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### Letter of Agreement & Survey Specifications

The following are the specifications for the Stephenville ISD survey.

1. The objectives of this survey are to; (1) measure the image of the school district as well as general opinions regarding the district, (2) measure support and opposition to a bond proposal, (3) determine the impact of pro-bond and anti-bond arguments, and (4) measure favorability of possible bond components.
2. Interviewing will be conducted by dialing randomly through a list of registered voters in the district (provided by Baselice & Associates, Inc.) and a list of parents (supplied by the district) until the desired number of interviews are completed. Baselice & Associates, Inc. will conduct interviewing using a computer-assisted telephone interviewing (CATI) system.
3. The sample size for this survey will be 300 interviews. The margin of error at the .95 confidence level associated with this sample sizes is  $\pm 5.7\%$ .
4. The district shall **not** give parents, staff or the community advanced notice of the survey dates, as doing so will invalidate the results.
5. The geographic sampling regions will be created to control the distribution of interviews. Quotas for each region will be set based on averages of voter registration and turnout. Gender quotas will be set within each region. Results may be slightly weighted for racial/ethnic distribution, age or usual vote behavior.
6. Baselice & Associates, Inc. will assist with the development of the questionnaire, conduct the interviews, tabulate the data, analyze and present results.
7. Baselice & Associates, Inc. will produce top-lines, a PowerPoint presentation (which serves as the "report"), and cross-tabulations of each question by key demographic subgroups. Included in the price are two hard copies of these documents, upon request. Additional hard copies can be purchased for \$75 each. Electronic copies of these documents are provided.

8. The final price will be based on the number of questions asked. Below is a pricing table. The average survey is 13-16 minutes in length, but the survey may be longer than 16 minutes or shorter than 13 minutes.

| Approx. Survey Length                       | Closed-Ended Questions | Open- Ended Questions | 300 interviews (offered in Spanish and English) | 350 interviews (offered in Spanish and English) | 400 interviews (offered in Spanish and English) |
|---|------------------------|-----------------------|---|---|---|
| 17.9 min                                    | 46                     | 2                     | \$22,815  | \$26,120  | Not an option                                   |
| 14.1 min                                    | 37                     | 1                     | \$19,195  | \$21,860  | \$24,550  |
| 11.6 min                                    | 31                     | 0.5                   | \$16,935  | \$19,260  | \$21,675  |
| Margin of error                             |                        |                       | +/- 5.7%  | +/- 5.2%  | +/- 4.9%  |
| Cost per close-ended question added/deleted |                        |                       | \$301   | \$347   | \$392   |
| Cost per open-ended question added/deleted  |                        |                       | \$904   | \$1040  | \$1,175   |

*Prices remain valid for 90 days.*

9. Questions are counted based on length, so some questions may be counted as more than one full question and other questions may be counted as less than one full question. See pages 4 and 5 for examples.
10. Each draft of the questionnaire will have an associated price for its length and the desired number of respondents so the client will know the price associated with every draft created.
11. The price is all inclusive in that it includes sample design, questionnaire development, programming and interviewing, data processing and analysis and preparation of the documents outlined in item #7.
12. The price includes one in-person presentation.
13. In the event the client decides not to field the survey, the client will be invoiced \$1,400 for the first draft of the questionnaire, and \$300 for each subsequent questionnaire draft that is created and emailed.
14. All information provided by the client will remain confidential, and will not be shared with any outside party or individual unless explicitly authorized by the client.
15. Aggregated survey results, including the top-lines, cross tabulations, and PowerPoint presentation are the exclusive property of the client, will remain confidential, and will not be shared with any outside party or individual unless explicitly authorized by the client.
16. Individual responses to close-ended questions, respondents' names, addresses, and phone numbers will remain confidential and will not be shared with the district under any circumstances.

17. Sometimes school districts are too small that they do not have enough phone numbers to yield N=300 completes. If that is the case, then the final price will be determined by multiplying the price for N=300 by a percentage based the number of interviews collected. Each interview collected between 1-100 will be 0.55% of the N=300 price, each interview collected between 101-200 will be 0.3% of the N=300 price, and each interview collected between 201-300 will be 0.15% of the N=300 price. For example, if 225 interviews are collected, then the final price will be 88.75% of the N=300 price ( $100 \times 0.55\% + 100 \times 0.3\% + 25 \times 0.15\% = 88.75\%$ ).

18. A suggested timeline is below

|             |   |
|-------------|---|
| April 17-21 | Background materials to B&A / discuss objectives                                    |
| April 24-28 | 1 <sup>st</sup> draft distributed / edits to 1 <sup>st</sup> draft send back to B&A |
| May 1-5     | 2 <sup>nd</sup> draft distributed / edits to 2 <sup>nd</sup> draft send back to B&A |
| May 8-11    | 3 <sup>rd</sup> draft distributed for final approval, questionnaire approval        |
| May 12      | Programming   |
| May 13-16   | Interviewing  |
| May 17-23   | Data processing, analysis and preparation of PowerPoint                             |
| May 24-31   | Webinar to review all results   |
| June 5      | In-person presentation  |

I hereby acknowledge and agree to the terms set forth in these specifications.

x \_\_\_\_\_ Date: \_\_\_\_\_  
 (signature)

\_\_\_\_\_ of Stephenville ISD  
 (print)

x \_\_\_\_\_ Date: \_\_\_\_\_  
 Matt Gamble of Baselice & Associates, Inc.

**EACH OF THE FOLLOWING QUESTIONS A-D COUNT AS ONE-HALF OF A CLOSE-ENDED QUESTION**

1) Please tell me if you have eaten each of the following in the past month.

| <u>YES</u> | <u>NO</u> | <u>DK</u> |   |
|------------|-----------|-----------|---|
| 1          | 2         | 3         | A. Hamburgers with or without cheese                  |
| 1          | 2         | 3         | B. Pizza with or without extra toppings               |
| 1          | 2         | 3         | C. Any caffeinated drinks such as coffee, tea or soda |
| 1          | 2         | 3         | D. Salad with or without dressing                     |

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**THE FOLLOWING IS AN EXAMPLE OF A SINGLE CLOSE-ENDED QUESTION**

2) Do you think things in the United States are going in the right direction or have they gotten off on the wrong track? **If choice made, ask:** Do you feel strongly about that?

- 1 Right direction / Strongly
  - 2 Right direction / Somewhat
  - TOTAL RIGHT DIRECTION
  
  - 3 Wrong track / Somewhat
  - 4 Wrong track / Strongly
  - TOTAL WRONG TRACK
  
  - 5 Undecided / refused (vol)
- 

**THE FOLLOWING IS AN EXAMPLE OF 1.5 CLOSE-ENDED QUESTIONS**

3) Another proposal would be an election regarding bonds issued by the Drexel River Authority to address land and water related projects. If an election were held today, would you vote yes, in favor or no, against the issuance of 200 million dollars in bonds by Drexel for implementing drainage and flood control improvements, protecting surface water quality, and developing recreational parks, trails and other related facilities, to be financed by property taxes? **If choice made, ask:** Do you feel strongly about that?

- 1 Yes, in favor / Strongly
  - 2 Yes, in favor / Somewhat
  - TOTAL YES, IN FAVOR
  
  - 3 No, against / Somewhat
  - 4 No, against / Strongly
  - TOTAL NO, AGAINST
  
  - 5 Undecided / refused (vol)
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**THE FOLLOWING IS ANOTHER EXAMPLE OF 1.5 CLOSE-ENDED QUESTIONS**

4) Which one of the following is the most important issue facing you and your family on a daily basis? **(Randomize choices) If choice made, ask:** And which is the next most important issue?

| <u>QA</u>   | <u>QB</u>   |                          |
|-------------|-------------|--------------------------|
| <u>Most</u> | <u>Next</u> | <u>Total</u>             |
| 1           | 1           | State and local taxes    |
| 2           | 2           | Jobs and the economy     |
| 3           | 3           | Education                |
| 4           | 4           | Health care              |
| 5           | 5           | Crime                    |
| 6           | 6           | Traffic                  |
| 8           | 8           | Other (vol)              |
| 9           | 9           | Unsure (vol) (to next Q) |

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**THE FOLLOWING COUNTS AS TWO CLOSE-ENDED QUESTIONS**

5) Please listen to the following two viewpoints and then tell me which one comes closest to your own.

**Rotate statements**

Some/Other people say eating ice cream every day is a good idea because it is full of calcium and other ingredients like sugar and cream that make people smile, and with many flavors there is surely one or more flavors to please every member of the household.

Other/Some people say eating ice cream every day is a bad idea because it is full of wasted calories that most people in the average household can do without, and with ice cream so easily available there is no need to eat it every day because it will be here tomorrow.

Now, which of these viewpoints comes closest to your own?

**If choice made, ask:** Do you feel strongly about that?

- 1 Good idea / Strongly
- 2 Good idea / Somewhat  
TOTAL GOOD IDEA
  
- 3 Bad idea / Somewhat
- 4 Bad idea / Strongly  
TOTAL BAD IDEA
  
- 5 Unsure / refused (vol)

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**ONE OPEN-ENDED QUESTION COUNTS AS THREE CLOSE-ENDED QUESTIONS**

6) And in your own words, please tell the most important issue facing you and your family. (Probe: Please tell me more about that)

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Note: Open-ended responses are typically coded into categories so they can be quantified. However, the client can choose have all of the open-ended responses typed instead.