

## EMERGENCY FUNDING REQUEST

2023-24



Requested by: (Unit, Department, Division or Vice President)		Date to VP: March 22, 2024
Location	(Fill-in)	Reviewed By (Signature):
Department or Unit:	Administrative Services	Date to Cabinet: March 26, 2024
Division:	Administrative Services	Outcome:
Vice President:	Morris Rodrigue	

Budget Request(s)		Justification for Request(s)	Funding	
(List in Priority Order)		An "Emergency Funding Request" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function.	Amount Requested**	Amount Approved
1.	Bond Survey	<p>Exceptional inflationary costs and escalation on the Tech and Health Project require consideration of additional funding options beyond Measure GO, otherwise construction projects may cease. In order to analyze the feasibility of a future bond measure, the College recommended, and the Board of Trustees approved hiring FM3 Research to perform a survey. <b><i>Emergency funding is requested to pay for the cost of the survey.</i></b></p> <p>Upon Board approval, FM3 has begun to develop the questionnaire. This will be followed by a dual-mode survey of voters conducted by live interviewers via e-mail, text messaging, and telephone (landline and wireless). Deliverables will include a questionnaire with the topline results of the survey for easy reference; a complete set of crosstabs in an easy-to-read, comprehensive format; verbatim responses to any open-ended questions; a complete analysis of survey results in PowerPoint; and a presentation of the survey results.</p>	\$ 65,000.00	
	Account Number(s):	11000 600000 561000 660000 (Contracted Services)		

\*\* Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.



OPINION  
RESEARCH  
& STRATEGY

**TO** Dr. Martha Garcia, President  
Mt. San Antonio Community College District

**FROM** John Fairbank, Richard Bernard & Rick Sklarz  
FM3 Research

**RE:** Mt. San Antonio Community College District Bond Measure Feasibility Survey Research Proposal

**DATE** January 26, 2024

---

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 the Mt. San Antonio Community College District (Mt. SAC). We believe our firm is an excellent choice to provide these research services for several reasons, including:

- **FM3's 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 work we did to help the Los Angeles Community College District pass a \$5.3 billion bond, the largest bond ever passed by any community college district in the country, in November 2022. The depth and diversity of FM3's experience with California's community college districts represents an added value for Mt. SAC. One such benefit is our firm's ability to provide, throughout the election cycle, an awareness of which educational messages and communications strategies prove to be effective in other California community college districts.
- **We have worked for Mt. SAC in the past.** Most recently, in 2018 FM3's research contributed to the passage of the District's Measure GO, a \$750 million bond measure, and in 2008 our research contributed to the passage of Measure RR, a \$353 million bond measure for the District. This provides our firm with a significant advantage—the ability to track questions from our previous research to assess how public opinion has shifted over time.
- **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 the research for Mt. SAC if we are selected for this project.
- **FM3 features a local presence and accessibility.** Our LA office is located within driving distance of Mt. SAC. Southern California (and metropolitan Los Angeles in particular) is home not only to our firm, but also to the residents and voters we know best. Our senior research staff is always willing to make the drive to meet with you in person and discuss your project, present results, or help you leverage our research to reach your goals.

- **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 campaign’s key decisions on an ongoing basis. 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.

The remainder of this memo summarizes our recommended research approach, research timeline and associated costs.

<b>Research Methodology</b>	Dual-mode survey with voters contacted via email, text messaging and telephone and interviews conducted online and via telephone (landline and wireless) by live interviewers.
<b>Sample</b>	600 or 800 voters in the Mount San Antonio Community College District who are likely to cast a ballot in the November 2024 election
<b>Interviewing &amp; Survey Languages</b>	FM3 recommends conducting telephone and online interviews in English and Spanish. Our firm can also conduct telephone interviews in Chinese if that is an option the district wants to include; it is our experience that an online Chinese version of the survey is not necessary.
<b>Margin of Sampling Error</b>	±4.0% in 95 out of 100 cases for a statewide sample of 600 interviews ±3.5% in 95 out of 100 cases for a statewide sample of 800 interviews
<b>Questionnaire</b>	20 minutes (45-60 individual questions, including demographics)
<b>Deliverables</b>	<p>Following the completion of the survey, we will provide:</p> <ul style="list-style-type: none"> <li>• A questionnaire with the topline results of the survey for easy reference</li> <li>• A complete set of crosstabs in an easy-to-read, comprehensive format</li> <li>• Verbatim responses to any open-ended questions</li> <li>• A complete analysis of survey results in PowerPoint</li> <li>• A presentation of the survey results</li> </ul> <p>FM3 will also be available for ongoing consultation and any further analysis of the research.</p>
<b>Research Timeline</b>	FM3 is prepared to begin working immediately and can develop the questionnaire, conduct the interviews and present the research findings within a period of several weeks – see <b>Figure 1</b> on the following page. We anticipate it would take one to two weeks to design the survey instrument and it typically takes 7-10 days in the field to complete the interviews. After the interviews are completed, FM3 will conduct the analysis and develop a summary presentation to report the research findings within a week or two.



## Cost

**Figure 2** shows the total costs for the survey research as outlined. These prices are comprehensive, and include all costs for questionnaire design, sample acquisition and preparation, programming, English and Spanish language interviewing, data entry and analysis, and reporting. The cost to conduct Chinese telephone interviews would increase these prices by \$3,500.

**Figure 2: Survey Costs**

Sample Size	Cost
600	\$51,500
800	\$60,000

\*\*\*\*\*

We would welcome the opportunity to work with you on this research; if you have any questions or if there is any further information we can provide, please do not hesitate to contact us. Thank you for your consideration and you may reach us as follows:

Fairbank, Maslin, Maullin, Metz & Associates (FM3)  
12100 Wilshire Blvd., Suite 350  
Los Angeles, CA 90025  
(310) 828-1183 (Office)

John Fairbank: [John@FM3Research.com](mailto:John@FM3Research.com); (310) 463-2230 (cell)  
Richard Bernard: [Bernard@FM3Research.com](mailto:Bernard@FM3Research.com); (310) 428-1809 (cell)  
Rick Sklarz: [Sklarz@FM3Research.com](mailto:Sklarz@FM3Research.com); (323) 219-2279 (cell)