

KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT

AGENDA

A Regular meeting of the Board of Directors of the Kensington Police Protection and Community Services District will be held Thursday, August 27, 2009, 7:00 P.M., at the Community Center, 59 Arlington Avenue, Kensington, California. A Closed Session of the Board of Directors will be held at 6:00 P.M.

Note: All proceedings of the Regular meeting will be tape recorded.
Please note the new start time of 6:00 PM.

Roll Call
Public Comments

CLOSED SESSION

1. CLOSED SESSION - Pursuant to California Government Code Section 54957 Public Employee Performance Evaluation
Title: Chief of Police/General Manager.
2. CLOSED SESSION - Pursuant to California Government Code Section 54957.6 Conference with Labor Negotiators
Agency Designated Representatives: Chuck Toombs and Bill Wright Employee Organization: Kensington Police Officer's Association

At approximately 7:00 P.M. the Board will return to Open Session.

Board Member/Staff Comments

DISTRICT – OLD BUSINESS

1. Discussion for possible action- Summary of Recommendations of the Brown Taylor September 2007 Report. This discussion is a continuation of the discussion held on July 23rd, as to those recommendations made in the report that were implemented and those that were not.

DISTRICT - NEW BUSINESS

1. Discussion for possible action questions to be prepared and asked by the Board of those candidates seeking to fill the vacant position on the Board. Review, discussion, and possible action by the Board of the proposed timeline for filling vacancy along with adoption of targeted date by which to select a person to fill that vacancy.
2. Discussion for possible action the KPPCSD Board to authorize the General Manager to work with Godbe Research to conduct a poll to determine the community's appetite for a tax increase. Such a poll will determine the level of support for various levels of taxation, whether or not to consider a park tax as well as a police tax, whether or not to add a COLA and/or a Sunset provision, and to determine the depth of the community's concerns about cutting police officers, contracting with El Cerrito or other considerations with regard to the future of the Kensington Police Department.
3. Discussion for possible action the vote for the representative to the California Special Districts Association Board of Directors, Region 3, Seat A. The candidates' statements have been attached for review. The ballot must be completed and received by September 16th.
4. Discussion for possible action that the Board return to its regular meeting schedule of holding the Board meeting once a month on the second Thursday of each month.

ADJOURNMENT

General Information
Accessible Public Meetings

NOTE: UPON REQUEST THE KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT WILL PROVIDE WRITTEN AGENDA MATERIALS IN APPROPRIATE ALTERNATIVE FORMATS, OR DISABILITY-RELATED MODIFICATION OR DISABILITIES TO PARTICIPATE IN PUBLIC MEETINGS. PLEASE SEND A WRITTEN REQUEST, INCLUDING YOUR NAME, MAILING ADDRESS, PHONE NUMBER AND A BRIEF DESCRIPTION OF THE REQUESTED MATERIALS AND PREFERRED ALTERNATIVE FORMAT OR AUXILIARY AID OR SERVICE AT LEAST 10 DAYS BEFORE THE MEETING. REQUESTS SHOULD BE SENT TO:

DISTRICT SECRETARY STEPHANIE FRIES
COMMUNITY SERVICES DISTRICT, 217 ARLINGTON AVE., KENSINGTON, CA 94707
POSTED: Public Safety Building-Colusa Food-Library-Arlington Kiosk- and at www.kensingtoncalifornia.org
Complete agenda packets are available at the Public Safety Building and the Library.

CLOSED SESSION

#1 - CLOSED SESSION - Pursuant to California
Government Code Section 54957 Public Employee
Performance Evaluation Title: Chief of
Police/General Manager.

CLOSED SESSION

#2 - CLOSED SESSION - Pursuant to California
Government Code Section 54957.6 Conference with
Labor Negotiators Agency Designated
Representatives: Chuck Toombs and Bill Wright
Employee Organization: Kensington Police Officer's
Association

OLD BUSINESS

#1 - Discussion for possible action- Summary of Recommendations of the Brown Taylor September 2007 Report. This discussion is a continuation of the discussion held on July 23rd, as to those recommendations made in the report that were implemented and those that were not.

**Brown Taylor Sep 07 Report:
SUMMARY OF RECOMMENDATIONS**

**Chapter / Section
Recommendation Cost Page**

Chapter II
Section 1

• **Field Services**

• Although four (4) officers are required to maintain an optimum of 50% "proactive patrol" time, to employ a realistic schedule with appropriate depth of resource for officer safety and consistency in coverage nine (9) field officers are required.

• Maintain the proposed staffing plan for optimum supervisory coverage: Wednesday overlap for Department training and meetings; With alternating four days off every other weekend:

✍ Two sergeants working a 12 hour day during the evening hours

✍ One sergeant working an 8 hour day during the day shift

✍ Six officers working a 4/10 plan with a Wednesday overlap.

• Deploy Officer Field Resource to meet Calls-for Service Demand as displayed in this Section.

• Focus on officer proactive time available (uncommitted time -78% / 82%) for "target enforcement", "community (service) engagement", "Problem Oriented Policing Programs", (leash law, no smoking ordinance, graffiti)

No Cost

CK Input: GM/COP Harman changed this to a "Watch Commander" and "Investigative Sergeant" set-up. Watch Commanders (two sergeants who supervise three officers each) report "Watch/Team Activities" to the Board monthly. Reasoning: For effective supervision and reporting, supervisors work similar times to their officers. Full time Investigative Sergeant is responsible for case follow-up. Taylor Report states, "Officers' time must be well defined and structured with appropriate oversight to assure effective and efficient use of time." (page 20)

GH Input: Agree, however, currently due to staffing we have two officers assigned to a sergeant and both teams work a

12 hour shift, Sunday-Tuesday for Team One and Thursday-Saturday for Team Two, with each team working every other Wednesday.

Chapter II
Section 2

Investigative Services

- That the follow-up case management and investigative processes put in place with the day shift sergeant as Investigations Manager be retained.
- That an evaluation should be made regarding the follow-up contact with felony crime victims for those cases that have insufficient leads to continue with a follow-up investigation.

No Cost

- A review of issues associated with improving Department Clearance Rates should be initiated by Department Management.
- An assessment / evaluation of the costs associated with West-NET participation vs. current or projected need should be made for the 08/09 District Financial Plan.

CK Input: GM/COP Harman's new full time "Investigative Sergeant" works to improve department "clearance rates." Taylor Report states, "Criminal/incident activity does not support the need for a formal investigative unit in Kensington." (page 32)

We continue to participate in West-NET but the Board has not been presented with an assessment/evaluation of the costs associated with our need.

GH Input: I disagree with Taylor's assessment. The Investigation's sergeant also served as a liaison with the District Attorney's Office to assist in filing of cases and with other police agencies to develop information, leads, and increase the probability of solving crimes. Our investigators have been very successful in working with other agencies to solve both Kensington and other area crimes. Currently, Officer Barrow has been assigned as the Investigator.

We continue to participate in West Net and use the opportunity to train our West Net representative in narcotic and undercover work. The assignment is for one shift every Wednesday. Officer Martinez was assigned to West Net last year and Officer Barrow is assigned this year. Our cost to participate in West Net is \$8,000 a year.

Chapter II
Section 3

- **Emergency Communications**
- **Records Management**

- Retain the Service Agreement with Richmond for Emergency Communication Services, (FY 070-08 annual cost \$72,000).
 - It is not recommended that District Staff spend time researching alternative providers for communication services.
- Retain the Service Agreement with the City of Richmond for Records Management Services, (FY 07-08 annual cost \$10,000)

- Review the aforementioned Service Agreements with Richmond to Confirm Scope of Services, Coordinating Committee Responsibilities, and Agreement content as to “Form” and “Legality” .
- With review of the Emergency Communications Agreement, set with Center Management as a component of the Service Agreement, Performance Objectives” using 9-1-1 and Response Time information provided by the Center since July 2006.

No Cost

CK Input: *The District has retained the Service Agreement with the City of Richmond. Taylor Report states, both service agreements are “exceptional values.” (page 40) The Board has not been presented with a report reviewing the Service Agreements, Coordinating Committee Responsibilities or Agreement content. Richmond has recently proposed a 250% fee increase triggering conversation around this topic (see May 09 Meeting packet). Additionally, the monthly “response time” report to the Board was not in the May monthly regular meeting packet.*

GH Input: *Agree, and the Response Time Report was received after the packet went out.*

Chapter III

• **Organizational Structure**

- Maintain the 2007 / 2008 authorized sworn staffing level at one (1) Chief of Police, three (3) Police Sergeants, six (6) Police Officers
- Develop a Job Description and begin the hiring process for the new Assistant To The General Manager Chief of Police Position.
- Increase KPPCSD authorized staffing with the addition of one non-sworn analyst / administrative aide position, (Assistant to the General Manager / Chief of Police) at approximately \$57,705.00, 75% of which paid for through SLESF funding, (\$43,279.00) and 25% thought KPPCSD funding, (\$14,426.00).
- No Cost Covered In the 07/08 F/Y

CK Input: *Taylor Report states, "The new structure was designed for improved customer service, additional resource for improved District program pro-activity and existing program project management." (page 50)*

*The District does not have a full time "Assistant to the GM/COP." GM/COP Harman suggested, and the Board approved, splitting this into two non-sworn part time positions; **KPD Administrative Aide** (was Donald Miller - currently vacant GM/COP does not intend to refill) and **KPD Police Services Aide** (Andrea DiNopoll). Job Descriptions exist for both positions. Reasoning: financial savings with part time employees. COPS funding has been used to subsidize both salaries. Currently, COPS funds the Police Services Aide position 100% (GM/COP from May 28 Board Meeting).*

District Secretary, Stephanie Fries, is our third part time employee. The Secretary's job description is not current. Previous title, "KPPCSD Administrative Assistant/District Secretary and Kensington Park Administrator," is left over from Helen Horowitz's position as a full time employee.

GH Input: Agree

Chapter IV

• Training

- Review and Assess the 2007 Master Training Plan for Potential Recalibration of Remaining Training Initiatives to Assure Continued Focus on Other Department Service Delivery Objectives.
- Review the Draft” Proposed Master Training Plan for 2008 to Assure Department Training Objectives are Incorporated in the Plan.

- Include Individual Training Objectives for Personal Career Development as Part of the Annual Performance Review Process.
- Incorporate High Liability / Critical Incident Policy Review as Part of the Annual Performance Review Process.

No Cost

CK Input: GM/COP Harman has reported that KPD training is current and more “hands on” than before. Training accomplished by KPD officers is provided in monthly meeting packet. The Board has not been presented with a review/assessment of the 2007 or 2008 Master Training Plans. There has not been a report or Board discussion regarding individual training objectives or a high liability/critical incident policy review. There as not been a report regarding what is included in written annual performance reviews for officers.

Taylor Report states under risk management,

Over time personnel assigned to important long term high risk functions have not maintained appropriate consistent attention to training (mandated/perishable skills/career development), criminal investigative follow up and high risk/liability annual policy review. Supervisors, with certain exception, have displayed over time a sense of procrastination, adoption of the “status quo”, poor planning and follow-through. With regular rotation of shifts, (4 to 6 months) risk management programs are more consistently maintained and supervisors receive more opportunity for career development and succession planning. (page 56)

“All mandated training has been accomplished as of August 31st of 2007.” (page 73)

GH Input: High liability policy issues are reviewed at the time evaluations are completed and are part of the officer's personnel file. Andrea Di Napoli is now serving as our Training Administrator and is updating all training files.

Chapter V

• Attrition

- That a District Process be Established to Conduct Exit Interviews for Employees Leaving District Employment and that Findings be Reported Quarterly to the General Manager and Two Board Police Liaison Members

No Cost

CK Input: The discussion around exit interviews I had privately with GM/COP Harman. He said that he was not going to have exit interviews. He was unsure if they could be done, legally, and he would not need an interview because he would know why his officers were leaving well before they left. There is not a District Process to conduct exit interviews. There has not been GM/COP discussion with the Board about exit interviews. There are currently no directors assigned as Police Liaison Members.

Taylor Report states, "With an effective exit interview program, Kensington will be able to learn from the past experiences of departing employees and gain an opportunity to improve management/employment practices accordingly." (page 1 of supplemental material distributed 10 Jan 08 during Taylor presentation of report)

GH Input: Agree with Director Kimball's response.

Chapter VI
Section 1

- **Leadership**
- **Values**
- **Mission**

• That a POST Sponsored Department Team Building Retreat Scheduled with Focus on Resolving Internal Conflict and Setting Customer Service Objectives with a Follow-up Session in Four to Six Months.

- Administer a Department Employee Attitude Survey (example follows), a Minimum of Once Per Year.

- Administer a Community Customer Satisfaction Survey, Minimum of Once Per Year.
- Develop an Exit Interview Process as set forth in Chapter V (Attrition p- 85)

No Cost

CK Input: None of this has been done.

Taylor report states, "The department over time has developed varying levels of internal conflict. This conflict over time has become part of the organizational culture and has displayed impact on day to day operations." (page 88)

GH Input: *Agree, none of these recommendations have been completed. I have participated in two POST Team Building Workshops and I have found them to be unsuccessful. Additionally, the "Internal conflict" is really a "Personality conflict" between members of the department and the Team Building Workshops would not be of any benefit. Following the latest "Hostile Work Environment" allegation, a listing of possible conflict resolution counselors has been identified but no action taken.*

Director Kimball attempted to survey department members on my performance and received no cooperation from members of the department for various reasons. I do not believe an Employee Attitude Survey would receive responses.

Chapter VI
Section 2

•Policies
•Procedure

- That one Supervisor be specifically assigned the responsibility of updating these policies. This assignment should a two year assignment to assure that complacency and procrastination do not impact this significant assignment.
- That all personnel in conjunction with individual annual performance reviews, review Policies and Procedures of “high liability” such as “use of force”, “pursuit driving”, “harassment policy”, “firearms”, etc.; And sign off on each acknowledging that they understand each policy.

- Special Memorandums modifying current policy / procedures should be maintained in a special file and updated to the Master Policy / Procedures Manual two times per year.
- Distribution of Department policies and procedures should reside on CD and / or Officer E-mail for scheduled distribution as new or modified policies are approved.

No Cost

CK Input: *I believe GM/COP Harman did a policy review in 2008. I do not know if one supervisor is assigned this responsibility, if all personnel review high liability policies in conjunction with their annual review or if the master policy manual is on computer and updated two times per year.*

Taylor reports states, “This collateral duty should be an assignment that is rotated every two years to promote succession planning and to mitigate the potential for procrastination that can be, at times, associated with a long term task assignment.” (page 94)

GH Input: *During my first year, Sergeant Hull was assigned to the Policy Review duties. Currently, Sergeant Khan is assigned as the policy review sergeant. Policies and Procedures are available on all computers in both the station and in*

patrol vehicles. Administrative Directives are implemented and kept in the Chief's Office in a Master Administrative Directives Binder.

Chapter VI
Section 3

• Information Systems

- For FY 08-09 modify existing computers to provide internet access.
- Re-design the District Web-Site from a police based site to a District based site.
- Order the Mobile Data Computers (MDC's) with COPS Funding. \$10,000
- Develop an internal e-mail system for all personnel access to included a calendar system much like "Microsoft Access".

CK Input: KPD computers have internet and email access. The District website has been designed and re-designed a few times. MDC's are in the patrol cars and were paid for with COPS funding.

GH Input: Agree

Chapter VI
Section 4

• Fleet Management

- Over time reduce the patrol fleet to four patrol vehicles.
- Continue to maintain a monthly vehicle Maintenance
- Log for each vehicle.
- That the collateral duty as District Fleet Manager be assigned by Shift (day or overlap) not by individual.

No Cost

CK Input: KPD currently has seven vehicles. Four patrol vehicles, two unmarked vehicles and one vehicle dedicated to the GM/COP. I do not know if the KPD has a monthly log or how this collateral duty is assigned.

GH Input: I do not agree with Taylor's recommendation of reducing the patrol fleet to four vehicles due to the time vehicles are downed and in a repair shop. We are currently maintaining the fleet at seven vehicles, five marked for patrol and two unmarked.

Officer Martinez is assigned as the Vehicle Maintenance Officer and maintains a vehicle log on all vehicles.

Chapter VI
Section 5

• **Property & Evidence**

- That a full independent audit / inventory of the Property and Evidence room be accomplished by February of 2008. No Cost

CK Input: I don't know when or if this was done.

Taylor Report states, "It is important with the placement of a new Chief of Police that this very critical organizational function be reviewed and modified as appropriate." (page 102)

GH Input: Property Room Audit has not been completed since January 2007; however, currently as part of her training, Andrea DiNapoli is working in the Property Room with Sergeant Hull preparing for an audit which should be ready soon.

Update: The Property Room Audit was completed on July 2, 2009 and I will be conducting an internal audit check before approving the final report. We have also arranged to have POST come in and conduct an audit of our property room and our policies and procedures of processing evidence and property. The POST audit should take place in the fall.

NEW BUSINESS

#1 - Discussion for possible action questions to be prepared and asked by the Board of those candidates seeking to fill the vacant position on the Board. Review, discussion, and possible action by the Board of the proposed timeline for filling vacancy along with adoption of targeted date by which to select a person to fill that vacancy.

PROPOSED TIME LINE FOR FILLING

VACANCY BY BOARD APPOINTMENT

- Each Board member to submit one question in writing at Board meeting on August 27, with all four questions to be given to candidates for the vacancy as described below.
- Submission of candidates' letters to District Secretary, expressing interest and qualifications to serve on the Board no later than 4:30 p.m. on September 7, 2009.
- Candidates shall receive the four questions prepared by the Board on receipt of each candidate's letter of interest, but in no event later than 12:00 p.m. on September 8, 2009, with instructions to deliver their written responses to the District Secretary by 4:30 p.m. on September 10.
- The District Secretary shall distribute the candidates' letters of interest and written responses to four board questions to each Board member and to the Public on September 11. The District shall call a special public meeting of the Board for Monday, September 14, (exact time and place to be determined), at which time the letters will be reviewed, interviews conducted, and time permitting, a selection made at the required open session. Selection must be made by the required approval of no less than 3 of the 4 board members.
- If for any reason, time does not permit selection at September 14 meeting, a second publicly noticed special meeting shall be held on or before September 21 at which time the Board shall select a new board member to fill the current vacancy.

KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT

NOTICE OF VACANCY AND INTENT TO APPOINT DIRECTOR TO THE KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT

NOTICE IS HEREBY GIVEN that a vacancy exists on the Board of Directors of the Kensington Police Protection and Community Services District. That vacancy was created by the resignation of Director Cynthia Kimball, effective August 1, 2009, and must be filled by appointment no later than September 30, 2009.

NOTICE IS FURTHER GIVEN that, in accordance with California Government Code Section 1780, the remaining Directors of the Kensington Police Protection and Community Services District intend to and will fill the vacancy by appointing a successor. The individual appointed will serve as Director from the effective date of appointment until a successor is elected and qualified at the next District general election in November 2010.

NOTICE IS FURTHER GIVEN that the District is seeking qualified individuals to appoint to its Board of Directors and fill the vacancy. Interested individuals should submit a letter indicating their interest and qualifications to serve on the Kensington Police Protection and Community Services District Board no later than September 7, 2009. All candidates must reside within and be a registered voter in Kensington. For further information please contact District Secretary Stephanie Fries at the Kensington Police Protection and Community Services District, 217 Arlington Avenue, Kensington, California, (510) 526-4141.

DATED: August 17, 2009

KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT

CERTIFICATE

I, Stephanie Fries, District Secretary of the
(Name) (Title)

Kensington Police Protection and Community Services District, hereby declare under penalty of perjury that I have, either personally or under my personal supervision, caused to be posted a NOTICE OF VACANCY AND INTENT TO APPOINT DIRECTOR TO THE KENSINGTON POLICE PROTECTION AND COMMUNITY SERVICES DISTRICT, to be conspicuously displayed at the following locations within the District:

1. The Kensington Pharmacy Kiosk
2. The Kensington Library
3. The Kensington Market Bulletin Board

on this 17th day of August, 2009

Signature

NEW BUSINESS

#2 - Discussion for possible action the KPPCSD Board to authorize the General Manager to work with Godbe Research to conduct a poll to determine the community's appetite for a tax increase. Such a poll will determine the level of support for various levels of taxation, whether or not to consider a park tax as well as a police tax, whether or not to add a COLA and/or a Sunset provision, and to determine the depth of the community's concerns about cutting police officers, contracting with El Cerrito or other considerations with regard to the future of the Kensington Police Department.

**PROPOSAL TO CONDUCT A REVENUE
MEASURE FEASIBILITY STUDY OF
VOTERS**



GODBE RESEARCH
Gain Insight

Presented to the Kensington Community Services District

June 17, 2000

COVER LETTER

June 17, 2009

Mr. Bill Wright
President of the Board
Kensington Police Protection and
Community Services District
59 Arlington Avenue
Kensington, CA 94707

Dear Mr. Wright,

Godbe Research is pleased to submit this proposal to the Kensington Police Protection and Community Services District (Kensington) to conduct voter polling to help determine the feasibility of potentially increasing a current public safety parcel tax to provide Kensington with additional public safety revenue and help mitigate potential future deficits. Since our founding in 1990, Godbe Research has worked diligently to become a recognized State leader in public opinion research and has vast experience in conducting public opinion research for hundreds of cities, public safety agencies, community services districts, parks and recreation districts, and other public agencies of similar geography and demographics. With a staff of highly trained and experienced researchers (all Master's or Ph.D. level) and a commitment to providing superior quality research and client services, we trust you will find our qualifications exceptional.

Since 1990, Godbe Research has been assisting local government clients by providing accurate and comprehensive polling services to guide the revenue measure process towards success based on agency needs and community tax tolerance. Our recent (last five years) voter polling experience for cities, towns, and community services districts includes projects for clients such as the Cities of El Cerrito, Albany, Lafayette, Los Altos, Los Altos Hills, Atherton, Cupertino, Campbell, Hayward, Half Moon Bay, San Rafael, Pleasant Hill (RPD), Novato, Newark, Rancho Cordova, Costa Mesa, Riverside, Palm Springs, Gardena, Banning, Palmdale, Moorpark, Santa Clarita, Apple Valley, Burbank, Big Bear Lake, Riverside, Atascadero, Newport Beach, Albany, San Leandro, San Lorenzo, Menlo Park, Sunnyvale, Rancho Cordova, Highland, Petaluma, Davis, Marina, El Dorado Hills (CSD), Lake Arrowhead (CSD), and well over a dozen other agencies. This includes voter polling projects to assess revenue measures of all types (sales taxes, parcel taxes, bonds, assessments, utility users taxes, transient occupancy taxes, as well as hybrid studies to address multiple revenue measures options); for all types of election cycles (general, special, and all mail ballot elections); and different tax thresholds (two-thirds, general 50% +1 taxes, weighted majority property owner assessments, etc.). Finally, aside for our local experience in the general Kensington area in working with El Cerrito and Albany, Godbe Research was also the pollster of record for the two most recent successful parcel tax measures in the West Contra Costa Unified School District in 2005 and 2008. We were not involved in any of the measures for the District that went to the ballot and did not meet with voter approval.

For any polling study for Kensington, Godbe Research will designate Bryan Godbe (President) and either Dr. Alice Chan (Director of Research) or Dr. Amelia Davidson (Senior Research Manager) as Co-Project Managers and the primary points of contact for Kensington. Each has relevant experience managing polling projects leading to successful revenue measures for the clients listed above. If you have any questions on

this proposal, need more information on our firm or approach, or wish to discuss next steps, please contact me directly at 650-288-3021 (office), 650-996-5973 (cell), or cwhester@godberesearch.com.

Regards,

Charles Hester
Director of Business Development

GODBE RESEARCH BACKGROUND AND EXPERIENCE

Godbe Research, a California Department of Transportation (Caltrans) certified WBE and state registered small business, was founded in January of 1990. The firm is a full-service public opinion research agency that offers its clients extensive experience in public opinion research for revenue measure/assessment feasibility studies, community needs assessments, public education and outreach strategies, strategic and general planning efforts, and public sector marketing efforts. Our three primary offices in San Mateo (Corporate/Northern California), Newport Beach (Southern California/Southwest), and Bellevue (Seattle/Northwest) house a staff of highly trained and experienced researchers (all Master's or Ph.D. level), and a commitment to providing superior quality research and client services.

The firm has been employed by public and private sector clients, throughout the United States and internationally. The combined expertise of the Godbe Research team spans more than 50 years in the field of public opinion research. The Godbe Research Team consists of the President (Bryan Godbe), Director of Research, Director of Business Development/Project Scoping, and a staff of Senior Research Managers, Senior Statistical Analysts, and Research Analysts. Each team member has the education and experience commensurate with their position at Godbe Research, and the team regularly teaches authors, and speaks in the field of survey research. In short, you will not find a more experienced and educated team in public opinion research.

Since 1990, Godbe Research has conducted more than 1,500 resident, voter, property owner, and user opinion studies for public agencies throughout the western United States. Our recent (last three years) voter polling experience includes projects for clients such as the Cities of El Cerrito, Lafayette, Albany, Hayward, Pleasant Hill (RPD), Atherton, Los Altos, Los Altos Hills, Cupertino, Campbell, Half Moon Bay, Menlo Park, San Rafael, Novato, Newark, San Leandro, Martinez, Costa Mesa, Riverside, Palm Springs, Gardena, Banning, Palmdale, Moorpark, Santa Clarita, Apple Valley, Burbank, Big Bear Lake, Riverside, Atascadero, Newport Beach, San Lorenzo, Sunnyvale, Rancho Cordova, Highland, Petaluma, Davis, Marina, El Dorado Hills (CSD), Lake Arrowhead (CSD), and well over a dozen other cities. This includes voter polling projects to assess revenue measures of all types (sales taxes, parcel taxes, bonds, assessments, utility users taxes, transient occupancy taxes, as well as hybrid studies to address multiple revenue measures options); for all types of election cycles (general, special, and all mail ballot elections); and different tax thresholds (two-thirds, general 50% +1 taxes, weighted majority property owner assessments, etc.). Many of Godbe Research's clients include agencies looking to adopt or increase public safety services taxes. Some of our most recent clients include the Town of Atherton (police services parcel tax renewal/extension expiring in 2010), City of San Rafael (2006 public safety services special tax), City of Menlo Park (2006 general tax to support police services), Town of Yucaipa (2004 public safety special tax), City of Highland (considering 09/10 tax/assessment for police services), and others. Finally, Godbe Research has extensive experience local to Kensington, having conducted polling services for two successful taxes for El Cerrito, three successful taxes/bonds for the Albany, and two successful parcel taxes for the West Contra Costa Unified School District.

The research that Godbe Research performs represents a vital tool for improving the success rate of revenue measures. Through survey research, the team can determine or confirm the appropriate funding mechanism, assess baseline and informed support for a measure or measures, determine if it is possible to place multiple measures on the same ballot or subsequent ballots, determine the specific projects that voters are

most interested in funding, identify the arguments and features of a measure that increase support for the measure, determine whether there is a need for a public information campaign and the substantive content of the campaign, determine the best election cycle in which to place a measure on the ballot based on support and tax amount, as well as determine the maximum tax threshold at which the necessary proportion of voters will support a given revenue measure. Our tried and true approach has lead to a successful passage rate of over 93% for all revenue measures for which the firm has been the pollster. This includes being the pollster of record for 24 of 26 successful revenue measures for California clients in the all 2008 election cycles, including taxes for the Cities of El Cerrito, Half Moon Bay, Campbell, and Covina, as well as the West Contra Costa Unified School District.

As an organization, Godbe Research is a small business (less than 15 employees) and we manage our commitments wisely. This means managing our project load so that our President or Director of Research can be directly involved in each project we conduct at the Project Manager level. Similarly, we do not take on so many projects that we need to move team members or remove team members from current projects. Thus, Godbe Research is committed to allocating the team members outlined in this proposal for the duration of the project for the Kensington Police Protection and Community Services District (Kensington).

Godbe Research has well defined quality assurance and control measures in place, especially for a small business. We use a defined task-based approach for our projects, as well as a dedicated project manager to ensure that all tasks are performed without error, on time, and by the appropriate team member. For example, our Director of Research does not perform data processing or vendor management duties, just as our Research Analysts are not involved in managing projects or making recommendations to clients, as this is not their area of expertise. Thus, each team member can focus on their respective tasks to finish each project efficiently, accurately, and cost effectively.

Below are several client references for Kensington to contact. Should Kensington wish us to facilitate contact with our references, we'd be happy to do so. We understand that your staff is very busy, much like many of our references.

City of El Cerrito

Projects: 2008 Sales Tax Tracking Survey
2007 Bond/Parcel Tax/Sales Tax Feasibility Study (split sample)
Revenue Measure/Assessment Feasibility Study
UUT Measure Feasibility Study
UUT Measure Feasibility Focus Groups
UUT Measure Feasibility Stakeholder Interviews
Contact: Scott Hanin, City Manager
Phone: 510-215-4301
Notes: General UUT measure passed in 2005. Specific road improvement sales tax passed in February 2008.

City of Campbell

Projects: Sales Tax Measure Tracking Survey of Voters 2008
Revenue Measure Feasibility Study 2007 (split sample)
Resident/Voter Satisfaction and Priorities Survey 2007
Resident Satisfaction Survey 2002
Contact: Al Bito, Assistant City Manager
Phone: 408-866-2125
Notes: Passed November 2008.

City of Lafayette

Project: Sales Tax and UUT Feasibility Study 2008 (split sample)
Contact: Steven Falk, City Manager
Phone: 661-267-5300
Notes: Looking Towards 2010 for a general tax measure opportunity.

Town of Atherton

Projects: Police Services Parcel Tax Feasibility Study 2009
Police Services Survey 2006
Police Services Parcel Tax Feasibility Study 1999
Contact: Jim Gruber, City Manager
Telephone: 650-752-0504
Notes: Need to renew and potentially extend police services parcel tax due to expire in June 2010.

City of Los Altos

Project: Revenue Measure Feasibility Study 2008/2009
Contact: James Walgren, Assistant City Manager
Phone: 650-947-2635
Notes: Planning for a June or November 2010 election cycle, based on polling results.

Town of Los Altos Hills

Projects: Undergrounding/UUT Measure Feasibility Study 2005
Survey of Voters Regarding School District Options 2006
Contact: Debbie Pedro, Planning Director
Dean Warshawsky, Mayor Pro Tem
Phone: 650-739-1156
Notes: Council decided not to move forward, based on voter support.

City of Half Moon Bay

Project: Transient Occupancy Tax Feasibility Study 2007
Contact: Marcia Raines, (now City Manager with Millbrae)
Phone: 650-259-2334
Notes: General TOT measure passed June 2008.

City of Menlo Park

Project: Police Services/Public Safety Utility Users Tax Feasibility Study
Contact: Diehl Hutchins, Management Analyst
Phone: 650-330-6309
Notes: General UUT passed November 2006.

West Contra Costa Unified School District

Project: Parcel Tax Feasibility Study 2008
Parcel Tax Feasibility Study 2004
Contact: Bruce Harter, Superintendent
Phone: 510-231-1103
Notes: Parcel tax passed in 2005 mail ballot election. Parcel tax passed in November 2008.

PROJECT UNDERSTANDING AND APPROACH

Godbe Research is a recognized leader in voter opinion research for California cities, school districts, counties, park and recreation districts and other local government agencies. The firm believes that a project's success depends on recognizing the individual needs of each client. To this end, Godbe Research has crafted the following project plan for the Kensington Police Protection and Community Services District to illustrate the types of considerations that go into each of our research projects.

Research Objectives

Before beginning any research project, Godbe Research spends significant time reviewing the client's research objectives to choose the most appropriate research design. Based on information supplied by Kensington, Godbe Research understands that there are several research objectives, the most important of which are:

- determining and ranking issues of importance to voters in the Kensington Police Protection and Community Services District;
- assessing spending priorities of voters in Kensington;
- evaluating baseline and informed support for a police services parcel tax increase in a variety of viable upcoming election cycles (e.g. November 2009, March 2010, June 2010, etc.);
- identifying the maximum tax threshold supported by the necessary percentage of Kensington voters;
- examining the impact of various statements on voter support for the measure(s) (arguments 'for' and 'against' the measures), including sunset date/duration, COLA, any senior exemption, etc.;
- identifying how best to package the measure so that the necessary percentage of voters will support the most viable measure, *and*;
- collecting demographic information on voters in Kensington not already contained in the voter file for profiling and segmentation purposes.

Project Kick Off Meeting

As the first step in the overall process, Godbe Research will conduct an in-person kick-off meeting with Kensington to solidify overall research objectives, gather information on the financial needs of the District as they pertain to potential revenue measure funding sources, agree upon an appropriate communication protocol among contacts, and discuss project timing and the development of a formal time line, objectives and next steps.

Secondary Research

As part of the research process, Godbe Research will carefully review Kensington resident and voter demographics, property ownership records, previous polling and other survey data, as well as other information that will be useful data in guiding this current survey of voters.

Sampling Method

Godbe Research's approach to any quantitative research project includes rigorous attention to research methodology. The first step in this process is to determine the appropriate sampling method and sample size to meet a client's research objectives,

reduce the sampling error to an acceptable level, and conform to our client's budget for this project.

Because this study is interested in assessing the feasibility of potential tax measures in a variety of upcoming election cycles and due to the relatively small number of overall voters in Kensington, Godbe Research recommends sampling voters who voted in the November 2008 Presidential Election cycle, while flagging voters who are likely to vote in upcoming election cycles (e.g. November 2009, March 2010, etc.). This will allow us to assess support among voters that are likely to vote in upcoming election cycles, as well as voters that could be persuaded to turn out by a tax being on the ballot.

In order to accurately understand the opinions of that portion of the electorate that is expected to participate in an election, one must consider each individual's voting history and assess their likelihood of participating in the election of interest. This will maximize the reliability of the research. Once Godbe Research has identified voters who are likely to participate in the elections of interest, the sample is drawn by stratifying the universe of residents by characteristics known to be related to voting behavior, such as age, partisanship, gender, household party type, and geography. Voters are then randomly selected into clusters based on their demographic profiles. This method ensures that the resulting sample will accurately represent the universe of voters specified in the sampling frame.

Sample Size

Given that there are an estimated 3,779 total voters and 3,459 voters that cast ballots in November 2008 in Kensington, Godbe Research recommends an overall sample size of 200 (n=200) to 300 (n=300) voters. This will allow for analysis at the overall District level and reduce the statistical margin of error to an acceptable level for most of the voter subgroups we will want to analyze (geography, income, partisanship, length of residence, voting propensity, household party make-up, etc.). We typically strive for a sample size of 400 voters, however, based on the relatively low number of overall voters in Kensington and our past experience with communities of similar size and demographics; we do not feel that it would be possible to conduct more than 300 interviews.

Survey Instrument

To capture a detailed 'picture' of voter opinions on the various issues and needs related to the parcel tax increase, Godbe Research estimates that it will take approximately 15 to 18-minutes to administer each interview. We will gather all information necessary to develop the survey questionnaire during the project kick-off meeting. Once we have a draft version of the survey developed, we will submit it to Kensington for review and then work in an iterative process until the survey instrument meets the approval of all stakeholders in the polling process.

Special care will be taken to ensure the methodological structure of the survey is comparable to any prior studies that may have been conducted for Kensington (if appropriate), as well as so the survey can be tracked over time to measure increases/decreases in support and gauge the effectiveness of any public education campaign, based on the recommended timing for the parcel tax increase.

Survey Pretest

After a draft of the survey has been finalized between Godbe Research and Kensington, the document will be pretested at the data collection facility on contract for the project. Even after almost 20 in business and thousands of revenue measures surveys fielded, Godbe Research still pretests each of our surveys. This is to ensure the document can be read to respondents in the time budgeted; the words, phrases

and subject matter are easily understood by the respondents; the answer categories match what the respondents want to say; and the document achieves the research objectives identified at the onset of the project.

Translation

Godbe Research has, in the past, conducted surveys in Spanish, Korean, Vietnamese, Tagalog, Japanese, Malay, Mandarin, Thai, Hmong, Cantonese, and Khmer. Based on a review of Kensington voter demographics, we have identified that approximately 3% of the voter population is of Latino origin and 6% of the voter population is of some Asian ethnicity. Based on the very small percentages of each voter subgroup and the costs involved in survey translation and interviewing in languages other than English, we do not recommend translation of the survey at this time.

CATI Programming

Once the pretest results have been integrated into the final instrument, it will be sent to the data collection facility to be programmed into a computer-assisted telephone interviewing system (CATI). While CATI programming takes about two days to complete before the data collection can begin, its benefits far outweigh the costs associated with its implementation in the data collection process. These benefits include: automatically routing the interviewer through the interview to ensure skip-patterns are properly navigated, allowing the entry of only legal codes in any particular field which prevents many data entry errors, and assisting supervisorial tasks by ensuring that the appropriate number of call-backs are made at the specified times. CATI programming is another one of our quality assurance and control procedures.

Data Collection

Once the CATI programming has been completed, data collection will take approximately three to five days to complete, as we will want to be out of the field as quickly as possible. Godbe Research currently uses several different *live-interview* data collection facilities depending on the type and timing of the survey, and each has outstanding reputations for speed and accuracy. For this study, we will be employing *EMH Opinion Services* based in the Sacramento area. *EMH* is our preferred voter data collection firm and has conducted each of our more than 100 revenue measure studies since 2005.

Quality control measures during data collection include CATI programming the survey instrument to ensure proper navigation of skip patterns and response options, training the interviewers on the instrument (minimum 1 hour session), active supervisor monitoring of interviews, random review of completed surveys to identify and correct errors, random supervisor call-backs to confirm responses, and daily review of sample characteristics to ensure that they match the population of interest, in this case Kensington voters.

It is important to note that while our interviewers are reading questions from a computer screen (vs. pen and paper method), we use only *live* interviewers and do not "off-shore" data collection for our projects, even to Canada or Mexico. While this might make our data collection fees slightly higher than our competitors that do "off-shore", the quality of our interviews is much better as we know we are talking to the correct respondent (issue with computer telephone surveys/IVR) and our interviewers sound native to the communities in which they call (issue with off-shoring).

Data Cleaning and Processing

The Godbe Research team will personally clean and process the data for the project, thereby ensuring a level of detail and quality control not possible through subcontracting data cleaning and processing services. Once the interviewing is

completed, each response is coded and detailed cross-tabulations are produced. The cross-tabulations generally include age, gender, ethnic group, geography, income, partisanship, household party type, home ownership, parental status, number of children, and area of residence, as well as other banner points based on attitudinal data.

Once the data are collected, the sample characteristics are compared to those of the population to ensure that the data are representative. If disparities exist (which may arise simply by statistical chance or through known limitations of a sampling design), Godbe Research's staff are experts in 'weighting' the data to adjust for these disparities and ensure that the results are representative of the entire population of interest.

Analysis of Data and Reporting

Analysis of the data and presentation of the findings are the last components of any research project. Because a concise summary of the data and actionable recommendations are critical to a client's objectives, Godbe Research takes great care in analyzing the data and preparing a written final report. Godbe Research's final reports are the most thorough and insightful in the industry. The quality of the final report should be one of the main considerations when choosing a consultant. We strongly recommend that Kensington compare our reports to those produced by other firms to appreciate the additional value that can be expected from Godbe Research.

Godbe Research's final report will include all information necessary for the Kensington Police Protection and Community Services District to make a sound decision on whether or not to move forward with the parcel tax increase, including the recommended amount, duration, and election cycle. This includes presenting information in a format that the District or a political and outreach/education consulting firm is familiar with and can easily actionize. Kensington can expect a number of easy to read and simple to understand value-added modules, as we realize that the vast majority of our clients are not statisticians. A brief discussion of each is presented below:

- **Revenue Measure Feasibility:** Godbe Research will make a recommendation if the District should move forward with the police service parcel tax measure.
- **Ballot Question Wording:** Godbe Research will recommend a version of the ballot question that reflects the benefit ranking results from the survey. Furthermore, we will work with all Kensington stakeholders (and any consultants) to refine that language until it meets the approval of all key parties.
- **Tax Threshold Report:** In many cases, a voter's decision to vote 'for' or 'against' a measure depends on how much a measure will cost. Godbe Research's tax threshold report looks at how various tax levels will affect Kensington's chance of passing each measure in order to maximize the revenue amount to meet the District's needs.
- **Geographic Targeting Report:** The geographic targeting report is used to demonstrate how survey findings can be integrated into a field-based communications effort. This is especially important in a community like Kensington where partisanship and support could vary by geography and length of residence.
- **Election Timing Report:** The election timing report section will describe the factors associated with the election cycle(s) of interest, integrate these factors

with survey findings, and determine if there are any potential problems with those dates.

- **Household Targeting Report:** Godbe Research is a state leader in targeting voters through an analysis of various household demographic groupings. Household targeting acknowledges the fact that most local elections rely heavily on direct mail to communicate to voters. When a mail piece reaches a household, a campaign cannot control who will view the piece. In some cases, the addressee will view the piece, other times only the first person to pick up the mail will see the piece, and many times an entire household will view the piece. Because of this, our household targeting report interprets survey results and demonstrates how they can be used to communicate with targetable household groups. Godbe Research's household targeting report frequently looks at household targeting in terms of household party type, household gender makeup, household absentee history, and household age characteristics.
- **Godbe Research's Profile of Voters:** Godbe Research has created a proprietary model used to create a profile of "Strong support," "Potential support," and "Strong opposition". These profiles outline the various voter subgroups and their level of support for targeting supporters in any education/outreach or other campaign. We will provide this for each revenue measure by the most viable election cycle.

Project Presentation

Godbe Research will also develop a concise PowerPoint presentation of the survey findings and our recommendations to present to Kensington stakeholders. In addition, we will also remain available to answer any questions or provide more information on the polling results after the project is completed and throughout any resulting campaign to educate or support the parcel tax measure. This service is offered to each of our clients, and moreover, it is offered without any additional fees or charges, as we do not practice 'hit and run' projects.

PROJECT TIME LINE

Because of our experience in conducting voter opinion research for a wide variety of clients including cities, counties, transportation planning agencies, school districts, library districts, and parks and recreation districts, Godbe Research generally prefers to conduct a voter survey over about six weeks, however, preliminary results can be made available much sooner, if required. Kensington meetings (e.g., project kick off meeting) and tasks (e.g., questionnaire review) have been *italicized* for easy review.

<u>Project Task</u>	<u>Approx. Time</u>
<i>Project Kick-Off Meeting with Kensington</i>	<i>1 Day (1 to 2 hours)</i>
Review of Previous Surveys and Data	2 to 3 Days
Questionnaire Drafting and Refinement	3 to 5 Days
Sample Development and Matching (concurrent with questionnaire drafting)	3 to 5 Days
<i>Kensington Review of Survey Instrument</i>	<i>5 Days</i>
<i>Questionnaire Review Meeting</i>	<i>1 Day (1 to 2 hours)</i>
Questionnaire Revisions (if needed)	2 Days
Pretest and CATI Programming	2 Days
Data Collection / Interviewing	3 to 5 Days
Initial Data Processing	2 to 3 Days
<i>Topline Report Meeting with Kensington</i>	<i>1 Day (1 to 2 hours)</i>
Analysis and Reporting	6 to 8 Days
<i>Report/Recommendations Review w/ Kensington</i>	<i>1 Day (1 to 2 hours)</i>
Report Changes (if needed)	1 to 2 Days
<i>Presentation of Findings to Kensington Staff, Administration and Board</i>	<i>Anytime After Final Report Submittal</i>
Post Survey Consulting on Results with Kensington and Project Stakeholders	Ongoing Through Election Day

GODBE RESEARCH PROJECT TEAM

Reliable survey results depend on having a team that understands the complexities and nuances of survey research design, including sampling theory, questionnaire design, and data analysis. Indeed, although it is easy to conduct a survey, it is very difficult to design and conduct a survey where the resulting data are reliable measures of the opinions and behaviors one intends to measure, and the data can be accurately projected to the larger population of interest. It is also important to select a research organization that has experience in passing revenue measures of the same type for similar agencies, or more importantly, the types of measures your community is considering.

The team at Godbe Research is comprised of recognized experts in survey research design and implementation, and for this project we will assign our most experienced team members with the ability to add more should the need arise. For example, the Co-Project Managers for this project, Bryan Godbe (President) and either Dr. Alice Chan (Director of Research) or Dr. Amelia Davidson (Senior Research Manager) and have designed and conducted more than 400 survey research projects in the past three years alone, including each of the 24 successful revenue measures conducted for Californian local government agencies in 2008.

Dr. Chan or Dr. Davidson will execute all stages of the project, including sampling design and questionnaire development, project management, analysis, reporting, and presentations, and will be the day-to-day contact for Kensington staff. Mr. Godbe will provide strategic direction for the project and work with Dr. Davidson or Dr. Chan in all other facets of the project, including being the second point of contact for the project.

Bryan Godbe, M.A. President

Cofounder of Godbe Research, Mr. Godbe has more than 25 years of experience in public opinion research, public relations and government affairs. In this capacity, he has conducted public opinion and market research projects at the national, state, and local levels including projects for the Cities of Portland (OR), Tacoma (WA), Henderson (NV), San Francisco, San Diego, Los Angeles, Sacramento, and San Jose (CA). He is a recognized leader and innovator in using voter opinion research to assess the feasibility of revenue measures and to design successful public information campaigns to generate support for measures that would otherwise fail.

Mr. Godbe received a Silver Anvil Award from the Public Relations Society of America for the development and implementation of an outstanding government affairs program on behalf of the Contra Costa Water District. This program was based on an extensive research program that included baseline research, focus groups and three tracking polls.

Prior to founding the firm, Mr. Godbe was Vice President of Research at a California-based public relations firm. Mr. Godbe also served as the Senior Research Consultant at the Center for the Study of Los Angeles, at Loyola-Marymount University. He has a Master's Degree from the University of Michigan where he studied survey research methodology at the Institute for Social Research; and a B.A. degree from the University of California, Berkeley. He founded the company and has been working for Godbe Research for 18 years.

Alice P. Chan, Ph.D. Director of Research

Dr. Chan brings more than ten years of research experience to Godbe Research as the Research Director. As the project lead, Dr. Chan will oversee all stages of the

research process, from design through analysis to reporting, ensuring that the project yields actionable results for meeting client objectives. Over the years, Dr. Chan has worked with organizations of different types and sizes, helping them generate insights about their key constituents to guide strategic planning and organizational improvements. Her expertise covers all major attitudinal research methods (i.e., surveys, focus groups and one-on-one interviews) and a broad range of analytical techniques that profile population clusters/segments of client interest, understand drivers of attitudes and behaviors, and predict likelihood of alternative event outcomes.

Prior to joining Godbe Research, Dr. Chan held senior positions at leading market research companies, including serving as the Director of Consulting Services at TNS (formerly NFO) Prognostics. She is also a former faculty member at Cornell University. Her academic research, which has won numerous awards, has been presented at professional conferences and published as chapters in books and such journals as *Organization Science* and the *Journal of Computer-Mediated Communication*. Her formal education includes a Doctorate in Communication Arts and Sciences-Mass Media from Michigan State University, as well as Master's and Bachelor's Degrees in Communication from the University of Hawaii.

**Amelia Davidson, Ph.D.
Senior Research Manager**

As Senior Research Manager, Dr. Davidson acts as project lead and is instrumental in questionnaire development, reporting, and analysis phases for each study she leads. Her expertise in research methodology, data analysis and recommendations, and advanced statistical techniques make her a valuable asset to the Godbe Research Team.

Prior to joining Godbe Research, Dr. Davidson was the Social Sciences Division Chair at Nevada State College where she led institutional research and instructed students in survey research methods and statistics. Her academic research, which has been presented at a number of leading institutions, examined decision making and factors that influence the acceptance of persuasive messages. Dr. Davidson holds memberships with the American Psychological Association and the honor's society, Phi Beta Kappa. Her formal education includes both a Doctorate and a Master's degree in Experimental Psychology from the University of California, San Diego, as well as a Bachelor of Arts degree from Southwestern University.

PROPOSED PROJECT FEES

Godbe Research takes great pride in delivering reliable and practical research projects 'on time and on budget'. In doing so, we prefer to provide a firm, fixed-fee format for our cost proposals. This is because we do not believe in assigning arbitrary hours and rarely do projects (even highly similar in nature) take the same amount of time or resources.

Based on our basic understanding of Kensington's research objectives and goals for the polling and our experience in conducting voter surveys for similar communities, Godbe Research recommends that the District conduct an approximate 15 to 18-minute survey comprised of 200 (n=200) to 300 (n=300) voters to help evaluate the feasibility of increasing the current police services parcel tax in Kensington.

The prices below reflect the all inclusive costs to complete the baseline survey project -- the overall cost will not exceed those shown below, provided that parameters (survey length, sample size, etc.) of the project conform to those outlined in this proposal. Should project parameters change, we will be happy to provide amended costs prior to proceeding.

Option One: Survey of 200 (n=200) Kensington Voters

<u>Task</u>	<u>15-min.</u>	<u>18-min.</u>
Listed Sample	\$500.00	\$500.00
CATI Programming	\$870.00	\$990.00
Telephone Interviewing	\$4,080.00	\$4,520.00
Data Processing	\$420.00	\$640.00
Research Fee	\$6,000.00	\$6,000.00
Project Management	\$1,500.00	\$1,500.00
<u>Miscellaneous Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>
Survey Total	\$13,720.00	\$14,500.00

Option Two: Survey of 300 (n=300) Kensington Voters

<u>Task</u>	<u>15-min.</u>	<u>18-min.</u>
Listed Sample	\$900.00	\$900.00
CATI Programming	\$870.00	\$990.00
Telephone Interviewing	\$6,120.00	\$6,780.00
Data Processing	\$560.00	\$780.00
Research Fee	\$6,500.00	\$6,500.00
Project Management	\$1,500.00	\$1,500.00
<u>Miscellaneous Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>
Survey Total	\$16,800.00	\$17,800.00



GODBE RESEARCH
Gain Insight

GODBE RESEARCH

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Newport Beach, CA 92660

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501 105th Avenue NE, Suite 1000
Bellevue, WA 98004

NEW BUSINESS

#3 - Discussion for possible action the vote for the representative to the California Special Districts Association Board of Directors, Region 3, Seat A. The candidates' statements have been attached for review. The ballot must be completed and received by September 16th.



CALIFORNIA SPECIAL DISTRICTS ASSOCIATION

2009 BOARD ELECTIONS

MAIL BALLOT INFORMATION

Dear Member:

A mail ballot has been enclosed for your district's use in voting to elect a representative to the CSDA Board of Directors in Region 3, Seat A. Each of CSDA's six (6) regional divisions has three seats on the Board. Each of the candidates is either a board member or management-level employee of a member district located in your geographic region. Each Regular Member (district) in good standing shall be entitled to vote for one (1) director to represent its region.

We have enclosed the candidate statements for each candidate who submitted one. Please vote for **only one** candidate to represent your region in Seat A and be sure to sign, date and fill in your member district information (*in some regions, there may only be one candidate*). If any part of the ballot is not complete, the ballot will not be valid and will not be counted.

Please utilize the enclosed return envelope to return the completed ballot. Ballots must be received at the CSDA office at 1112 I Street, Suite 200, Sacramento, CA 95814 by **5:00pm on Wednesday, September 16, 2009**.

If you do not use the enclosed envelope, please mail in your ballot to:

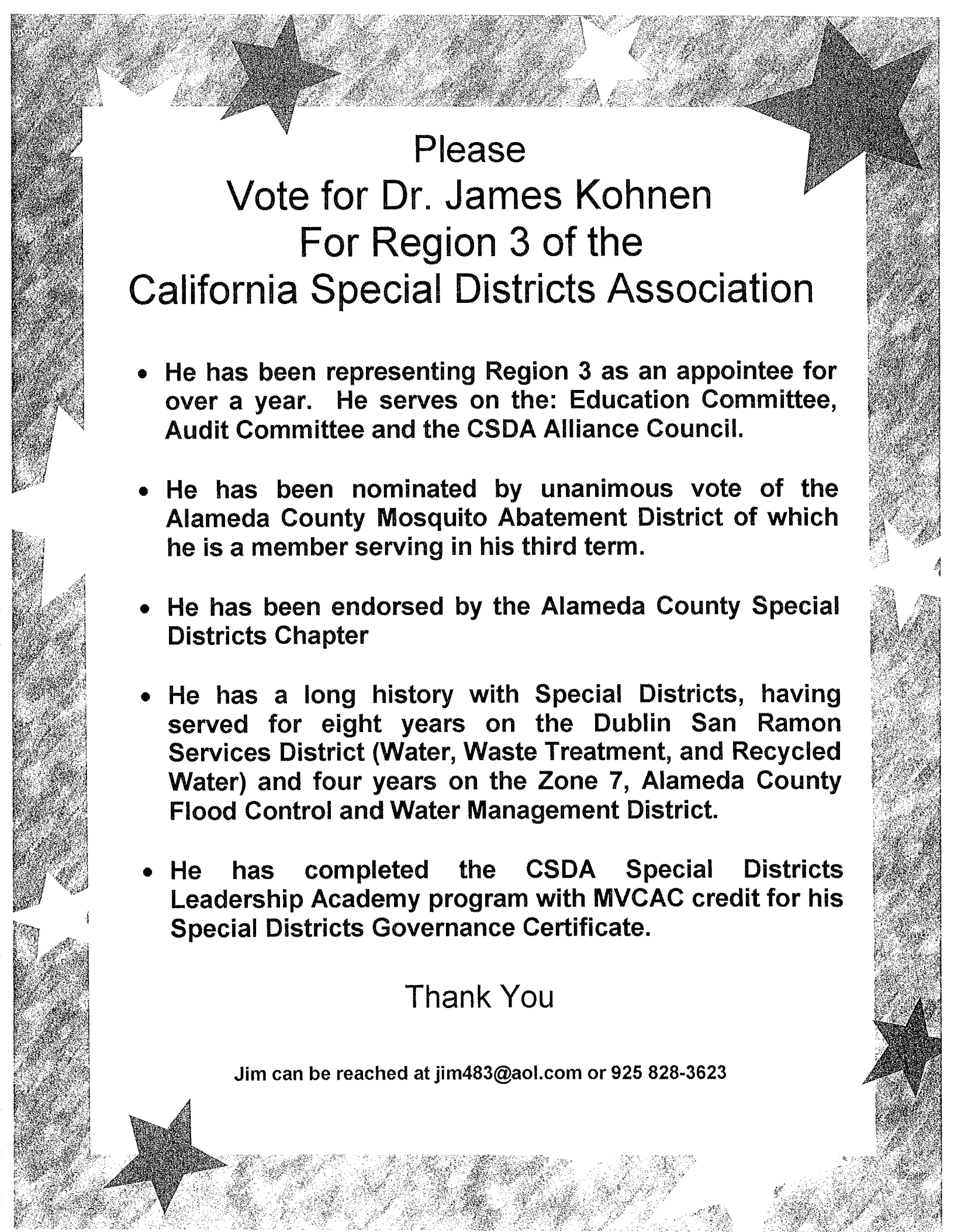
California Special Districts Association

Attn: 2009 Board Elections

1112 I Street, Suite 200

Sacramento, CA 95814

Please contact Diana Zavala toll-free at 877.924.CSDA or dianaz@csda.net with any questions.



Please
Vote for Dr. James Kohnen
For Region 3 of the
California Special Districts Association

- He has been representing Region 3 as an appointee for over a year. He serves on the: Education Committee, Audit Committee and the CSDA Alliance Council.
- He has been nominated by unanimous vote of the Alameda County Mosquito Abatement District of which he is a member serving in his third term.
- He has been endorsed by the Alameda County Special Districts Chapter
- He has a long history with Special Districts, having served for eight years on the Dublin San Ramon Services District (Water, Waste Treatment, and Recycled Water) and four years on the Zone 7, Alameda County Flood Control and Water Management District.
- He has completed the CSDA Special Districts Leadership Academy program with MVCAC credit for his Special Districts Governance Certificate.

Thank You

Jim can be reached at jim483@aol.com or 925 828-3623

June 29, 2009

Attention: CSDA
Diana Zavala
1112 I Street, Suite 200
Sacramento, Ca 95814

Dear Diana Zavala and members of the CSDA Board:

Please consider this my letter of interest for the CSDA, 2010 Board Vacancy Region 3, Seat C, Board of Directors.

I am well qualified for this position, having served as an elected official on the Moss Landing Harbor District Board of Harbor Commissioners since 2003, running unopposed as an incumbent in the last general election. I currently am serving as Chair of the Moss Landing Harbor District Live-aboard Committee and Chair of the Moss Landing Harbor Finance Committee. I was appointed for a second term to the Monterey County Overall Economic Development Commission by the County Board of Supervisors and serves as Vice Chair of its Grants and Finance Committee. By this appointment, I believe the Monterey County Board of Supervisors has demonstrated confidence in my fiscal abilities, experience and insight. I also currently serve on the Special District Association of Monterey County as Secretary/Treasurer. Additionally, I serve as the board Secretary for the Moss Landing Harbor District.

I am retired from the retail food industry where I gained in-depth experience in business economics. I am also an active member of the community, serving on many committees and boards including the Central Coast Federal Credit Union Board of Directors, Vice Chair of the Salinas, California Ichiki-Kushikino Sister City Organization (of which I was named member of the year in 2005), Trustee of Salinas, California Sons of Italy in America Lodge and Chair of the City of Monterey's annual Festa Italia Festival Parade, Salinas Valley Chamber of Commerce, I serve on the Chamber's Government Review Committees, On-Site School Council for Everett Alvarez High School and have just recently retired from coaching high school basketball. I also am involved in the Big Brother-Big Sister organization as a big brother.

I have also completed the CSDA Special District Governance Academy in Governance Foundations, Setting Direction/Community Leadership, Board's Role in Finance and Fiscal Accountability and Board's Role in Human Resources.

I am very experienced in budgeting, project management, report preparation, public speaking, legislative issues and participate in the SDA of Monterey County. I believe my dedication to special districts makes me an excellent choice to represent local government agencies interests at CSDA.

Sincerely,

Vincent C. Ferrante
Commissioner Moss Landing Harbor District

NEW BUSINESS

#4 - Discussion for possible action that the Board return to its regular meeting schedule of holding the Board meeting once a month on the second Thursday of each month.