



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at wvOASIS.gov. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at WVPurchasing.gov with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

Header 1

List View

- General Information**
- Contact
- Default Values
- Discount
- Document Information
- Clarification Request

Procurement Folder: 1239663

Procurement Type: Central Purchase Order

Vendor ID: VS0000039119

Legal Name: Probolsky Research LLC

Alias/DBA:

Total Bid: \$38,000.00

Response Date: 06/27/2023

Response Time: 15:56

Responded By User ID: probolsky

First Name: Adam

Last Name: Probolsky

Email: bids@probolskyresearch.com

Phone: 2025590270

SO Doc Code: CRFQ

SO Dept: 1400

SO Doc ID: AGR2300000035

Published Date: 6/12/23

Close Date: 6/29/23

Close Time: 13:30

Status: Closed

Solicitation Description: SCIENTIFIC PUBLIC OPINION SURVEY

Total of Header Attachments: 1

Total of All Attachments: 1

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	Phase One				3000.00

Comm Code	Manufacturer	Specification	Model #
80101504			

Commodity Line Comments:

Extended Description:

Phase One

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	Phase Two				16000.00

Comm Code	Manufacturer	Specification	Model #
80101504			

Commodity Line Comments: We welcome the opportunity to provide alternative price comparisons based upon sample sizes.

Extended Description:

Phase Two

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	Phase Three				19000.00

Comm Code	Manufacturer	Specification	Model #
80101504			

Commodity Line Comments:

Extended Description:

Phase Three

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	Travel Costs				0.00

Comm Code	Manufacturer	Specification	Model #
80101504			

Commodity Line Comments:

Extended Description:

Travel Costs

June 27, 2023

Crystal G Husted
West Virginia Purchasing Division
2019 Washington Street, E.
Charleston, WV 25305

Subject: CRFQ AGR2300000035

Crystal:

Authorized Representative:

Adam Probolsky, President
Probolsky Research
1629 K Street NW Suite 300
Washington, DC 20006
adamp@probolskyresearch.com
Telephone: 202-559-0270

Thank you for the opportunity to offer our research services to the West Virginia Department of Agriculture Business Development Division (BDD). We look forward to assisting the BDD in conducting a survey of West Virginia Grown brand awareness and opinion among the consumers of West Virginia.

Having conducted thousands of similar projects for local governments, companies, and non-profits nationwide, we have unmatched experience conducting opinion and brand awareness surveys. We will collect data from a diverse range of area consumers to match your specifications. Recent relevant clients include Arlington County (VA), Delaware Division of Libraries, California State University, Channel Islands (CA), Suffolk County Water Authority (NY), and Richland County (SC). We know opinion research – we have worked with hundreds of public agency clients to develop messaging and obtain feedback on branding.

We love measuring data and look forward to working with the BDD on this project. Our specific methodological recommendations will help us achieve an inclusive representation of the statewide West Virginia community. We also have experience working with clients on long-term projects such as the Colorado Mobile Parks Oversight Program, Coachella Valley Water District, and the North Texas Tollway Authority. Working with your department, we will conduct two surveys over the course of two years, before and after the WVG publicity campaign, and present tracking to show the progress of the campaign.

We have reviewed information regarding the history of the West Virginia Grown project and familiarized ourselves with the intentions and goals of the program. We are passionate about small business, supporting local farmers, and driving local economies. On our team, we have research staff who have agricultural market research experience, and we are familiar with the work done by the Department of Agriculture.

We bring the understanding of diverse communities to our work and the language capabilities that ensure that our research is more accurate than any other firm can provide. To ensure inclusivity and representation of all voices, we will conduct our research in **English, Spanish, and other languages as requested** to limit communication barriers. Our in-house equity officer will help ensure the research process is sensitive to ADA and diversity, equity, and inclusion (DEI) issues in design and distribution methods.

You can count on me to be available, as much as requested, to facilitate meetings, design research instruments, administer the survey, tabulate results, and after our research is complete, develop written reporting and make presentations – **in-person** or virtually. We are looking forward to working together on this important project and helping build the roadmap to your strategic goals and priorities.

We will comply with all contract and insurance requirements.

Sincerely,



Adam Probolsky
President



PROBOLSKY RESEARCH
1629 K Street NW Suite 300
Washington DC 20006

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

West Virginia

Department of Agriculture

Proposal for:

West Virginia Grown Brand Recognition Public Opinion Survey

Prepared for:
Crystal G. Hustead, Senior Buyer

June 27, 2023



Market and Opinion Research



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Company Profile

Established in 1992 and organized as a Limited Liability Corporation, Probolsky Research LLC specializes in market and opinion research. We are a woman and Latina/Native American-owned firm; we are multi-lingual. We conduct research in government, business, non-profit, election, and association practice areas. We are traditional market researchers and pollsters who are constantly innovating, without compromising on quality.

While Adam Probolsky will serve as project manager and the Department's point of contact, our entire staff, with broad research experience, will participate in projects for the West Virginia Department of Agriculture Business Development Department. We are a medium-sized firm with a team of twelve – everyone working on this project possesses an understanding of design, implementation, and statistical analysis of brand awareness and opinion surveys.

You will always work with our senior staff at the executive and director level, all of whom have research-related degrees.

Probolsky Research understands community and municipal needs: We have acted as pollster and strategic advisor on hundreds of local, county, and statewide government agencies.

Services

Our research services include:

- Telephone surveys
- Mail surveys
- Online surveys
- Multi-mode surveys
- Individual in-depth interviews (IDIs)
- Focus groups
- Field Focus Groups™
- Community meetings
- Engagement
- Community Discussion Boards

Client Service Philosophy

We include unlimited meetings and presentation time. We welcome the chance to meet **in-person** and make presentations as directed, without limitations.

We believe in regular and open communication and a collaborative working relationship. We know that staff is busy, so we limit the need for staff time and make ourselves available on your schedule.

Cyber Security & Confidentiality

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

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

Accessibility Standards

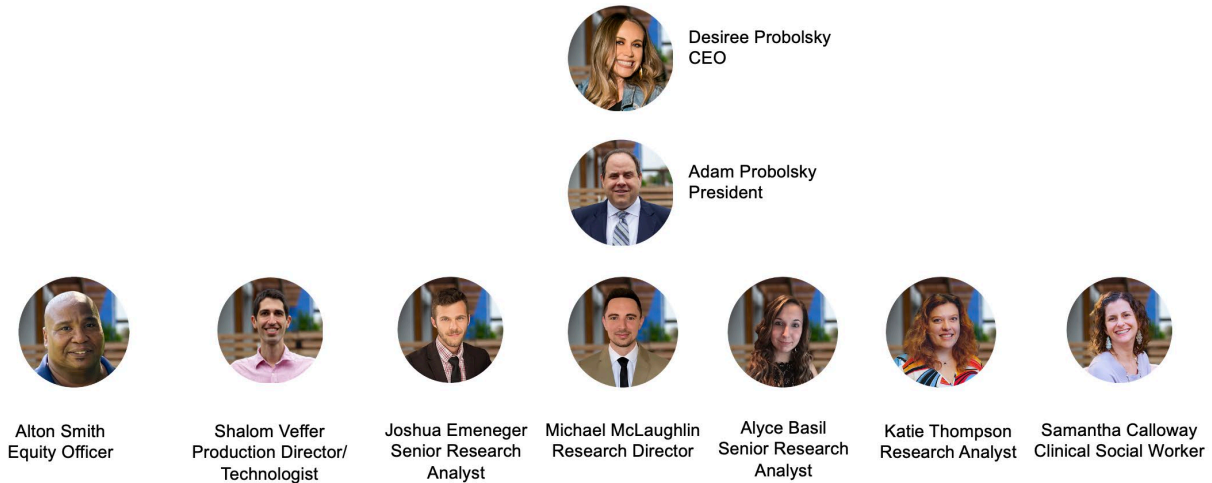
Our online survey platform follows the most current and best practices to ensuring accessibility for people with a diverse range of sight, hearing, movement, and cognitive abilities, including impaired users. Our online survey platform is 508 compliant (U.S. Rehabilitation Act), offering features to adhere to Section 508 including screen-reader and navigation capabilities, responsive survey layout design, accessible survey themes for the visually impaired, and accessibility testing.



Qualifications of Key Staff

All Probolsky Research staff are cross-trained, and every member of our team will be intimately familiar with BDD’s project details. This ensures continuity, timeliness, and quality of work product. We conduct objective research and provide impartial analysis.

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



Desiree Probolsky, CEO



Desiree has more than a decade of branding, market research, public policy and strategy development experience.

Project Responsibilities:
Oversee all staff and contract compliance

Experience:

Desiree works with Probolsky Research’s broad client base spanning business, government, and non-profit sectors. A credentialed English teacher and former legislative staffer for the California State Senate, Desiree earned her MBA from the Paul Merage School of Business at the University of California, Irvine and her undergraduate degree at California State University, Fullerton.

**Adam Probolsky,
President and Project
Manager**



Adam is a data scientist who can explain complex research methodologies to any audience and has 30 years of experience as a pollster and strategic advisor on thousands of national, state and local research projects for governments, large institutions, corporations, and non-profits.

Project Responsibilities:
Oversee all aspects of the project, responsible for staff and contract compliance

Experience:

Adam works with Probolsky Research's broad client base spanning business, government, and non-profit sectors. Adam was both a planning and finance commissioner for the City of Irvine, Waste Management Commissioner for Orange County, and College Foundation President for Irvine Valley College. He also served as a volunteer reserve member of the Orange County Sheriff's Department as a public information officer. Adam earned his master's degree in Data Analytics and Visualization from the Maryland Institute College of Art in Baltimore, Maryland.

**Michael McLaughlin,
Research Director**



Project Responsibilities:
Michael is involved with all types of research projects we conduct for clients, manages development of research instruments, data analysis, and reporting

Experience:

Michael has nearly a decade's experience in academic and public opinion research with Probolsky Research. He previously worked as a researcher at Lehigh University in Bethlehem, PA. Received his B.A. in Economics from East Stroudsburg University, his M.A. in Economics from the University of Detroit Mercy, and his M.A. in Political Science from Lehigh University.

**Shalom Veffer,
Production
Director/Technologist**



Project Responsibilities:
Shalom is involved with all technological aspects of our research projects, he is responsible for developing and maintaining our research technologies and the facilitation of research projects

Experience:

For more than a decade, he has been producing compelling graphics and video. Shalom is involved in all aspects of the messaging content, motion graphics, presentation graphics, printed materials, and video Probolsky Research produces for all clients. Shalom has also been the driving force behind creating Probolsky Research new research technologies, including our Field Focus Groups™.

**Alyce Basil,
Senior Research
Analyst**



Project Responsibilities:

Alyce is involved with all types of research projects we conduct for clients, responsible for recruiting, instrument development, data analysis, and reporting

Experience:

Alyce has more than seven years of research experience in a variety of projects including media, policy, and market research. She previously worked at Fors Marsh Group and University of Connecticut. Received her B.S. in Business Administration from Nichols College, her M.A. in Communication from Bryant University, and a Ph.D. in Communication from the University of Connecticut.

**Joshua Emeneger,
Senior Research
Analyst**



Project Responsibilities:

Joshua is involved with all types of research projects we conduct for clients, responsible for development of research instruments, recruiting, conducting the research, and reporting

Experience:

Josh has more than eight years conducting quantitative and qualitative research, largely in the public policy space, including questionnaire design, sample design, and data. He previously worked at EMC Research in Seattle. Received his B.A. in Political Science from the University of Texas, Austin and his M.A. in International Relations from the University of Chicago.

**Katie Thompson,
Research Analyst**



Project Responsibilities:

Katie is involved with all types of research projects that we conduct for clients, responsible for collaborating with teammates to create questionnaires, analyze data, visualize results, and summarize findings

Experience:

Katie has experience working with market research analytics for private firms in the manufacturing and agriculture industries as well as experience overseeing nonprofit political data collection for the Des Moines, IA-based non-profit Vote Smart. Received her B.A. in Political Science and Sociology from Iowa State University.

**Samantha Calloway,
LCSW, MSW, Clinical
Social Worker**



Samantha is a Clinical Social Worker with more than fourteen years of community and human connection experience.

Project Responsibilities:

She is a licensed clinical social worker with a deep understanding of the human experience. Her expertise with accessing the emotional drivers behind human behaviors brings a new dimension to our research process

Experience:

She works with Probolsky Research's broad client base spanning business, government, and non-profit sectors. Samantha's training affords her a special understanding of human experiences that provides us insight into human behaviors and patterns.

She has overseen project development and implemented solutions that get to the root cause of social drivers.

Received her B.A. in Sociology from Brandeis University and her Master of Social Work from the University of Southern California.

**Alton Smith,
Equity Officer**



Project Responsibilities:

Alton is involved with all types of research projects that we conduct for clients, responsible for informing our research to ensure the process is inclusive, culturally relevant, and meaningful

Experience:

Alton is a disabled veteran who grew up in New Jersey and has lived in California for more than thirty years.

After serving in the Marine Corps., Alton began a career in communications and later in health care.

Alton previously served as a Calvary Baptist Church board member where he oversaw a group men's home and as a board member of the Community of Faith, a 501c3 non-profit that fed the homeless and helped place them in housing.

Diversity, Equity, and Inclusion Statement

At our core, we are an organization that celebrates equity and have always attracted a broad spectrum of staff that reflects America. Our diverse staff includes African Americans, Asian-Americans, Latino-Americans, and Native Americans. Most of our staff are women – we are Latina/Native American, and woman owned. We also have staff who identify as LGBT, multiple faiths, diverse immigration status, and who speak multiple languages.

We believe this diversity affords our organization the best context for conducting research among diverse populations. Being inclusive of the ways people differ is the best way to ensure that all peoples are represented in our research. This means speaking to people in their preferred languages and in the mode that is most comfortable for them.

Our best tools for ensuring inclusion of all peoples, is our multi-lingual, multi-mode methodological approach. This means that we always include Spanish as an option for our surveys and consider including other languages in consultation with each client. This also means that we speak to respondents on their terms, for example, on the telephone or online. Further, we segment these conversations to best suit the lifestyle of respondents, allowing them to speak to us on their landlines or mobile phones, or respond online from an email or text message invitation or through mail. Additionally, our online survey software is Section 508 compliant (U.S. Rehabilitation Act), which means that people with disabilities including visual and other physical impairments can participate. Other research modes are available as necessary and include mail, door-to-door canvassing, and location-based.

Everyone deserves the same access, treatment, and opportunity.



Meet our Equity Officer, Alton Smith. He is a disabled veteran who grew up in New Jersey and has lived in California for more than thirty years. After serving in the Marine Corps., he began a career in communications and later in health care. He previously served as a Calvary Baptist Church board member where he oversaw a group men's home, and as a board member of the Community of Faith, a 501c3 non-profit that fed the homeless and helped place them in housing. He lives in Tustin, CA with his wife, three daughters, and grandson.

Research Approach: Equity

Government Client List

Probolsky Research has extensive experience conducting surveys for local government agencies. Below is a partial list of government clients.

Arlington County, VA
Borrego Springs Fire Protection District
California Coastal Conservancy
Clean Water Services, OR
Coachella Valley Association of Governments
City of Arvada, CO
City of Beaverton, OR
City of Burbank
City of Canyon Lake
City of College Park, MD
City of Colton Water Department
City of Corona Dept. of Water/Power
City of Dixon
City of Dunwoody, GA
City of Edgewater, CO
City of El Segundo
City of Encinitas
City of Falls Church, VA
City of Fontana
City of Gresham, OR
City of Half Moon Bay
City of Hampton, VA
City of Huntington Beach
City of Huntington Park
City of Indian Wells
City of Laguna Niguel
City of La Quinta
City of Loma Linda
City of Napa
City of Newport Beach
City of Norco
City of Placerville
City of Pomona
City of Rancho Cucamonga
City of Redlands
City of Redlands Utilities Department
City of Rialto
City of Riverside
City of Rochester Hills, MI
City of San Bernardino Water Dept.
City of San Dimas
City of Santa Ana
City of San Clemente
City of Stanton
City of Twentynine Palms
Coachella Valley Water District
Colorado Dept. of Local Affairs, Div. of Housing
Costa Mesa Sanitary District
Contra Costa Water District
Dakota County, MN
Delta Vector Control District
Deschutes County Health Services, OR
Desert Healthcare District
Desert Water Agency
Dublin San Ramon Services District
El Dorado Irrigation District
East Bay Municipal Utility District
East Valley Water District
Eastern Municipal Water District
Elsinore Valley Municipal Water District
Great Parks of Hamilton County, OH
Irvine Ranch Water District
Jurupa Community Services District
Kaweah Delta Healthcare District
Kern County
Los Angeles County
Macomb County, MI
Marin Water
Metropolitan Water Dist. of Southern California
Mission Springs Water District
Municipal Water District of O. C.
Nevada Department of Transportation
Nevada Irrigation District
North Texas Tollway Authority
Orange County Sanitation District
Orange County Water District
Paramount Unified School District
Pittsburgh Water and Sewer Authority
Rialto Water Services
Richland County, SC
Riverside Public Utilities
San Bernardino County Employee's Retirement
San Bernardino Municipal Water Department
San Bernardino Valley Water Conservation Dist.
San Geronio Pass Water Agency
Santa Clara Valley Water District
Santa Cruz County, CA
Santa Margarita Water District
Sea Isle City, NJ
Temescal Valley Water District
Truckee Donner Public Utility District
Town of Avon, CO
Town of Bluffton, SC
Town of Westerly Public Schools, RI
Virginia Outdoors Foundation
Western Community Energy



References

Arlington County (VA)

We conducted a statistically valid survey among Arlington County residents to help policymakers better understand community sentiments and be responsive to the community's needs and communication preferences. Subject matter included satisfaction with County services, perceptions of Arlington County, resident trust of government, and diversity, equity, and inclusion issues. The survey was used as a management tool for the County to benchmark and improve. We included trend analysis on all reporting for the County, tracking how results have changed over time.

Contact: Bryna Helfer, Assistant County Manager
Address: 2100 Clarendon Boulevard, Arlington, VA 22201
Telephone: 571-775-9968
Email: bhelfer@arlingtonva.us

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

California State University Channel Islands

Charged with improving access to California's coast and measuring public opinion on beaches, CSU asked us to identify the barriers people experience in accessing the coast. This includes transportation, parking, fees and accommodations, among other issues. We also researched tourism-related subjects including overnight accommodations and amenities, as well as open space and park usage. We are currently carrying out a survey of 1,000 California residents living within our target areas.

Contact: Dan Reineman, Assistant Professor of Environmental Science & Resource Management
Address: One University Drive, Camarillo, CA 93012
Telephone: 650-736-3674
Email: dan.reineman@csuci.edu

Delaware Libraries

We conducted a statistically valid survey for the Division of Delaware Libraries to understand awareness and perceptions of local library programs and resources. Our research for Delaware Libraries helped officials gain a greater understanding of how residents view the educational programs currently in place and what the Libraries Division can do to grow future participation.

Contacts: Patrick Sweeney, EveryLibrary (consultant to the State Librarian)
Address: 152 18th Street #1, Brooklyn, NY 11215
Telephone: 916-276-6266
Email: patrick.sweeney@everylibrary.org



Phase One – Develop Survey Questions & Methodology

Due Diligence

We begin every research project by understanding how our client got to this moment in time. We are aware of the ongoing West Virginia Grown branding and of the goals of the program (started in 1986, the program helps consumers identify products that were grown in West Virginia to support local agriculture). We are also aware that this is a long-term project that will take place over the course of many months, and we are prepared to work with you for as long as it takes to find the data that will best help your staff to make informed decisions.

You cannot overwhelm us with background information and data. We expect to pour through staff reports, financial reports, past surveys, ad copy, news clips, and social media posts talking about West Virginia Grown and your department's history. We believe this is an essential part of providing best-practice approaches that enhance efficiency and effectiveness. There is nothing peripheral about our work. We are passionate about helping brands connect with their consumers.



Goals

Specifically, we will:

- **Consult** with BDD staff to develop the surveys to establish an initial baseline and tracking questions to identify the effectiveness of the campaign
- **Develop** a statistically-valid and reliable methodological approach and sampling strategy to ensure accurate survey results that meet required specifications
- **Provide** actionable insights for the West Virginia Grown program and brand
- **Create** a comprehensive report that includes tracking graphics to identify trends and the effectiveness of the campaign across a variety of metrics

We will meet with West Virginia Department of Agriculture Business Development Department staff to determine the questions the research needs to answer.

Using the information gleaned from meetings, conference calls, past research, background information provided by staff, and our own open-source preliminary research, we will make recommendations for the number of questions, suggested content and questions, and duration of survey to maximize engagement results.

We are always available to our clients. We will continually keep the Department informed of progress with meetings and updates. We will accommodate any meeting or call schedule staff requests. As an example, this might include daily emails, weekly calls, and monthly meetings. At least one project team member will be available 24/7 for urgent matters.

Following meetings or conference calls in which we discuss proposed modifications, Probolsky Research will incorporate agreed-upon changes. We recognize that this may require several rounds of revisions. Once we produce the final draft, we will submit the questionnaire for final approval before the survey is translated and fielded.

Phase Two – Initial Survey

Once the questionnaire has been finalized, we professionally translate the questionnaire into the languages decided on, create phonetic pronunciations of names for telephone responses, and establish proportions to match demographic breakdowns within the state (or broader region if requested).

After programming, the survey is tested for logic and presentation. We conduct quality control checks on a regular basis throughout the survey process. We check for correct skip patterns, randomization and rotation, and completeness of responses. We also actively monitor to ensure that respondents will match the required make-up of state consumers.

Methodology

Statistically Valid Dual-mode, Multi-lingual Survey Approach

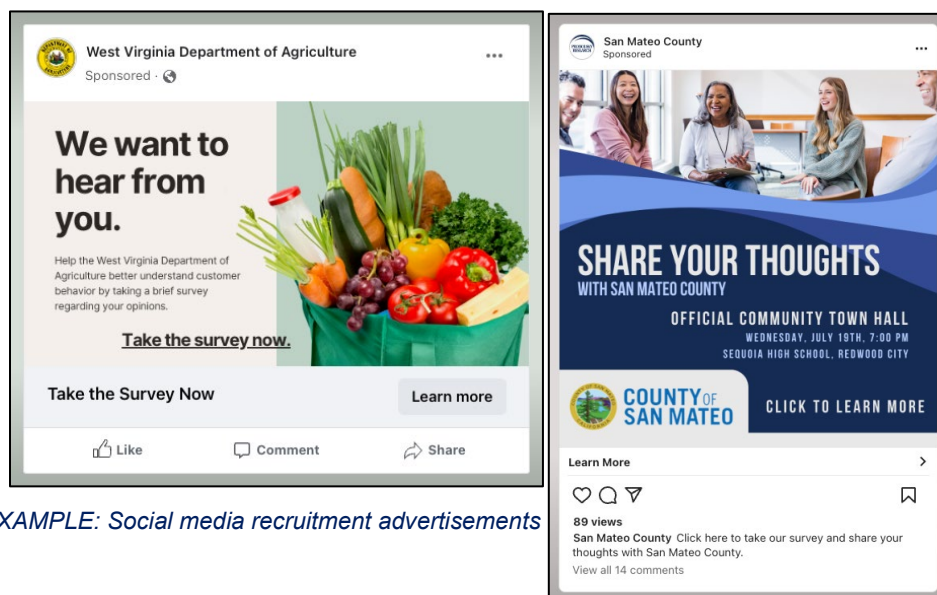
For both the initial survey and 2025 follow-up survey, we will plan to use a multi-mode methodology, meaning that we will conduct the survey by several modes that may include telephone using our live U.S.-based professional interviewers, online via our secure digital platform through email, and text message, as well as other options like targeted social media ads, panel recruiting, and mail.

This multi-mode approach maximizes the accuracy and reach of the research, increases participation rates, and minimizes response bias. We look forward to a robust discussion with BDD staff on the strategy for each survey mode, timing, and target goals. Participants can always choose their preferred language at the onset of their survey experience. Online participants can complete the survey from any device: computer, tablet, or mobile phone. Telephone participants use their land line or mobile phone to complete the survey.

We recognize that this survey might be best suited for an only or mail only modes, and we look forward to a robust discussion with BDD staff to make that final decision.

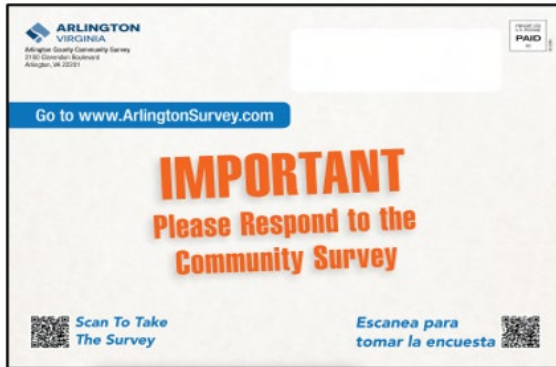
Social Media Recruiting

We can recruit targeted and verified West Virginia consumers to complete the survey from social media and survey panels. This innovative and inclusive approach allows us to capture responses from consumers who are not in some databases. Below are two examples of targeted online recruitment advertisements.



EXAMPLE: Social media recruitment advertisements

Mailed Invitation



EXAMPLE: Mail invitation (Arlington County, VA) (left)
Mailed survey (Truckee Sanitary District, CA) (right)



The Truckee Sanitary District is a not-for-profit government agency that provides sewer service to residents and businesses in parts of Placer and Nevada Counties.

Dear Truckee Area Resident:

We are asking for your assistance answering a short survey about housing and local sewer service. The results of this survey will help us better understand our customer needs so that we can best serve them. The survey takes just a few minutes to complete and your response to every question is very important.

This survey is regarding your property: <PROPERTY ADDRESS> <PROP CITY, ST ZIP>

Please visit www.TruckeeSurvey.com and enter [CODE] or scan the QR code below to go directly to your survey.

If you would prefer to participate by phone, please call toll free 888-893-0742 and provide your survey code [CODE].

The printed survey below is also an option and we have included an envelope with postage already affixed if that is your preferred way to respond.

I appreciate your taking the time to complete the survey.

Sincerely,

Blake Tresan

Blake Tresan, General Manager
Truckee Sanitary District

Go to
TruckeeSurvey.com
and enter:
[CODE]

Scan to go directly
to your survey

2023 SURVEY
Regarding Your Property: <PROPERTY ADDRESS> <PROP CITY, ST ZIP>
Please circle your answer choice for each question below.

1. How would you describe your residence in Truckee?

- Primary residence
- Second home for my family and friends
- Income property: Full-time rental
- Income property: Short-term rental (less than 31 days)
- Unsure

2. Agree or disagree: There is a shortage of affordable housing in the Truckee area.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Unsure

3. Do you support or oppose residential property

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Unsure

4. Would you be interested in creating an accessory dwelling unit or ADU on your property?

- Very interested
- Somewhat interested
- Somewhat uninterested
- Very uninterested
- Unsure

5. Creating an ADU may require residential property owners who are on septic systems to connect to the public sewer if the existing septic system cannot be modified or expanded. Knowing this, would you still be interested in building an ADU, or even multiple ADUs on your property?

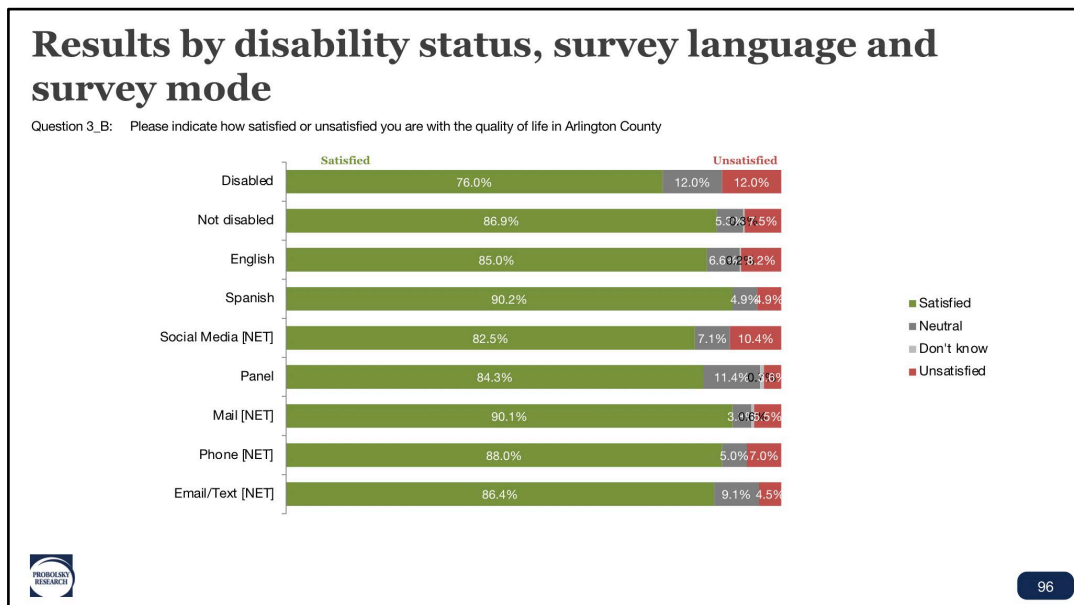
- Very interested
- Somewhat interested
- Somewhat uninterested
- Very uninterested
- Unsure

6. If you were to create an ADU on your property, how likely would you be to rent it long-term to someone in

- Much more likely
- Somewhat more likely
- Somewhat less likely
- Much less likely
- Unsure

For Questions 3-10: An accessory dwelling unit, also called an ADU, is an independent dwelling unit or apartment that can be attached to the main house or a separate structure. ADUs can be rented for additional income or provide housing for a family member.

We believe that our statistically valid multi-mode, multi-lingual approach would be the most advantageous to the BDD because it will provide them with the most accurate and inclusive survey results. Below is an example of our reporting by survey mode.

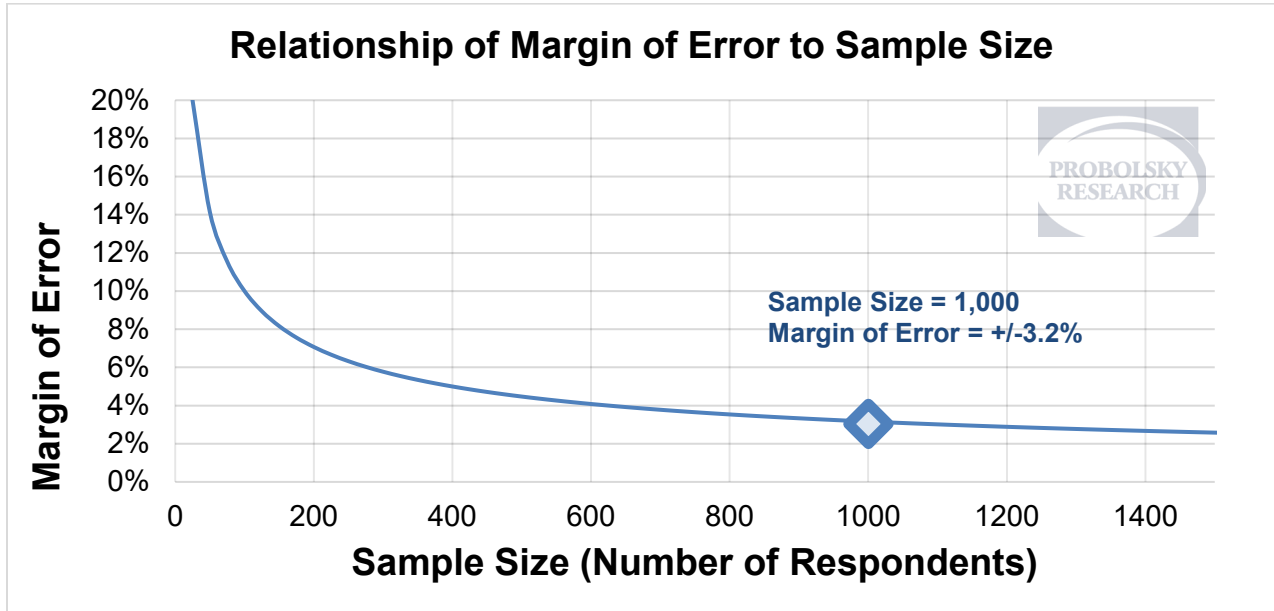


EXAMPLE: Survey results by mode (Arlington County, VA)



Sample Size

A sample size of at least **1,000** West Virginia consumers is robust and will fulfill the BDD's goals and will yield a **+/-3.2%** margin of error at a 95% level of confidence. The statistically representative, random sample will allow for statistically reliable comparisons among all subgroups of consumers.



Sample Stratification

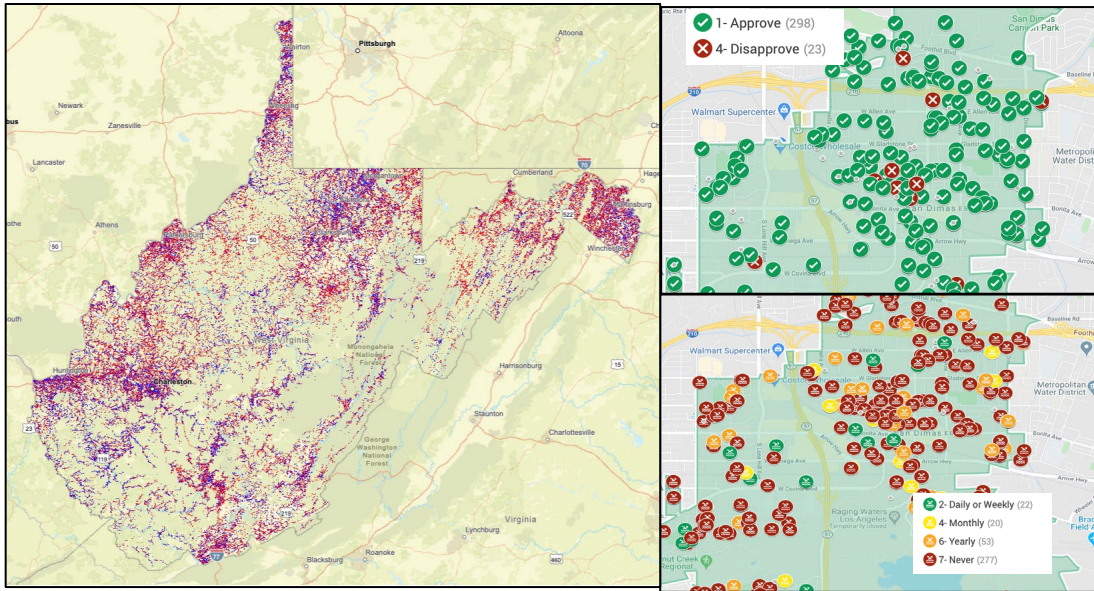
The statistically valid sample file of West Virginia consumers will be secured by Probolsky Research, at our expense, from consumer and government databases to match the consumer both demographically and geographically.

Data Analysis

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

Geospatial Mapping

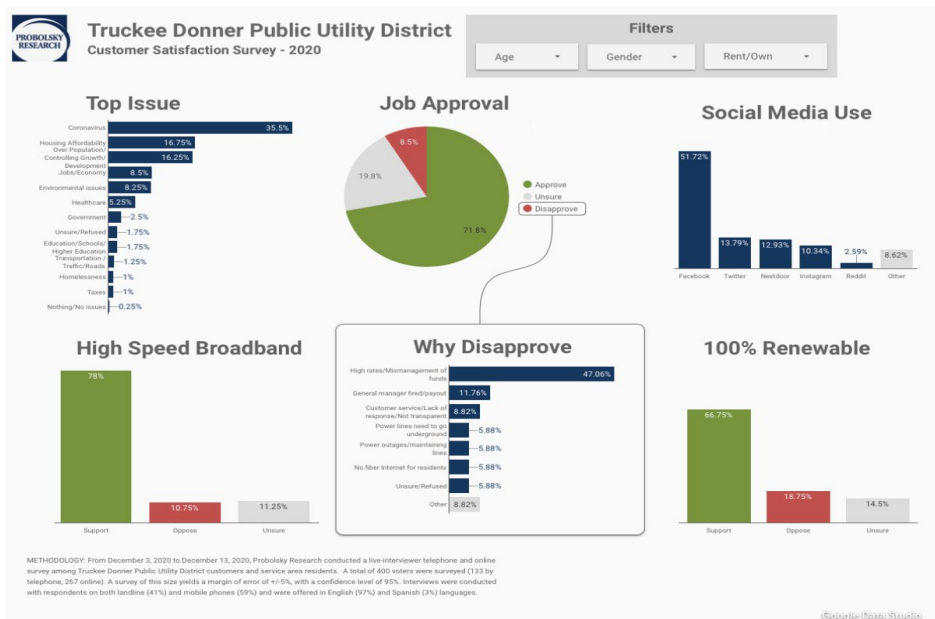
Geospatial mapping of results is included. We will map survey respondents and their responses to different questions geographically. Our method ensures that individual respondents cannot be identified.



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

Results Dashboards

Probolsky Research offers interactive results dashboards to display key findings from our research at no additional cost. Each results dashboard is customized to meet the BDD’s needs and goals. Results dashboards allow users to filter data based on specific demographics. You can explore an example dashboard by following [this link](#). Or [this link](#) for another example. Dashboards can be used for publicly sharing data or for internal use only.



Reporting

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

1. Summary of findings in PowerPoint presentation format — focused on actionable and usable data results, graphics, benchmarking data and cross tabulations. Our report will specifically include assessment of WVG branding, marketing messaging effectiveness with specific identification of gaps for different groups of residents
2. Report on results, including survey background and results, methodological description, questionnaire results, survey top lines (displayed the aggregate percentages of responses to each question), cross tabulations based on key demographic information, open-ended question responses with demographic overlay, analysis, conclusions, and recommendations
3. Results sent via PDF and hard copy (if requested)
4. Presentations to the Business Development Division and associated partners, key staff, and other audiences as directed
5. In-person meetings if requested, presentations, conference calls, and ongoing consulting

Verbatim Responses to Open-Ended Questions

Once we code the responses to open-ended questions into categories, we analyze the tone and word choices and overlay demographic data for each response. This demographic overlay will provide the BDD with a deep understanding of the opinions by age, race, education, geographic area, and more. Here is an example:

Female, 30-39, Hispanic, English, \$100,000-\$149,000, Bachelor's degree, Southwest Region

Question: Why do you choose to buy West Virginia Grown?

Answer: *I am proud to support our local farmers*

Example of a verbatim response with respondent demographic overlay

Phase Three – Conduct Follow Up Survey

In 2025, we will conduct a follow-up survey in consultation with the BDD staff. The survey questions will be comparable to the 2023 and Probolsky Research will provide in-depth tracking across years. Methodology between the two surveys will be consistent. Like the initial survey, we will utilize a multi-mode approach to maximize the accuracy and reach of the research, increase participation rates, and minimize response bias. The follow-up report will include all information available in the initial survey report, with the addition of comparisons between the two surveys.

We will work with your staff to determine if there are any additional questions that should be added to the survey that were not included in the original one, as you may have insights arise while you carry out the marketing campaign.

Reporting

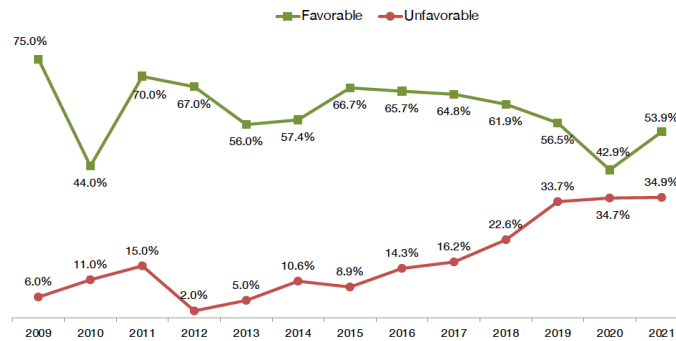
Phase Three reporting will include all the materials provided during phase two, as listed below, as well as additional tracking reports:

1. Summary of findings in PowerPoint presentation format — focused on actionable and usable data results, graphics, benchmarking data and cross tabulations. Our report will specifically include assessment of WVG branding, marketing messaging effectiveness with specific identification of gaps for different groups of residents
2. Report on results, including survey background and results, methodological description, questionnaire results, survey top lines (displayed the aggregate percentages of responses to each



- question), cross tabulations based on key demographic information, open-ended question responses with demographic overlay, analysis, conclusions, and recommendations
- Tracking reports comparing the results of the two surveys including graphs, narratives and recommendations, and any additional graphics or presentation materials requested by the BDD.
 - Results sent via PDF and hard copy (if requested)
 - Presentations to the Business Development Division and associated partners, key staff, and other audiences as directed
 - In-person meetings if requested, presentations, conference calls, and ongoing consulting

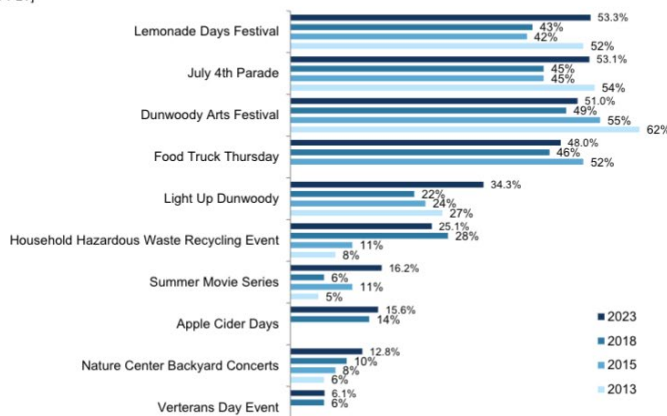
Favorability for Santa Clara Valley Transportation Authority has increased in the last year



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Most attended events included Lemonade Days Festival, July 4th Parade, and Dunwoody Arts Festival

Question 59: Which of the following special events in Dunwoody, if any, have you attended in the past year? [SELECT ALL THAT APPLY]



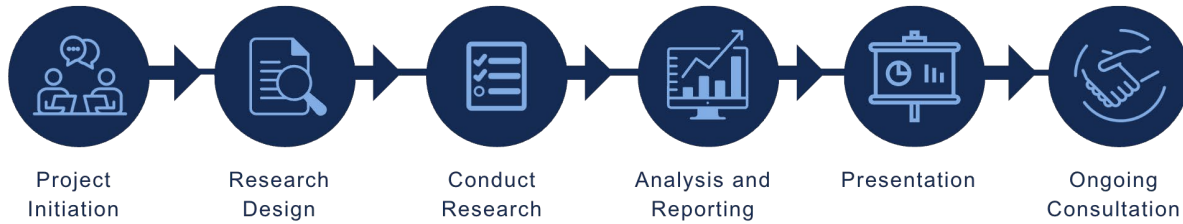
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EXAMPLE: Results tracking over time (Santa Clara Valley Water District and Dunwoody, GA)



Project Schedule

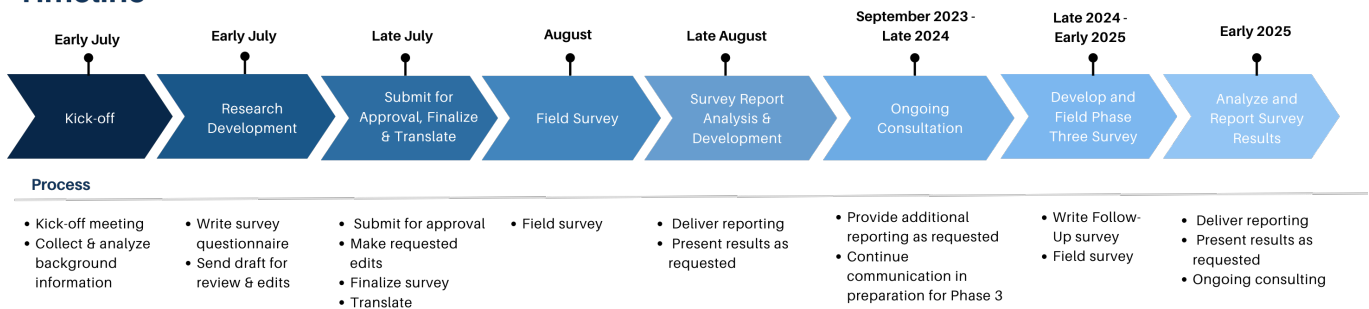
We have a simplified process that delivers accurate and actionable results.



We can meet any timeline provided by the BDD. We see no issue in completing our work on the timeline provided in the RFP. Phase One will be completed within 20 days, Phase Two will be completed within 30 days, and Phase Three will be completed no later than March 1, 2025.

Below is an example timeline that can be easily modified.

Timeline



Pricing/Cost Proposal

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

West Virginia Grown Brand Recognition Market Research Surveys

Item No.	Description	Phase	Quantity	Unit Price	Extended Amount
1	Develop Survey Questions and Methodology	Phase 1	1	\$3,000	\$3,000
2	Conduct/Tabulate/Produce Initial Baseline Survey/Data/Report	Phase 2	1	\$16,000	\$19,000
3	Conduct/Tabulate/Produce Follow-Up Survey/Data/Report	Phase 3	1	\$19,000	\$38,000
4	Travel Costs			NONE	\$38,000
			TOTAL:		\$38,000

