

EXHIBIT 3

Community Opinion Survey Options

Telephone

A telephone survey is a survey method used to collect input from the general population or a specific target population. Telephone surveys are administered by trained interviewers who contact a statistically valid sample of the population that is representative of the target population. The survey instrument is a standard set of questions. Of all the methods employed for public opinion polling, telephone surveys are the preferred choice to maximize response rates, provide the most reliable results, and maintain control over the quality of the data. Regardless of the type of survey administered, the survey instrument must be concise and not require a significant amount of the respondent's time. In general, interviews should take no more than 15- 20 minutes.

Advantages

- **Accessibility.** Most residents have a phone and the telephone survey includes landline and mobile phones registered to residents.
- **Adaptable.** Since a live person is conducting the survey, there is room for some flexibility in the manner and order of the questions. The survey caller also can guide respondents through any questions that might not be understood.
- **Quality Control.** Trained interviewers can ask the questions to the respondents in a uniform manner.
- **Anonymity.** Respondents remain anonymous and elicit more accurate, candid responses.
- **Faster Processing.** Computer assisted surveying allows for fast data collection, processing, and reporting.

Disadvantages

- **Participation.** Potential respondents may not participate due to call screening or mistrust.
- **Expense.** Given the need to retain experienced, professional polling companies, such surveys can be expensive, with the expense increasing substantially if statistically significant information is desired at the sub-area/community level.
- **Point in Time.** Such surveys represent a "point in time" response. As such, they can be impacted by outside events which might take place during the survey period, nor can a single survey measure changes in public opinion.

Personal Intercept (Home)

A personal intercept home survey is a survey method used to collect input from the general population or a specific target population. Intercept surveys are administered by trained interviewers who conduct in-person surveys to a representative sample of the population at the respondent's home, and can be conducted by paper or with a tablet (e.g., iPad).

Advantages

- **Accessibility.** Survey is directly administered to residents at their homes.
- **Adaptable.** Since a live person is conducting the survey, there is room for some flexibility in the manner and order of the questions. The survey caller also can guide respondents through any questions that might not be understood.
- **Quality Control.** Trained interviewers can ask the questions to the respondents in a uniform manner.
- **Participation.** Can reach individuals without listed phone numbers, or those who aren't home during typical phone interviewing hours.

Disadvantages

- **Anonymity.** Respondents may feel they are not anonymous and not provide accurate, candid responses.
- **Participation.** Some potential respondents may not participate due to screening or mistrust.
- **Processing.** Interviewer administered surveying requires significant time for data collection, processing, and reporting.
- **Expense.** In person surveys require significant personnel and time to conduct.

Personal Intercept (Storefront)

A personal intercept storefront survey is a survey method used to collect input from the general population or a specific target population (e.g., seniors). Intercept surveys are administered by trained interviewers who administer in-person surveys to a sample of the population at popular locations within the county, and can be conducted by paper or with a tablet (e.g., iPad).

Advantages

- **Accessibility.** Survey is directly administered to residents.
- **Adaptable.** Since a live person is conducting the survey, there is room for some flexibility in the manner and order of the questions. The surveyor can also guide respondents through any questions that might not be understood.
- **Quality Control.** Trained interviewers can ask the questions to the respondents in a uniform manner.

Disadvantages

- **Anonymity.** Respondents may feel they are not anonymous and no provide accurate, candid responses.
- **Time Constraints.** Survey instrument must be concise and not require a significant amount of the respondent's time. Interviews conducted in this manner should if possible take no more than 5 – 10 minutes.
- **Participation.** Some potential respondents may not participate due to screening or mistrust.
- **Sample.** Respondents may not be a representative sample of the population.
- **Processing.** Interviewer administered surveying requires significant time for data collection, processing, and reporting.

Questionnaire (Hard-copy)

A hard-copy questionnaire is a paper-and-pencil instrument that is provided to respondents to fill-out and return. The usual questions found in questionnaires are closed-ended questions, which are followed by response options. Hard-copy questionnaires may be distributed through the mail, a household drop-off, or other through physical means. Respondents are responsible for completing the questionnaire and returning it to the survey administrator.

Advantages

- **Accessibility.** Survey is directly administered to residents through mail or dropped off.
- **Anonymity.** Respondents will likely feel they are anonymous and provide more accurate, candid responses.

Disadvantages

- **Participation.** Respondents are self-selecting. Potential respondents may not participate due to mistrust or other priorities.
- **Sample.** Respondents may not be a representative sample of the population.
- **Quality Control.** Respondents may interpret questions in different ways and provide unintended answers.
- **Processing.** Hard-copy survey requires significant time for data collection, processing, and reporting.

Questionnaire (Online)

An online questionnaire is a web-based instrument that is provided to respondents to fill-out and submit from a website. The usual questions found in questionnaires are closed-ended questions, which are followed by response options. Online questionnaires may be distributed via email, a website, or text message. Respondents are responsible for completing and submitting the survey.

Advantages

- **Accessibility.** Survey is directly administered to residents through on a website. It can be publicized via email, text message, or other traditional means.
- **Anonymity.** Respondents will likely feel they are anonymous and provide more accurate, candid responses (although e-mail addresses are often perceived as not as anonymous as mail-in surveys).
- **Processing.** Computer assisted surveying allows for fast data collection, processing, and reporting.

Disadvantages

- **Response Rate.** Because the survey invitations are e-mailed to a general population or a non-representative sample (if they are drawn from opt-in panels), the responses are not a representative sample.
- **Accessibility.** Potential respondents who don't have computers or internet access may not participate. In addition, participants either need to be directed to a website to take the survey or they need to be emailed a link to take the survey. County would need accurate email addresses to conduct such a survey.

- **Participation.** Respondents are self-selecting and not necessarily representative of the community. County would need to have a trustworthy system verifying that a person was surveyed only one time per person. Potential respondents may not participate due to mistrust or other, higher priorities.
- **Sample.** Respondents may not be a representative sample of the population.
- **Quality Control.** Respondents may interpret questions in different ways and provide unintended answers.
- **Time Constraints.** Survey instrument must be concise and not require a significant amount of the respondent's time.

Survey Method Options Comparison Summary

Survey Type	Cost Range ¹	Accuracy	Coverage	Participation
Telephone	\$30,000 - \$50,000	High	Conducted using statistically valid and verifiable representative sample size of residents within the county Includes land-lines and cell phones Survey should be bilingual	Although calls are random, participation levels are based on demographic sample of residents and proceed until it is truly reflective of the County demographics. Random participation but statistically accurate or reflective of full County participation
Personal Intercept (Home)	\$50,000+	Medium/Low	Random sample of residents within the county Survey should be bilingual	Random participation based on sample of residents Responses are representative where participants are stratified (i.e., survey is conducted until sample is filled)
Personal Intercept (Storefront)	\$20,000+	Medium/Low	Randomly selected locations in county Survey should be bilingual	Random participation based on sample of residents at a location Responses are representative where participants are stratified (i.e., survey is conducted until sample is filled)
Questionnaire (Mailed)	\$25,000 - \$30,000	Low	All mailing addresses within the county As a handout, non-residents may participate Survey should be bilingual	Self-selecting Typically low participation rate
Questionnaire (Online)	\$2,000	Low	All residents with a computer or smartphone Non-residents may participate Survey should be bilingual	Self-selecting Typically low participation rate

1) Based on a community of 30,000 residents or 10,000 households. Costs likely higher for countywide survey efforts.