

## EMERGENCY FUNDING REQUEST

2024-25



<b>Requested by: (Unit, Department, Division or Vice President)</b>		Morris Rodrigue (Administrative Services)	<b>Date to VP: July 8, 2024</b>
<b>Location</b>	<b>(Fill-in)</b>	<b>Reviewed By (Signature):</b>	
<b>Department or Unit:</b>	Administrative Services		<b>Date to Cabinet: March 26, 2024</b>
<b>Division:</b>	Administrative Services		<b>Outcome:</b>
<b>Vice President:</b>	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>To analyze the feasibility of a future bond measure, the College recommended, and the Board of Trustees approved, hiring FM3 Research to perform <b>a follow-up survey assessing voter support. Emergency funding is requested to pay for the cost of the survey.</b></p> <p>This vendor was Board-approved on June 25, 2024, to conduct a dual-mode survey of voters via email, text messaging, and telephone. 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. FM3 will also be available for ongoing consultation and any further analysis of the research. The cost will not exceed \$48,250, dependent on the sample size surveyed.</p>	\$ 48,250.00	
	Account Number(s):	11900 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 and Rick Sklarz  
FM3 Research

**RE:** Mt. San Antonio Community College District Bond Measure Tracking Survey

**DATE** May 20, 2024

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Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research or FM3) is pleased to present this memo outlining the scope, methodology and cost to conduct a survey on behalf of the Mt. San Antonio Community College District (Mt. SAC) to assess voter support for a general obligation bond measure. We recommend the following approach:

<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, Spanish and Chinese.
<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>	12-15 minutes (30-45 individual questions, including demographics)
<b>Deliverables</b>	Following the completion of the survey, we will provide: <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>

FM3 will also be available for ongoing consultation and any further analysis of the research.

**Research  
Timeline**

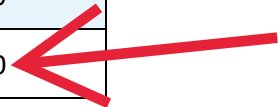
FM3 is prepared to begin working immediately and can develop the questionnaire, conduct the interviews and present the research findings within a period of several weeks. We anticipate it would take one to two weeks to design the survey instrument and it typically takes 7-10 days in the field to complete 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 1** 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, Spanish and Chinese language interviewing, data entry and analysis, and reporting.

**Figure 1: Survey Costs**

Sample Size	12-minute Survey	15-minute Survey
600	\$38,250	\$41,000
800	\$44,750	\$48,250



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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:

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Rick Sklarz: [Sklarz@FM3Research.com](mailto:Sklarz@FM3Research.com); (323) 219-2279 (cell)