Political Poll Budget Committee Proposal
January 12, 2016

BUILD
BROADWAY

“Be it further resolved that while the AMS will continue to advocate for rapid rail as the most suitable system of rapid transit along the corridor, the AMS will be open to alternative proposals for the corridor”
- Rapid Transit Campaign – AMS External Policy Manual

Political Background:

With a new Federal government and a municipal government that is making transit along Broadway a key priority, now is a critical time for the planning of the Broadway Subway Line. Although the future appears promising for the green-lighting of the line, the destination of the line remains uncertain, with many politicians, media, and members of the public advocating for Arbutus to be the location of the terminus station. Since the unsuccessful transit referendum, most have been calling for and referencing the future Broadway Line as it was set out in the Mayors’ Plan, which cites the line only going to Arbutus. While many have speculated that this may simply be a tactic to encourage the university to pay into the line itself, the largest challenge for the AMS remains ensuring that the expansion to UBC is agreed upon and started in the first and only phase of the project; our fear being that if the Arbutus to UBC portion of the line will be postponed and intended for a ‘Phase 2’, which will either take decades to become a reality or will never happen at all.
Another concern over a two-phase project is that the line could be composed of two different transit modes - that to Arbutus, and that from Arbutus to UBC.

The Problem:

In our many discussions with politicians about the line, a few sticking points for the expansion to UBC arise. Although the specifics of the funding plan have yet to be determined, the largest obstacle that we see from the construction of the line is the concern of residents who live in the area around the proposed line extension to UBC. We have heard from all politicians with
constituents in these areas that they are reluctant to endorse the line to UBC as a result of these concerns – which range from increased crime, density, and taxes, to added congestion.

The Solution:

To address the concerns of residents, the VPX office is working on the following two projects:

1) Commission an impact study of the line through a UBC Seeds Project
2) Commission a political poll of residents between Arbutus and Blanca, West 4th and West 16th, to determine:
   a. The degree of opposition to the line
   b. The most commonly help specific concerns of residents

The Seeds project is a free resource available to us and is projected to be completed by September of next year. The poll on the other hand, requires the financial assistance of Budget Committee and Council.

The information determined from the poll will serve a number of purposes. If the results of the poll determine that there is relatively little decent to the line, the information can be used of evidence that the line is simply opposed by a vocal minority of residents. On the other hand, if the poll reveals that residents are strongly opposed to the line, we will be able to address their specific concerns in our off-campus campaign, to be launched in mid-February. Since off-campus campaigns are quite costly, relative to on-campus campaigns, it is important to allocate resources and craft messages in a targeted and strategic manner. The poll will also set an important baseline for future VP Externals to measure campaign success off-of.
Proposals:

Because it is important that the information be both reputable to outside sources and comparable to other future studies, it is critical that an outside firm, who would then also be responsible for defending the findings of the poll if they were ever to be questioned, conduct the poll. Furthermore, the poll can only be conducted over phone to avoid biasing the results by only reaching out to residents who commonly use email.

In looking for a provider for the poll, we investigated firms who meet the following criteria:

1) Specialised specifically in political polling and not market polling
2) Where wither based out of or had large offices in Vancouver

These criteria yielded three firms, of which two responded to us with proposals. These proposals are attached at the end of this document and are summarised below:

<table>
<thead>
<tr>
<th></th>
<th>Number of Responses</th>
<th>Margin of Error</th>
<th>Price of Poll (not including tax)</th>
<th>Final Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insight West</td>
<td>400 responses</td>
<td>4.8%</td>
<td>$8,500*</td>
<td>- Detailed data tables</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Powerpoint report</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Written analysis</td>
</tr>
<tr>
<td>Justason Market Intelligence Inc.</td>
<td>200 responses</td>
<td>&gt;6%</td>
<td>$7,000</td>
<td>- Chart based Powerpoint report</td>
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<tr>
<td></td>
<td></td>
<td></td>
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<td>- 2 page summary</td>
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*Note: The Insight West quote was negotiated to the above price. The attached proposal cites $8,500 as being the quote for 300 respondents. Since we preferred the margin of error to be below 5%, we negotiated with them to make $8,500 the price for 400 responses.

Recommendation:

Although the quote from Justason Market Intelligence Inc. is lower than that of Insight West, we recommend and ask that Budget Committee approve the expenditure for the Insight West Quote. The reasons for this are as follows:

1. Response Numbers: Although Justason did not provide the estimated margin of error, Insight West estimates that a poll of 300 people would have a 5.6% margin of error. Thus, we can estimate that a poll of just 200 people (as quoted at $7,000 by Justason) have a margin of error over 6%. We would strongly prefer to have a poll with a margin of error below 5%.
2. Professionalism: In our conversations with both firms, Insight West responded to our request for a proposal and all other communications much faster and professionally. The Insight West report is also vastly more detailed and specific than that from Justason.

3. Continuing Relations: Insight West is the first that the VP Academic office commissions to conduct the Academic Experience Survey. Their experience working with them is very good, and they highly recommend the firm. Insight West also gave us the $900 discount on the poll with the understanding that they and the AMS do a lot of repeat business.

Budget Breakdown:

Subtotal: $8,500
Total: $9,520
Dear Kathleen,

Thank you for the opportunity to work with the AMS. We are pleased to offer you the following proposal summarizing our recommended approach.

**STUDY OBJECTIVES**

The AMS is seeking to conduct a survey to gauge perceptions on the construction of the proposed Broadway Subway Line to UBC. The survey would focus on residents of a specific quadrant of the City of Vancouver, extending from Arbutus Street to Blanca Street, and from 4th Avenue to 16th Avenue.

**METHODOLOGY – TELEPHONE SURVEY OF AREA RESIDENTS**

We propose conducting the survey by telephone, with a representative sample of residents from this particular quadrant. The sample would be selected taking into account the latest census data from the area to ensure the proper representation of all sub-groups (including gender, age and ethnicity). A six-minute questionnaire would allow us to review specific issues, including:

- Support / Opposition for plan.
- Benefits / Drawbacks from construction and development.
- Benefits / Drawbacks from finalized project.
- Effect on daily activities when project is finalized (use public transit more often, drive less)

The tables, in Excel format, will provide breakdowns for gender, age and household income, as well as any other data banners that the AMS may deem useful. This proposal is based on a six-minute questionnaire.

We have provided options for 300, 400 or 500 completed interviews, which would yield margins of error of 5.6%, 4.8% and 4.3% respectively.

**Insights West Deliverables:**

- Professional management of the study from start to finish, including regular project updates;
- Questionnaire design;
- Questionnaire programming and pre-testing;
- Sampling and data collection management;
- Detailed data tables;
- PowerPoint report with summary slides and written analysis.
TIMELINE

Below is an overview of the timeline for his project, assuming a starting date of December 6, 2016. The timeline can be revisited, based on the needs of the AMS.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIMELINE</th>
<th>COMPLETED BY</th>
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<tbody>
<tr>
<td>Online Survey of British Columbians</td>
<td></td>
<td></td>
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<tr>
<td>Questionnaire Design</td>
<td>2 days</td>
<td>December 6</td>
</tr>
<tr>
<td>Fielding</td>
<td>6 days</td>
<td>December 12</td>
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<tr>
<td>Tabulation</td>
<td>3 days</td>
<td>December 15</td>
</tr>
<tr>
<td>Top-line summary report delivery</td>
<td>2 days</td>
<td>December 17</td>
</tr>
<tr>
<td>Power Point report delivery</td>
<td>6 days</td>
<td>December 23</td>
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BUDGET

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>COST</th>
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<tbody>
<tr>
<td>Telephone Survey of Vancouverites in the Quadrant – 300 respondents</td>
<td>$8,500</td>
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<tr>
<td>Telephone Survey of Vancouverites in the Quadrant – 400 respondents</td>
<td>$9,400</td>
</tr>
<tr>
<td>Telephone Survey of Vancouverites in the Quadrant – 500 respondents</td>
<td>$10,200</td>
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The pricing outlined in this proposal is valid for 90 days. Any applicable taxes are additional. Costs are based on the specifications as outlined in this proposal. If the specifications change dramatically, implications on costs will be outlined within 7 days following the change. Billing terms are 50% up front for each individual project component, with the remaining billed at project completion.

Once again, thank you for the opportunity to work with you.

Sincerely,

Mario Canseco
Vice President, Public Affairs

Insights West
mariocanseco@insightswest.com
778-929-0490
November 20, 2015

Kathleen Simpson
Associate VP, External Affairs
AMS Student Society of UBC Vancouver
Avpexternal@ams.ubc.ca

Dear Kathleen,

Thank you for asking Justason Market Intelligence Inc. (JMI) to provide a quotation for survey research services among West Point Grey residents. As we understand it, AMS Student Society of UBC Vancouver wishes to develop a baseline measure of support for the construction of the Broadway Subway Line to UBC and why some residents are opposed to the subway line.

After considering several methodologies, we recommend conducting a landline telephone study among a representative sample of 200 West Point Grey residents. The sample will target adults aged 18 years and older who live within the area between Arbutus and Blanca Street, West 4th Ave and West 16th Ave. Please note, while we will provide best efforts to reach a representative sample of younger residents (18 to 34), due to the challenges of reaching young people via landline, the final sample may be representative of adults 35 years and older. The final weighted sample will represent the adult population of the area by age and gender.

The questionnaire will be designed to meet the research objectives and take no longer than seven minutes to complete.

**Timeline:** JMI will work with the client team to determine a timeline that meets their needs.

The budget for this study is **$7,000 plus GST.** This budget includes all the resources required to complete the study as described in this quote. The final deliverable is a concise chart based PowerPoint report, including one or two page summary of the key findings.

Kathleen, again thank you for contacting us about this project. If you have any questions or to discuss further, please contact Barb (604 783 4165) or Geoff (604 638 1121).

Regards,

Barb Justason
Principal, Justason Market Intelligence Inc.

Geoff Bird
Research Director, Justason Market Intelligence Inc.