize in developing **strategies to pass revenue measures and we have worked in over 120 California cities.** Our research identifies the feasibility of a possible ballot measure, the most appropriate tax rate, revenue mechanism (parcel tax, sales tax, business tax, utility users’ tax, transient occupancy tax, bond measure, etc.), how voters prefer additional revenue be used, and how to word the ballot measure. Our clients represent a diverse cross-section of large and small cities; urban, suburban and rural communities; and we work with cities in the Central Valley, the Inland Empire, Southern California, the Central Coast, the Bay Area and in Northern California. We make it a priority to work closely with each city and local stakeholder to design the research because we know every community is different and requires an approach that addresses its own unique characteristics and needs.

The following California cities have engaged FM3's research and consulting services since 2008 to help successfully pass ballot measures to fund city services and programs (Central Valley cities are italicized): **Alameda, Arvin, Bellflower, Benicia, Berkeley, Capitola, Carson, Carpinteria, Canyon Lake, Cathedral City, Cloverdale, Commerce, Culver City, Desert Hot Springs, Dinuba, Galt, Gardena, Gilroy, Grover Beach, Healdsburg, Hercules, Huntington Beach, Indio, Kingsburg, La Mesa, La Habra, Lathrop, Larkspur, Los Angeles, Los Banos, Martinez, Monterey, National City, North Lake Tahoe, Norwalk, Oakland, Orinda, Oxnard, Palo Alto, Pasadena, Redondo Beach, Reedley, Riverside, Rohnert Park, Sacramento, San Anselmo, San Bernardino, San Francisco, San Jose, San Luis Obispo, Sanger, Santa Ana, Santa Clara, Santa Cruz, Santa Fe Springs, San Juan Capistrano, Santa Monica, Santa Rosa, Seal Beach, Seaside, Selma, South El Monte, South Gate, South Pasadena, Stanton, Stockton, Vallejo and Wildomar.**

In addition to determining overall support for a proposed ballot measure, our survey research tests voter preferences for the funds raised. This research enables our clients to better understand the public's priorities, allowing each city to craft its measure to the specific preferences of their residents' unique needs to ensure the greatest level of support. We have adapted our experience in this field to the needs of local governments that seek voter approval for both capital and operational budget increments.

In particular, our opinion research services and methods will:

- Identify the official 75-word title and summary statement, including specific words, phrases, and language to use in developing the ballot resolution;
- Evaluate voters' responses to different funding mechanisms, e.g. parcel taxes and sales taxes;
- Determine support for a general purpose measure;
- Test voter support for programs, provisions, taxation rates, and funding initiatives; and
- Examine different educational messages and framing to help voters understand the City's needs for additional revenue to maintain vital local services.

Most recently, in the November 2014 elections, FM3's research helped a number of California cities including **Benicia, Berkeley, Canyon Lake, Cloverdale, Grover Beach, Indio, Monterey, National City, Norwalk, Palo Alto, San Francisco, San Luis Obispo, Santa Ana, Seal Beach, and Stanton** pass ballot measures to provide funding for local public services. Our research also helped pass countywide finance measures for the counties of **Fresno and Humboldt**.

- (2) **FM3 is the industry leader in providing public opinion research to help secure voter approval for local city finance measures and other local agency finance measures in the Central Valley.** Our research has been used to help pass more local finance measures in Central Valley communities than any other public opinion research firm, and we have a vast library of past public opinion data from throughout the region that enables us to track changes in public perceptions over time.

In the last ten years alone, FM3's research has helped secure voter approval for local city finance measures in 22 different Central Valley communities, as well as four countywide finance measures and a local hospital district bond. These measures, which include both dedicated special taxes and general-purpose taxes and range in form from parcel taxes and sales taxes to utility users' taxes to

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transient occupancy (hotel room) taxes and business taxes on marijuana dispensaries to general obligation bonds, together raise hundreds of millions of dollars every year to protect vital local government services throughout the valley that residents depend on.

FM3's research has also led to the approval of 15 successful local school bond measures in 12 Central Valley school districts which have provided over \$1.5 billion in funding for building and upgrading schools throughout the valley, and our research has helped seven Central Valley community college Districts, including Stanislaus County's own **Yosemite Community College District**, secure voter approval for local community college bond measures totaling nearly **\$1.2 billion**.

(3) FM3 has provided research to help local communities throughout Stanislaus County secure voter approval for local revenue measures. FM3 has produced research for cities, school districts, and candidates in Stanislaus County throughout our 33-year history, including helping win numerous local revenue measure elections. Some of our clients in Stanislaus County have included:

- ✓ **Ceres Unified School District**, Measure U, \$60 million bond, 2008;
- ✓ **City of Ceres**, Measure H, ½-Cent Public Safety Sales Tax, 2007;
- ✓ **Yosemite Community College District**, Measure E, \$326 million bond, 2004;
- ✓ **Modesto City School District**, Measure T, \$65 million bond, 2001;
- ✓ **Modesto City School District**, Measure S, \$17 million bond, 2001;
- ✓ **City of Modesto**;
- ✓ **Oakdale Unified School District**

FM3 also conducted research among City of Newman voters last fall as part of a broader research program tracking voter opinion throughout **State Assembly District 21**. We performed similar research in the same District ahead of the 2012 primary and general elections, when an open seat in this District led to a particularly fiercely contested election.

(4) FM3 has provided research that has helped pass local finance measures in the neighboring communities of Merced and San Joaquin Counties. FM3 has also worked extensively in surrounding cities and counties on helping pass local revenue measures. Our other clients in the region include the cities of **Gustine, Lathrop, Los Banos, Merced, Manteca and Stockton**; the **Manteca Unified School District, Merced Unified School District, Tracy Unified School District, the Lathrop-Manteca Fire District, the San Joaquin Delta Community College District** and many more.

FM3's research played a vital role in the recent approval of Measure A in the City of Stockton, which will address public safety concerns while hastening the City's return to financial health. In the spring of 2013, the City of Stockton was facing tremendous challenges. In addition to being the largest city to file for bankruptcy in state history, the recession had devastated Stockton's economy, causing unemployment and foreclosures to soar. Meanwhile, the City's bankruptcy had caused massive waves of layoffs from which public safety personnel were not immune, and the toxic combination of economic hardship and a reduced public safety presence had resulted in a wave of violent crime which had transformed Stockton into one of California's most dangerous cities. By the spring of 2013 there

was consensus among nearly all of Stockton's elected officials and political activists that a new local revenue measure to address these problems was needed on the November 2013 ballot, but a split existed between those who advocated for a dedicated public safety measure on the one hand, and others who preferred a broader measure that would also raise funds to help the City pay down debt and emerge more quickly from bankruptcy on the other.

In this context, FM3 was retained to evaluate the electoral viability of these different revenue measure options and various tax rates. Though FM3's research had helped the City of Stockton pass a **dedicated one-quarter cent public safety sales tax, Measure W, previously in 2004**, our 2013 research for a coalition of City stakeholders showed that voters were willing to support a three-quarter cent general purpose sales tax, the highest permissible tax rate, with the understanding that the majority of the revenue generated would be used for restoring public safety services. This compromise measure was accepted by both sides, and was ultimately approved by a majority of Stockton voters as **Measure A, the Essential City Services Measure, in November 2013**. Among other needs, Measure A will finance the so-called "Marshall Plan" to reduce crime in Stockton by hiring 120 additional police officers and increasing funding for gang prevention and intervention programs.

(5) FM3 is a statewide leader in providing research to help pass difficult two-thirds threshold parcel tax measures for California's local agencies. Parcel tax measures can be among the most challenging types of local taxes to pass given the required two-thirds voter approval threshold enshrined by Proposition 13. However, despite the challenges inherent in this financing mechanism, local agencies throughout California regularly seek and receive voter approval for local parcel tax measures.

FM3 has helped numerous cities, school districts and special districts design parcel tax measures that achieved the required two-thirds threshold by identifying ballot language that highlights the services and infrastructure improvements that are the highest priorities for local voters while also emphasizing the strict accountability provisions written into the measure.

While the suggested parcel tax rate of \$169 per year for the City of Newman's potential measure is higher than many of the parcel tax measures put forward by local agencies each year, the suggested tax rate is not itself exceptional, nor would such a measure be the highest parcel tax rate approved by local voters for a local agency with FM3's assistance. Our firm's research has been used to secure voter approval for seven parcel tax measures with rates of \$100 per year or higher for a variety of public agency clients, each of which are listed below ranked in order of annual parcel tax amount:

- ✓ **Arcadia Unified School District Measure A**, \$228 per parcel tax, March 2012
- ✓ **Palm Drive Health Care District Measure W**, \$155 per parcel tax, November 2004
- ✓ **Tahoe Truckee Unified School District Measure A**, \$135 per parcel tax, March 2011
- ✓ **City of Desert Hot Springs Measure G**, (renewal of) \$121 per parcel tax, June 2010
- ✓ **Mountain Communities Healthcare District Measure T**, \$118 per parcel tax, June 2011
- ✓ **Evergreen School District Measure H**, \$100 per parcel tax, June 2014
- ✓ **Alum Rock Unified School District Measure R**, \$100 per parcel tax, November 2004

California cities that have successfully passed parcel tax measures using FM3's research and consulting services include **Desert Hot Springs, Monrovia, Orinda, Riverside, San Jose, Santa Cruz, Santa Monica,** and **Wildomar**. Additional California local agencies that have passed parcel taxes using FM3's services include the **Alum Rock Unified School District, Arcadia Unified School District, East Bay Regional Park District, Evergreen School District, Franklin-McKinley School District, County of Marin, Milpitas Unified School District, Mountain Communities Healthcare District, Palm Drive Health Care District, Santa Clara Valley Water District, Santa Monica-Malibu Unified School District** and **Tahoe Truckee Unified School District**.

- (6) **FM3 is an industry leader in conducting research in small communities, such as those the size of the City of Newman.** As the City of Newman is a small community with slightly more than 10,000 residents and 3,352 registered voters, conducting a public opinion survey in Newman will present a different set of challenges for reaching a statistically-reliable sample size that is necessary for the survey results to be generalizable to the broader population.

As the leading provider of public opinion research to California's city governments, FM3 has conducted research in numerous cities similar in size to Newman, and over our decades of work in these communities our firm has developed unique strategies which help ensure that our surveys achieve an adequate sample size even when the pool of registered voters in the relevant jurisdiction is small. These strategies range from the very simple, such as arranging call-back appointments for potential respondents who are willing to take the survey but unable to do so when initially reached by phone, to the slightly less simple, such as matching registered voters names with current landline and cell phone numbers available through consumer records to ensure that residents who have changed their telephone number since registering to vote are able to participate in the survey. The result of deploying all of our strategies together, however, is consistent – FM3 is able to achieve reliable sample sizes in small communities where other research firms cannot.

California cities the approximate size of Newman (between 10,000 and 15,000 residents) or smaller that have utilized FM3's research and consulting services to help pass local finance measures in just the last ten years alone include **Big Bear Lake, Canyon Lake, Capitola** (two measures), **Carpinteria, Cloverdale, Commerce, Cotati** (two measures), **Grover Beach** (three measures), **Healdsburg, Kingsburg, Larkspur, Morro Bay, San Anselmo** and **Santa Fe Springs**.

- (7) **FM3 also serves as the League of California Cities' primary opinion research firm.** Most recently, FM3 research for the League led to the passage of **Proposition 22** in November 2010, which helps to protect city and county tax revenue and funds intended to be used for transportation projects and services. In addition to the above-stated research, FM3 helped the League successfully pass **Proposition 1A, the statewide Local Taxpayer Protection Act** in 2004. FM3's research services also helped the League and a coalition of local governments **defeat Proposition 90** (November 2006) as well as a similar measure, **Proposition 98** and pass **Proposition 99** in the June 2008 Statewide election. FM3 also regularly conducts seminars and forums with the League of California Cities to educate city leaders on how public opinion research can be used to address the concerns, needs and priorities of their residents and provide additional funds for vital city services. FM3 is also involved in ongoing research with a coalition of government interests, including the League of California Cities, in efforts to **reduce**

the local vote threshold on dedicated local taxes from two-thirds to 55 percent and to exclude stormwater revenue and fees from the popular vote requirements of Proposition 218.

Strategic Considerations

Given the information the City has provided on the potential finance measure that the City of Newman is considering, FM3 believes that there are several strategic considerations that may play a role in determining whether or not the measure is ultimately viable as proposed. We briefly outline some of our thoughts on each of these strategic considerations below for the City to take into account as it sees fit.

- **Choosing an Election Date Maximizing Voter Turnout:** As discussed in previous sections of this proposal, the two-thirds voter support threshold defined by the California constitution for local parcel tax elections provides a unique challenge for this type of finance measure. In order to achieve two-thirds support, it is important to consider placing the measure before voters during an election that provides the best demographic profile for a possible “yes” vote. Generally speaking in California, Presidential general elections provide the best electoral opportunity for passing local finance measures, as voters from demographics that tend to favor such measures, such as younger voters and Latinos, turn out in greater numbers than in other types of elections. The boost that local finance measures receive from an electorate comprised of more voters inclined to view such measures favorably tends in many cases to outweigh the potential negative impacts of cumulative finance measures from different agencies appearing on the ballot together, although the specific impacts of each would be tested by survey research.
- **Broadening the Issue:** FM3 has found over our decades of conducting research on local parcel tax measures that the dedicated nature of such a “special tax,” which in some circumstances can be a powerful asset, can also prove to be a significant weakness when a measure is viewed as too narrow and lacking enough offerings to earn support from the broader community. Although youth and their families may be the Newman residents most likely to benefit from the construction of a new aquatics facility, we anticipate that it will be important to frame the issue as a community-wide need that will benefit City residents of all ages, particularly children and seniors. Survey research will help establish the most effective language to describe what the City is planning to do with this proposed new facility – and who will benefit if voters provide the funds to build it.
- **Leadership from the Council:** Even in the 2016 November Presidential election, which provides the highest voter turnout scenario available, a large plurality, if not a majority of the Newman electorate will consist of older white voters. According to FM3’s voter turnout projects for the City of Newman, approximately 60 percent of the City’s November 2016 electorate is likely to be Caucasian and roughly 56 percent is likely to be over age 50, with significant overlap likely between these two groups. Older white voters are a demographic that tends to support local finance measures in lower numbers than other groups, particularly in Central Valley communities, so demonstrating to these voters that figures who are active in the community whom they know and trust are supporting the finance measure is likely to be critical to the measure’s viability. One obvious candidate for this “messenger” role is the members of the council themselves, but others such as well-known local business owners or leaders in the agricultural community or local first

responders such as police officers and firefighters may also be effective. A critical role for the survey will be testing the relative effectiveness of possible messengers for outreach to this and other key constituencies, enabling the City to maximize the impact of your outreach efforts.

- **Acquiring matching funds:** FM3’s research has shown consistently that voters are more willing to open their wallets to support local service or infrastructure improvements if they know that they are not the only ones who will be responsible for the costs. In this vein, prior experience suggests that acquiring “matching” funds from any source – and certainly not necessarily at a dollar-for-dollar level with funds from the proposed finance measure – is likely to increase the chance that the finance measure itself will be viable. Framing the project finance plan as more of a “partnership” between the City as lead and other contributing partners, potentially including the local business community, other public agencies, or even a philanthropic partner could thus play a key role in both the City’s outreach efforts and the measure’s ultimate success.

Additionally, adding an outside funding source to the project could also impact the proposed tax rate and/or duration of the parcel tax measure, reducing the dollar amount required below \$169 per parcel per year or the duration of the tax collection period below 30 years – both of which are likely to have a positive impact on viability. Survey research will gauge the specific impacts of various potential dollar figure and/or tax duration reductions that could result from an additional source of funding for the project as well as test the effectiveness of “partnership” framing in the City’s case and provide a quantitative determination of its usefulness, including key words and phrasing to use in describing such a “partnership” if doing so is determined to be beneficial.

- **Clear Accountability & Exemptions:** Public opinion research has consistently shown that including strict accountability provisions as part of a local finance measure increases voters’ confidence that the funds raised will be spent as intended, often resulting in higher levels of support for the measure than would otherwise be the case. Over the course of our research on behalf of hundreds of local finance measures in communities across California, FM3 has found that highlighting specific accountability features within the finance measure’s ballot language, such as requiring annual independent audits, mandating oversight by a citizen committee (as is legally required for some local school bond measures), and emphasizing the fact that all measure funds must be used within the community in question are particularly effective for increasing voters’ confidence that their money will be used effectively and as promised.

In addition to including various accountability provisions within the ballot language of the finance measure, it may also make sense to consider exemptions to the parcel tax for certain specific groups for whom paying the parcel tax would be more likely to create a hardship, such as seniors or low-income individuals. Creating exceptions to the parcel tax is a decision that would need to be evaluated carefully between the risks to the project of reduced revenue collection from the tax on one hand and the potential benefits to the viability of the finance measure on the other. Survey research will play a key role in informing these decisions with regards to both accountability provisions and potential tax exceptions, providing data on which accountability mechanisms – and what ballot measure wording describing them – are most beneficial to the finance measure’s

viability, and providing a quantitative assessment of the risks vs. the benefits of various potential tax exceptions.

- **Considering Different Tax Rate & Duration Combinations:** The vast majority of local parcel tax measures approved by California voters each year feature low dollar amounts of less than \$50 per year. In the most recent November 2014 statewide general election, for example, just two of the 23 local parcel tax measures approved by voters for non-school district local agencies included an annual tax of more than \$100, with both of these higher-dollar-figure measures being approved in liberal Bay Area communities. This history indicates that the City may need a measure of flexibility in determining the tax rate and duration for the proposed finance measure. While FM3 understands that a baseline of approximately \$30 per parcel per year is needed to maintain the proposed aquatics facility, if the balance of the tax rate is intended to provide revenue for the City to bond against to finance the construction of the facility, we suggest that in addition to testing support for the finance measure as currently conceived the survey research should also test support for a measure at a lower tax rate extended for a greater period of time that obtains the revenue required for longer-term bonding. By doing so, the survey may provide an additional path to viability for the measure if the results show that the finance measure as currently conceived falls short of the two-thirds supported required for passage.

Survey Methodology

Questionnaire Development

FM3 provides opinion research that is tailored to meet the specific needs of its clients. FM3 does not believe in the use of a “cookie-cutter” questionnaire for every community.

Therefore, the research process will begin with a detailed conversation with City of Newman staff to understand specific needs, priorities and expectations. Next, the survey questionnaire is constructed based on input from City staff, other project team members and our own experience and knowledge on municipal finance measures.

Following this initial discussion, FM3 will draft the questionnaire and present it to City staff for review and comment. After collecting comments and suggestions, FM3 will revise and refine the survey questionnaire. It is common to go through several iterations of a questionnaire to ensure it is the best possible research instrument. Before the actual survey begins, FM3 obtains approval from the City of Newman on the final version of the questionnaire.

In order to test different ballot measure options (including ballot language wording alternatives, various parcel tax dollar amounts and sunset clause lengths), uses of funds, and determine the most effective thematic and strategic approach, FM3 recommends a survey questionnaire that will take approximately 15 to 17 minutes for the average respondent to complete over the phone. While a shorter survey could be conducted, it will not provide the ability to test the range of ideas that we believe is necessary to pass a finance measure at the City’s required dollar amount at the necessary two-thirds threshold.

Some potential goals for the survey research could include:

- Determining voters’ perception of the direction of the City;
- Determining voters’ overall satisfaction with living in the City;
- Gauging voters’ overall attitudes towards potential City taxes;
- Identifying voter perceptions of the City’s financial management;
- Obtaining input from citizens on the current quality of recreational opportunities and facilities in Newman;
- Gauging voters’ level of awareness of the aquatics center issue and relative sense of urgency compared to other City priorities;
- Exploring Newman voters’ concerns about the impact of state budget cuts, including the end of redevelopment, on various city projects and services;
- Testing specific ballot language for a City of Newman special parcel tax measure;
- Assessing what dollar amount of additional parcel tax Newman voters are willing to tolerate, including various combinations of tax rate and duration that would meet the City’s needs;
- Understanding how voter support for a City of Newman finance measure is affected by the inclusion of additional accountability provisions, such as independent annual financial audits, citizen’s oversight committee, a sunset clause, senior and/or low income exceptions, etc.;

- Testing various frames for the aquatics center and the programs that are to be located there that may broaden the electoral appeal for the project, such as “youth and senior health & recreation center”;
- Exploring the various implications of various election dates and voter turnout scenarios and the impact of sharing the ballot with other finance measures on the County and State levels
- Identifying themes and messages that would be most effective in persuading a sufficient percentage of undecided voters to support the measure, including the concept of matching funds;
- Testing the impact of various oppositional messages against the proposed measure that are likely to be utilized by opponents, with the objective of understanding and inoculating the voters against them;
- Identifying specific individuals and organizations that would have the greatest credibility to speak out in favor of a local revenue measure; and
- Identifying the demographic characteristics of voters and other population segments for detailed survey analysis.

In addition, the survey instrument will gather relevant demographic information from the respondents to analyze responses by gender, age, party registration, ethnicity and other relevant demographic groupings. This data will help identify consistent supporters and opponents of the measure, as well as those who can potentially be persuaded to support the measure after additional education. Relevant geographic data about survey respondents will be provided by the voter file, as all voters are required to provide a current residential address when they register to vote.

Sample Selection

FM3 proposes conducting a 15- to 17-minute baseline survey of 150-250 City of Newman registered voters, via landline and cellular telephones. The margin of error for a full sample of 250 is plus or minus 6.2 percent at the 95 percent confidence level, while the margin of error for a full sample of 150 is plus or minus 8.0 percent. Regardless of total sample size, the margin of error for population subgroups will be higher. As the survey margin of error is directly related to the overall sample size, FM3 will make every effort to achieve the greatest number of completed interviews possible given the small number of registered voters in the City of Newman.

FM3 will utilize Statewide Information Systems (SIS) as its sample vendor. FM3 has worked with SIS, the leading voter sample vendor in California, for the last two decades. SIS provides the most up-to-date lists of voter names, addresses, telephone numbers (listed, unlisted and cell phones), voter party registration and past voter history (in which past elections individuals have voted). The voter sample will consist of landlines and cell phone numbers used by City residents when they registered to vote in Newman. Additionally, FM3 will work with SIS to match names and addresses with other vendor lists of all Newman voters to ensure that those telephone numbers are up-to-date. FM3 is one of few public opinion research firms to use this technique to ensure that all eligible voters have the same likelihood of being called, regardless of whether they have changed their phone number to another landline or cell phone since registering to vote.

Survey Pre-Testing

Once approved for fielding, the survey questionnaire will be pre-tested with a sufficient number of respondents to assure ease of administration and flow. Such testing will also verify the length of the questionnaire and the survey questions' clarity and comprehensibility. The results of the pre-test will be reviewed with City staff in order to determine if any adjustments need to be made before interviewing proceeds.

Spanish Translation

According to the voter file database compiled by the County Registrar of Voters, about 43 percent of City of Newman registered voters are of Latino ancestry. Therefore, FM3 anticipates that a random sample of 150 to 250 will provide approximately 65 to 108 interviews with Latino voters. For this reason, FM3 strongly recommends translating the survey instrument into Spanish and administering the survey using bilingual English/Spanish interviewers so that every City of Newman voter has the opportunity to participate in the language with which they feel most comfortable.

FM3 routinely conducts surveys in both English and Spanish, and has the capacity to translate and provide the survey in Spanish or other languages at the request of the City. If the City opts for the bilingual survey option, Kandi Reyes of Reyes & Associates (a small woman-owned business) will translate the questionnaire under the supervision of FM3 Partner Dr. Richard Maullin, who is also fluent in Spanish. Ms. Reyes' native language is Spanish; she is a certified translator by the State of California, as well as the University of Mexico, and she has translated hundreds of survey instruments for FM3 over the last 20 years.

Data Analysis

Response data will be analyzed by FM3's Data Processing and Analysis Department staff using Survey System software, a well-documented and widely used data analysis software package. As needed, FM3 may augment Survey System with its own custom-designed statistical analysis program to report the tabulation and cross-tabulation of data.

The day after interviewing has completed, FM3 will provide the City with "topline" survey results. These results will present the overall percentage of respondents that chose each answer to all of the survey's individual questions.

Within 36 to 48 hours from completion of the last interview, FM3 will provide the City with a comprehensive set of cross-tabulated results. The cross-tabulated results will include a table for each question or demographic variable in the survey, with a series of up to 200 columns indicating how various subgroups of the population responded to each question. The cross-tabulated results will make it possible to detect differences in responses to each survey question among subsets of the electorate: for example, it will be possible to compare men and women; voters under age 50 and age 50 and over; ethnicity/race; households with and without people under the age of 18; homeowners and renters;

different income groups; long-time residents and more recent arrivals; and many more subgroups of the City's population.

The Data Processing and Analysis Department staff employs a data checking and editing system to eliminate errors and document the handling of data received from the interviewers. FM3's custom-designed data processing software package can convert data to ASCII format or virtually any other format commonly used.

Reports and Presentations

FM3 will present the findings to the Newman City Council and other interested parties on dates to be determined by the City. After FM3's report and presentation have been completed, FM3 will remain available to answer follow-up questions from City staff. FM3 views the responses to the survey as an ongoing data resource. If the need arises, FM3 can do further analysis to provide answers to follow-up questions that may be posed by the City.

***Deliverables:** Upon conclusion of the survey project, the City will have received from FM3 all of the documents listed below. All documents can be provided in hard-copy and electronic formats.*

- ✓ **Final survey questionnaire**
- ✓ **Topline survey results** (the survey questionnaire with response percentages for each response code)
- ✓ **Cross-tabulated results** (responses to all survey questions segmented by demographic, geographic, attitudinal and behavioral subgroups of Newman voters)
- ✓ **PowerPoint presentation of key findings** (color slides highlighting important findings and conclusions)
- ✓ **Raw data from the survey in electronic form** (delivered in a file format chosen by the City)

Project Timeline

FM3 is ready to begin conducting opinion research on behalf of the City immediately. One of our firm's strengths is our ability to complete a course of research quickly and efficiently. A draft outline of the timeframe within which project milestones will be completed follows below. Additionally, we are capable of accelerating or otherwise adjusting this timeline to meet the City's needs.

Week 1

- Authorization to proceed; kick-off meeting
- Finalize sample specifications and survey methodology and processes
- City provides relevant information for FM3 to begin drafting survey instrument
- Circulate first draft of survey for comment
- Revise initial survey draft based upon City staff review and comment
- Finalize survey draft for pre-testing
- Acquire the survey sample
- Translate survey into Spanish (if bilingual option is selected)
- Conduct pre-test of survey instrument
- Begin survey interviews

Weeks 2 & 3

- Continue conducting survey interviews

Week 4

- Complete survey interviews
- Produce topline results
- Debrief with City staff on the topline survey results
- Produce cross-tabulation report
- Produce reporting materials, including a summary of the survey's key findings and a graphic presentation of the results
- Present research findings to Newman City staff, elected officials and other stakeholders as needed

Ongoing

- FM3 remains available to present findings to City staff, consultants, elected officials or other stakeholders as needed
- FM3 can conduct additional analysis of the survey data as needed; we view the survey results as an ongoing resource for our clients

Research Costs

FM3 is prepared to conduct the research outlined in this proposal for a total cost of between **\$16,500** and **\$18,750**, as shown in Table 1 below. These prices are comprehensive – reflecting all costs for questionnaire development, Spanish translation, bilingual telephone interviewing, data entry, cross-tabulation, data analysis, and preparation and presentation of survey results. Direct incidental expenses, such as extra reproduction of reports and travel¹, are not included but would be billed at cost if incurred.

Table 1:
Bilingual Voter Survey Cost by Sample Size

Sample Size	Cost
N=150 to N=200	\$16,500
N=200 to N=250	\$18,750

Of course, alternative survey structures are possible, which might result in higher or lower costs. FM3 is committed to working with you to tailor the research plan to fit your budget and meet your research needs. FM3 will be happy to bill the project in phases; we will charge half of the total amount for the initial development of the questionnaire, and bill the remainder once you have received complete survey results.

If you have any questions about our firm, or if you would like more information, please do not hesitate to contact us. We would welcome the opportunity to work with you to craft a successful campaign. Thank you for your consideration.

¹ Mileage is calculated based on the IRS mileage rate for 2015

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