Proposal to Conduct Public Opinion Research on a Potential 2024 Bond Measure

Compton Community College District

FM3 RESEARCH | FAIRBANK, MASLIN, MAULLIN, METZ & ASSOCIATES

December 15, 2023

Dear Mr. Curry:

Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research or FM3) is pleased to present this proposal to conduct public opinion research on a potential 2024 bond measure for Compton Community College District. We believe our firm is an excellent choice to provide these research services for several reasons, including:

- **FM3 has contributed to the passage of more than 60 California community college district bond measures for 30+ districts since 1992,** with a combined total authorization of more than $30 billion. This includes research on Los Angeles Community College District's successful $5.3 billion dollar bond measure in 2022, the largest bond ever passed by any community college district in the country. In 2022, we also conducted research that contributed to the passage of bond measures for Cerritos Community College District ($425 million) and College of the Sequoias Community College District ($95 million).

- **Our firm—and specifically, the researchers on this project, John Fairbank and Rick Sklarz—has contributed to the passage of two bond measures for Compton Community College District in the past**, Measure C ($100 million) in 2014 and Measure CC ($100 million) in 2002. We have also worked on successful bond measures for two other education districts that partially overlap Compton CCD—Compton Unified School District's Measure I ($80 million) in 2002 and Paramount Unified School District's Measure I ($106 million) in 2016 and Measure AA ($100 million) in 2006. Finally, FM3 has contributed to the passage of revenue measures in the cities of Bellflower, Carson, Downey, Lakewood, Long Beach, Lynwood, Paramount, and Southgate.

- **Currently, FM3 is working with C.A.S.H. and C.B.I.A. to conduct polling on a $14 billion statewide K-12/community college measure for the November 2024 election.** This work provides us with a deep understanding of the work to be done not only statewide, but also in local communities hoping to gain additional funding through the passage of a bond measure. This work is being led by John Fairbank, who will be leading FM3's research for Compton CCD.

- **Our approach is focused on providing the best possible ongoing strategic consultation to our clients.** We do not simply conduct a poll, present the results, and leave you and your team to figure out how to put them to use. Instead, we want to be a member of your strategic team—participating fully in each of the District's key decisions as you consider a measure. Furthermore, our firm is large enough to turn projects around quickly, but not so large that you will not know whom to call with your questions, ideas, and concerns.

We appreciate the opportunity to be considered for this project and look forward to hearing back from you. If you have any questions about the contents of this proposal, please do not hesitate to reach out—contact information is available on page 8.

John Fairbank
Partner

Rick Sklarz
Senior Vice President

FM3 BACKGROUND AND EXPERIENCE

Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research or FM3) has been conducting public policy-oriented opinion research since 1981 on issues of major economic and social concern. As a California-based company, we are a medium-sized research firm with 23 full-time employees working out of our Los Angeles and Oakland offices. The research FM3 conducts goes far beyond simply documenting the knowledge, views, and behaviors of various populations. Rather, our work produces actionable data that provides a strategic roadmap for policymakers and informs community outreach and communication efforts. Each of the research projects we do is led by one of our six partners, each a nationally respected authority on public opinion research. As our client, you will have direct access to not only the partner working on your project, but also several other key staff members with advanced degrees in public policy, research methods, and/or extensive experience working in state and local government.

While our firm is not so big that you will wonder who to call with your questions, we are big enough to have our own in-house data analysis/processing team and graphic design resources. This means we can provide our clients with a level of personal attention and service more often associated with much smaller organizations, while also providing rapid project turnaround and more sophisticated data analysis and presentations tailored to client needs that one might expect from larger firms.

Experience Conducting Research on Education Finance Measures

Our research has helped facilitate voter approval for more than 60 California community college district bond measures for 30+ districts since 1992, with a combined total authorization of more than $30 billion. This includes two previous successful bonds for Compton Community College District that FM3's research contributed to the passage of—Measure C ($100 million) in 2014 and Measure CC ($100 million) in 2002.

During the 2022 election cycle, we worked on a successful $5.3 billion bond measure for the **Los Angeles Community College District**, the largest bond ever passed by any community college district in the country. For this project, we ran a baseline survey in March-April and then conducted a follow-up tracking survey in June and July. In our research, we discovered several key issues voters believed would be worth investing in—such as safety upgrades, providing an affordable education, and ensuring students are prepared for the workforce and/or to transfer to four-year schools—and learned that even with opposition messaging, enough support remained among respondents that the measure would be viable.

Additional community college districts in the region we have helped understand the viability of a bond measure in the past include:

Cerritos CCD	**Citrus CCD**	**Long Beach CCD**	**Mt. San Jacinto CCD**
Chaffey CCD	**Glendale CCD**	**Mt. San Antonio CCD**	**Rio Hondo CCD**

As you can see, the depth and diversity of FM3's experience with California's community college districts represents an added value for Compton Community College District. One such benefit is our firm's ability to provide an awareness of which educational messages and communications strategies prove to be effective in other California community college districts.

Additionally, FM3's experience with public opinion research for local school funding issues has secured voter approval for seven statewide school bonds to provide more than **$34 billion in capital improvement funds** for California's local schools and community colleges. In this capacity, FM3 has served as the lead research firm for the Coalition for Adequate School Housing (C.A.S.H.) for more than two decades. One particularly significant project we worked on with C.A.S.H., as well as the California Building Industry Association (C.B.I.A.) and others, was the successful statewide effort to pass Proposition 51, a $9 billion statewide K-12 and community college bond, in the November 2016 Presidential Election. Of the total $9 billion raised by Prop. 51, $2 billion was earmarked for community colleges.

Currently, we are also working with C.A.S.H. and C.B.I.A. to conduct polling on a $14 billion statewide K-12/community college measure for the November 2024 election. As you evaluate whether to place a funding measure on the ballot, you may consider the potential positive impact of sharing the ballot with a statewide measure whose proponents are actively communicating with constituents about the needs of school districts and the importance of funding educational institutions.

Regional Experience

FM3 is deeply familiar with the cycles, rhythms, and politics throughout Los Angeles County. We have worked on behalf of 50+ L.A. County cities, as well as conducted research among County residents for the County itself; city, regional, and state agencies; nonprofit organizations; and private sector clients.

More specifically, we have worked extensively in eastern L.A. County, and we have conducted numerous research projects among the voters that make up **Compton CCD**—including the two previously mentioned bond measure research projects for the District itself. Also within the District, FM3 has contributed to the passage of revenue measures in the cities of **Bellflower** (2012, 2009), **Carson** (2022, 2020, 2016, 2009), **Downey** (2016, 2014), **Lakewood** (2020), **Long Beach** (2016), **Lynwood** (2016), **Paramount** (2016, 2006), and **Southgate** (2008), as well as **Compton USD** (2002) and **Paramount USD** (2016, 2006).

Additionally, FM3 also regularly surveys voters and residents throughout Los Angeles County in our work for County government agencies. These include the **County of Los Angeles Department of Public Works**, the **Los Angeles County Flood Control District**, the **County of Los Angeles Chief Executive Office on the Los Angeles County Homeless Initiative**, the **Los Angeles County Registrar-Recorder**, the **Los Angeles County Metropolitan Transportation Authority (Metro)**, and the **Los Angeles County Regional Park and Open Space District**. In 2016, our efforts for the latter two agencies resulted in the passage of the largest transportation sales tax measure and largest local park and open space parcel tax measure in U.S. history.

PROPOSED APPROACH AND ESTIMATED COSTS

Research Specifications

For this project, FM3 recommends conducting a 15- to 20-minute dual-mode (telephone and online) survey among a random sample of 500 likely November 2024 voters within your community, which is the sample size we used when we conducted research for the District in 2014.

Given the size of the District's Latino population (approximately 57% of likely November 2024 voters), we recommend offering telephone and online interviews in English and Spanish.

We recommend utilizing three different contact methods (telephone calls, emails, and text messages) to provide an array of ways for potential respondents to participate in the survey. Providing multiple forms of contact also helps us engage historically disadvantaged communities that may not have adequate broadband access and/or access to computers or smartphones. Additionally, different demographic groups often have varying communication preferences—some may be more likely to answer a phone call than open an email or text message, and vice versa.

Description of Methodology

The research process will begin with an initial kickoff meeting between FM3 and your District team. This meeting will provide an opportunity for an extensive review of relevant background information and context, as well as a detailed discussion of your objectives for the project.

Methodology	Dual-mode survey using a combination of telephone and online interviews
Respondent Contact Method	Telephone calls, email invitations, and text invitations
Population & Sample	500 likely November 2024 voters within Compton CCD
Margin of Sampling Error*	±4.4% for a sample of 500 *At the 95% confidence level (i.e., in 95 out of 100 cases)*
Questionnaire	15-20 minutes
Languages	English and Spanish

In designing a survey questionnaire for the District, FM3 will draw from its knowledge of public opinion survey methodology; our comprehensive review of the District's past survey research (including tracking past questions when appropriate); your current and future objectives and needs; and our own vast library of research on education finance measures. We will proceed through several drafts, incorporating feedback from your team before each revision, to develop a research instrument that will successfully obtain all the desired information.

FM3 will then construct a sample by pulling a random list of voters from the voter file. Based upon the final sample specifications, FM3 will set a target number of interviews to be completed online. We will then send out email invitations to everyone with a valid email address. Within several days of the initial invitation distribution, we will examine the demographic and geographic characteristics of the online completes and then begin conducting telephone interviews to balance out the sample and target underrepresented subgroups. Additionally, we will send out a number of text invitations to help reach the overall target number of online completes and complement the other contact methods.

Once the survey is complete, FM3 will create a detailed report and analysis of the survey results in a PowerPoint presentation, including demographic breakouts and summaries of key findings. These results are typically presented in draft format to the client team and then further refined based upon feedback from that group. A version of this presentation will also be developed in a format suitable for FM3 to present to your Board.

Deliverables

Upon conclusion of the survey project, the District will have received from FM3 each of the documents listed below. All documents can be provided in hard copy or electronic form (or both), depending on your preference.

- ✓ **Final survey questionnaire**
- ✓ **Topline survey results**
- ✓ **Full cross-tabulated results** (responses to every survey question, broken down by dozens of demographic, geographic, behavioral, attitudinal, and situational subgroups of the population)
- ✓ **Verbatim answers to any open-ended questions**
- ✓ **PowerPoint presentation** (including key findings, results, conclusions, and actionable recommendations)
- ✓ **Presentations of results to staff, board members, or other stakeholders** (in person if desired)

Finally, after FM3's final deliverables have been completed, we will remain available to answer follow-up questions and to present results to additional key stakeholders. We view the responses to the survey as an ongoing data resource, FM3 can conduct further analysis to provide answers to any follow-up questions that may arise.

Estimated Costs

The chart below contains the total estimated costs for this research. These prices are comprehensive and include all costs for questionnaire design, sample acquisition and preparation, translation, programming, survey invitations, survey hosting, bilingual interviewing, data entry and analysis, and reporting.

Survey Length	500 interviews
15 minutes	$40,650
20 minutes	$44,800

STAFF BIOS

John Fairbank, Partner

As a founding partner of Fairbank, Maslin, Maullin, Metz & Associates, John Fairbank has 40+ years of experience in public opinion research and policy analysis, specializing in ballot measures and advising candidates on national, state, and local levels. He has consulted for clients in the areas of government, politics, education, business, nonprofits, and labor.

John has been involved as the principal voter opinion researcher and strategic advisor to successful candidates across the country running for offices including the United States Senate and House of Representatives, as well as those running for governor, mayor, and other state and local offices. In addition to his work on candidate races, John works extensively on ballot propositions, initiatives, and referendums centering around the arenas of transportation, education, affordable housing, homelessness, water, libraries, parks and recreation, conservation, environmental/climate protection, health care, cannabis, and public safety—particularly state and local bond and special tax measures.

John has been involved as the principal voter opinion researcher and strategic advisor helping K-12 and community college districts win voter approval for 200+ parcel tax and bond measures, which have provided more than $76 billion in funding for school construction and academic improvements. Notably, he led the past two projects our firm conducted for Compton Community College District in 2014 and 2002. John's other clients have ranged from among the smallest school districts in the state to the largest and include:

Alhambra USD	Delano UESD	Kern CCD	North Orange County	Riverside USD
Burbank USD	Del Mar USD	Kern HSD	CCD	San Diego CCD
Caruthers USD	Dinuba USD	Lake Elsinore USD	Ocean View ESD	San Diego USD
Central ESD	Downey USD	Long Beach USD	Paramount USD	Sanger USD
Central USD	Duarte USD	Manhattan Beach USD	Pasadena USD	State Center CCD
Cerritos CCD	El Monte UHSD	Merced CCD	Perris ESD	Sweetwater UHSD
Chaffey CCD	Fresno USD	MiraCosta CCD	Placer UHSD	Twin Rivers USD
Chaffey Joint UHSD	Glendale CCD	Modesto CSD	Redlands USD	Whittier UHSD
Clovis USD	Hemet USD	Montebello USD	Rio Hondo CCD	Yosemite CCD
Coast CCD	Hesperia USD	Mt. San Antonio CCD		

Additionally, he has led all of FM3's research for C.A.S.H. and C.B.I.A., including the research our firm is currently conducting related to a $14 billion statewide education bond on the 2024 ballot.

John has also worked as a consultant for both business and nonprofit sectors. He has worked for many leading companies and organizations including the Walt Disney Company, NBC/Universal, Airbnb, and Mercury Insurance. In the nonprofit sector, John has advised such organizations as The Nature Conservancy, the Trust for Public Land, the League of California Cities, the California Association of Realtors, California's Coalition for Adequate School Housing (C.A.S.H.), the Building Industry Association of California, and the California School Boards Association.

Education: John graduated from UCLA and serves as a Senior Fellow at the UCLA Luskin School of Public Affairs.

Rick Sklarz, Senior Vice President

Rick Sklarz conducts research on behalf of candidates for public office, ballot measure campaigns, nonprofit organizations, trade associations, private sector companies, and government agencies. Notably, Rick worked alongside John on Compton CCD's successful 2014 bond measure.

In 2022, Rick conducted research to help elect Democrats across the country, including U.S. Senator Patty Murray (D-WA) as well as members of Congress, including Derek Kilmer (WA-6), Greg Stanton (AZ-4), and Jimmy Panetta (CA-19). He also worked with independent expenditure campaigns on behalf of Katie Porter (CA-47) and Robert Garcia (CA-42). Rick also works frequently with a number of Democratic-party affiliated organizations, such as Senate Majority PAC, Democratic Senate Campaign Committee (DSCC), Democratic Congressional Campaign Committee (DCCC), and EMILY's List to elect Democrats, including current members of the U.S. Senate and House of Representatives.

Rick also served as a lead member of the polling team for the Communities United for Karen Bass independent expenditure campaign that helped Karen Bass make history as the first woman elected Mayor of Los Angeles. He also conducts polling for Los Angeles County Supervisors Janice Hahn, Lindsey Horvath, and Hilda Solis, and more than a dozen members of the California State Legislature. Rick also conducted research to elect mayors of Houston, TX; Phoenix, AZ; Long Beach, CA; and Madison, WI.

Additionally, Rick frequently provides research for state and local ballot measure campaigns across the country. In 2022, he worked with the No on Prop 27 campaign to defeat the gaming industry's attempt to legalize online sports wagering in California. His research also helped to pass a package of infrastructure bonds raising nearly $1.7 billion for Harris County and Houston, Texas. In prior years, he worked with organizations and campaigns to pass initiatives to protect voting rights, prevent gerrymandering, legalize adult-use cannabis, and raise billions of dollars for education, transportation and infrastructure, healthcare, and environmental conservation programs.

Rick also regularly provides research and strategic advice for government agencies, nonprofits, and trade associations to guide strategic planning, improve outreach, and enhance the quality of services. He also works with private sector companies in a variety of industries, including utilities, sports and entertainment, land-use/development firms, health care providers, logistics, and transportation.

Prior to joining FM3, Rick was a staff member for U.S. Senator Joe Lieberman in Washington, D.C., where he worked on a variety of issues, including transportation, budget and taxation, and government oversight.

Education: Rick has a bachelor's degree from Colgate University and a Master of Public Policy (MPP) degree from the University of Southern California.

CONTACT INFORMATION

Thank you for taking the time to review our proposal. Please feel free to contact us with any questions.

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