

ATTACHMENT A



Cost Proposal Gillette 1% Survey

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1. ORGANIZATIONAL CAPACITY

Through our Survey Research Center, the Wyoming Survey& Analysis Center (WYSAC) has more than 30 years of experience conducting surveys and data analyses in service to Wyoming, neighboring states, federal agencies, and many other clients. We have extensive experience with all scales of data collection projects including special and general population surveys, as well as focus groups. We conduct surveys by phone, mail, internet, fax, and using mixed-modes of data collection as dictated by the subject matter and client. WYSAC has extensive experience in tasks related to general population surveys, and in particular, with surveys comparable in size, scope, and protocols to the one requested. Our expertise in instrument design, survey methodology, and data reporting will be critical to meeting the goals of the proposed effort.

For more information on our extensive body of work and the data collection projects that we have completed please visit our website at <http://wysac.uwyo.edu/>.

Research projects at WYSAC are entirely supported by external funds, through grants and contracts with federal, state and local entities. Our recent clients include the U.S. Bureau of Justice Statistics, National Park Service, Environmental Protection Agency, Wyoming Departments of Health, Corrections, Education, and Transportation, Wyoming State Bar, Wyoming Association of Sheriffs and Chiefs of Police, Health District of Northern Larimer County, Colorado, Montana Department of Health and Human Services, North Dakota Department of Health, Idaho Department of Health, Oregon Health Authority, and various local governments throughout Wyoming. Currently, the annual operating budget of WYSAC totals about \$3 million.

Located on the second floor of the University of Wyoming Office Annex, WYSAC's facilities make use of about 10,000 sq. feet of floor space. We have specially designated areas for our call center, our equipment for handling large scale mail surveys, and for our scanning operations. WYSAC's technological infrastructure includes WinCATI software from Sawtooth for computer-aided telephone interviewing, a fully equipped call center with 20 stations, computer servers for hosting internet surveys, and Cardiff Teleform software for creating scannable paper-and-pencil questionnaires with two high-speed Panasonic scanners for processing the returns. For the deployment of online surveys we use a state of the art web-based software, which secures efficiency and cost effectiveness alongside highest-levels of scientific rigor. Specifically for mail surveys and notification letters, WYSAC is equipped with a folding machine for professional presentation of folded documents, an envelope sealer, an envelope opener, as well as an envelope printer for direct database addressing of envelopes to help with error reduction, all of which contribute to increased efficiency of managing high-volume mail surveys.

The staff at WYSAC consists of more than a 20 full-time professional researchers with advanced degrees in sociology, psychology, statistics, political science, economics, education, computer science, and e-business, among other disciplines. In addition, WYSAC has a supporting administrative and information technology staff, along with several part-time graduate assistants and undergraduate research aides. WYSAC employs more than 40 well trained telephone interviewers on a part time basis.

2. APPROACH AND METHODOLOGY

Following is the proposed methodology to conduct the Gillette 1% survey. The proposed mode of data collection and survey administration design are informed by evolving industry standards and take into consideration questionnaire content and the need to achieve adequate coverage of the population and thus representativeness of the sample.

2.1. Sample Size and Sampling Procedures

The sampling frame for this survey will consist of all Campbell County, WY households with mailable addresses contained in the USPS Delivery Sequence File. This is the sampling frame that is recognized to provide the best coverage of all households in a geographic area of interest at a reasonable cost. WYSAC will obtain the sample from the Marketing Systems Group, one of the leading national vendors specializing in the generation of scientific samples. The random sample will be large enough to secure a target of over 600 completed surveys. Random samples of this size will yield margins of error of about ± 4 percentage points, with 95% confidence.

2.2. Survey Instrument Development

A questionnaire (or list of questions) will be provided to WYSAC that contains final question wording and order, and response choices. WYSAC will provide guidance and advice for question and answer choice rewording, reordering, and other suggestions to improve questionnaire content.

Once questionnaire content is finalized, the questionnaire will be designed into a scannable form, which will be printed into a visually appealing booklet format, using software licensed by Teleform. Using scannable forms eliminates manual data entry error and reduces overall data entry error, as well as decreases the turnaround time from receiving completed questionnaires to producing the raw data file. Our protocol for scanning questionnaire forms involves stringent quality control procedures designed to verify data capture, including hand checking a portion of all scanned surveys. WYSAC has achieved and maintained a 99.9% accuracy rate with recent paper-and-pencil survey projects using this method of validation. The necessary number of paper copies will be printed on high quality paper.

Additionally, the questionnaire will be programmed for WYSAC's state of the art internet survey tool to allow for web responses from respondents who choose this response mode.

2.3. Mode of Data Collection

WYSAC proposes to administer the survey using the following dual-mode of data collection. The paper questionnaire mail mode of data collection will be supplemented with the option to complete the survey online. Both online and paper survey content is delivered to respondents and internalized by them by way of visual perception, without the mediating effect of an interviewer. These two modes of data collection are best suited to be combined and result in essentially uni-modal survey delivery, thus controlling for mode effect bias. As previously mentioned, this data collection approach will utilize a sample frame consisting of every mailable address in Campbell County, WY; the sample type with the most complete coverage of the population available.

2.4. Data Collection

As indicated, WYSAC proposes to administer the survey using a dual-mode design of data collection. The paper questionnaire mail mode will be supplemented with the option to complete the survey online. We have implemented this design in a number of recent surveys with great success. WYSAC will follow the industry's standard of Dillman's four-mailing sequence, as follows:

- First, WYSAC will print and send a contact letter to all households drawn into the sample. This letter, which will be 'signed' by the client and will utilize their letterhead, will explain the purpose and importance of the survey and will contain the URL address of the online version and will provide a unique access code. WYSAC will draft this letter and work with the City to finalize the content. Households will be encouraged to complete the survey online. Households will not be informed of the later mailing of a paper survey and incentive, as this is shown to increase overall response rate and reduce administration costs. This mailing will be sent using first class physical stamps.
- Roughly 2 weeks later, a hard copy of the questionnaire will be mailed to all households who did not respond online, via standard mail. The letter accompanying the paper questionnaire will solicit participation and remind households that they can complete the survey online rather than the hard copy of the questionnaire if they prefer to do so. This letter will also contain the URL address of the survey and the unique access code to the online version. A postage-paid return envelope will be included for returning the paper questionnaire.
- WYSAC will send a reminder letter via standard mail containing the invitation to complete the survey online in about 2 weeks after the initial questionnaire mailing. This letter will be sent to all who have not responded by that time.
- In another ten days or so, a replacement questionnaire will be mailed via standard mail to all households who, by that time, have not responded with completed surveys. As with the first questionnaire mailing, this mailing will include a reminder letter (URL and access code for the online version included) and a postage-paid return envelope.

2.5. Data Compilation and Analysis

Once data collection is complete, the paper surveys will be scanned followed by data entry validation. Next, data will be exported into the SPSS data analysis software, where it will be cleaned and then merged with the data obtained over the internet. Likewise, the data collected online will be exported into SPSS where it will be cleaned prior to merging. Cleaning of the paper survey data will include skip logic validity checks as well as checks for out-of-range values. When necessary, these cleaning steps may require physical review of the actual instrument hard copies to best resolve potential issues of the record in question. Once all issues have been resolved, the two files will be ready to be merged into a single file; this file will then be used for the analysis.

The report containing the results of the survey will include a description of the methods used, a discussion of key findings, complete which charts and graphs, as well as the percentage distributions and raw frequency counts of responses to all questions on the survey. Breakdowns by background variables of interest will be completed and tested for statistical significance of differences observed. Once the report is drafted it will be presented to the City for approval. The final report will be provided to the City in an electronic format.

If the City chooses the cost option which includes an onsite presentation, a Power Point presentation will be prepared and submitted to the City for approval ahead of the presentation date.

3. COST PROPOSAL

WYSAC proposes to complete this project as described above for **\$19,400**. This amount is fully loaded and includes the Indirect Cost that the University requires us to add to our direct cost at the reduced rate of 20% granted to state and local government entities. If the City would like to add an onsite presentation of survey results, the total cost will be **\$22,400**. WYSAC is confident the previously described approach will secure a minimum of 600 survey completions for the City. For an additional **\$6,000**, WYSAC can include \$2 bills in the initial survey invitation which has been shown to significantly increase response rates.

The cost estimate is based on the assumption that the target number of completed surveys will be 600, and that the core questionnaire length will be such to fit on four 8½" by 11" sheets of paper (one 11" by 17" tabloid sheet, booklet folded). It assumes survey instruments will be printed in black and white.

The budget is built to cover the cost of:

- all materials (including the purchase of addresses of households drawn into the sample), printing and postage;

- labor associated with developing the survey instrument, programming, management of the survey administration, data entry, data cleaning, data analysis and report writing, (optional: preparing the Power Point presentation);
- (Optional: travel to Gillette to deliver a presentation of the results to the City);
- General and Administrative expenditures, including prorated licenses and maintenance fees.