

December 7, 2020

Mr. Andy White
City Manager
City of Powell
47 Hall Street
Powell, Ohio 43065

Re: The 2021 City of Powell Community Attitudes Survey

STATEMENT OF WORK

Introduction

Five times since 2010, the City of Powell has surveyed residents on a broad array of local issues. The resulting data have informed public policy by providing city officials timely, relevant information.

In 2021, the city's residents will again be surveyed. As in past years, the study will consist of personal interviews conducted by telephone, both cell and landline.

Tasks

Saperstein Associates, Inc. agrees to perform the following tasks:

- With input from city officials, revise the questionnaire developed for the survey conducted in 2018;
- Develop a sampling frame of adults registered to vote in the City of Powell;
- Program the questionnaire in Voxco, computer-assisted telephone interviewing software;
- Pretest the questionnaire and revise as appropriate;
- Conduct 400 18-minute telephone interviews (MoE: $\leq \pm 4.9$ percentage points) with registered voters, distributed randomly throughout the municipality;
- Clean, code, and weight the resulting data;
- Produce all relevant tabulations;

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- Prepare a PowerPoint® summary of the research findings; and
- Present the findings to Powell's City Council.

Estimated Cost

The cost of completing this research is estimated at \$23,250. The fee is due in two payments: Half upon acceptance of this SOW, the balance when the summary of findings is available.


Alternatively, a sample of 300 interviews would decrease the cost to \$20,100; it also would increase the MoE to $\leq \pm 5.7$ percentage points.

Acceptance

Accepted by the City of Powell

Signature: _____
Name: _____
Title: _____
Date: _____

Offered by Saperstein Associates, Inc.

Signature:  _____
Name: Martin D. Saperstein, Ph.D. _____
Title: President _____
Date: December 7, 2020 _____