


6. Authorization to Enter into a Contract with Tulchin Research for Park District Voter Focus Groups and Survey Project in the Amount of \$86,000



**EAST BAY REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING
AGENDA STAFF REPORT**

DATE	December 5, 2023
TITLE	Authorization to Enter into a Contract with Tulchin Research for Park District Voter Focus Groups and Survey Project in the Amount of \$86,000
DIVISION	General Manager's Office
FROM	Erich Pfuehler, Chief of Government and Legislative Affairs Dr. Ana M. Alvarez, Deputy General Manager
APPROVED	Sabrina B. Landreth, General Manager 

RECOMMENDATION

The General Manager recommends the Board of Directors authorize the use of funds within the 2023 Adopted Budget to enter into a contract for services with Tulchin Research in the amount of \$86,000 to provide services facilitating four focus groups of likely East Bay voters and a complimentary quantitative voter survey.

BACKGROUND

Tulchin Research, based in San Francisco, is a survey research firm with over four decades of experience in public opinion research and strategic consulting. Tulchin Research has experience in successfully conducting focus group and survey research projects over the last four decades. In 2022, Tulchin Research received the Pollster of the Year award from the American Association of Political Consultants.

Tulchin Research has worked with a variety of environmental agencies and organizations including San Francisco Recreation and Parks, Yosemite Restoration Trust, and the Environmental Defense Fund. As an outcome of this experience, Tulchin Research has extensive knowledge in conducting research on open space, conservation, and environmental issues. In February 2023, the East Bay Regional Park District (Park District) worked with Tulchin Research on a quantitative voter survey that found strong support for the Park District, but more tepid support for contributing additional funding for services through a local tax measure.

ANALYSIS

The Park District has a strong history of annually surveying the East Bay public and voters to maintain longitudinal records. These surveys are a part of the effort to maintain an ongoing understanding of the issues in which East Bay voters are interested in as it relates to the Park District's service delivery.

In February 2023, the Park District worked with Tulchin Research to survey the willingness of East Bay voters to support a potential ballot measure aimed at expanding service delivery and investing in the work of the Park District. The results from this research, conducted among 500 likely voters in Alameda and Contra Costa Counties, found that voters hold the Park District in high regard. However, the survey indicated the Park District lacks a solid 2/3rds majority support for a new

revenue measure to increase funding for parks and open space in the East Bay. As an outcome of this quantitative survey, the need to understand the divergence between strong support for the Park District but limited interest in funding was identified.

The proposed contract with Tulchin Research will provide for qualitative research through the facilitation of four focus groups of likely East Bay voters and a complimentary quantitative voter survey. The focus groups will take place virtually and explore familiarity with the Park District's work, as well as what would make voters more likely to support a future revenue measure. The focus group results will be used to write the survey instrument for a larger quantitative study of likely East Bay voters. The results of the two-step research approach will be used to better understand what issues, interests and external events are impacting voter perception of additional investments in the Park District's service delivery.

FISCAL IMPACT

Sufficient funding is available in the Government and Legislative Affairs survey and research (101-2011-000-6141) and professional services (101-2011-000-6191) 2023 Adopted Budget allocations. No additional appropriation is necessary.

SOURCE OF FUNDS	
101-2011-000-6141	\$72,750.00
101-2011-000-6191	\$13,250.00
Total Funds Available	\$86,000.00

USE OF FUNDS	
Tulchin Research	\$86,000.00
Total Current Contract Cost	\$86,000.00

ATTACHMENTS

None.



**EAST BAY REGIONAL PARK DISTRICT
RESOLUTION NO. 2023-12-
DECEMBER 5, 2023**

**AUTHORIZATION TO ENTER INTO A CONTRACT WITH TULCHIN RESEARCH
FOR PARK DISTRICT VOTER FOCUS GROUPS AND SURVEY PROJECT IN THE
AMOUNT OF \$86,000**

WHEREAS, Tulchin Research is a local survey research firm with over four decades of experience in public opinion research and strategic consulting; and

WHEREAS, the East Bay Regional Park District ("Park District") has a strong history of annually surveying the East Bay public and voters to maintain an understanding of the values and interests of the community; and

WHEREAS, the Park District is interested in exploring current voter beliefs which may influence future funding measures through a qualitative and quantitative research project; and

WHEREAS, funding for this purpose was included in the 2023 Government and Legislative Affairs budget (Account No. 101-2011-000-6141 and 101-2011-000-6191).

NOW, THEREFORE BE IT RESOLVED, that the Board of Directors of the East Bay Regional Park District hereby authorize the use of funds within the 2023 Adopted Budget and execution of a contract with Tulchin Research in an amount not to exceed \$86,000 to provide qualitative research through the facilitation of four focus groups of likely East Bay voters and a complimentary quantitative voter survey as presented to the Board on December 5, 2023; and

BE IT FURTHER RESOLVED, that the General Manager is hereby authorized and directed, on behalf of the Park District and in its name, to execute and deliver such documents and to do such acts as may be deemed necessary or appropriate to accomplish the intentions of this resolution.

Moved by Director _____, and seconded by Director _____, and adopted December 5, 2023, by the following vote:

FOR:

AGAINST:

ABSTAIN:

ABSENT: