



**MEMORANDUM OF UNDERSTANDING BETWEEN
EMC RESEARCH, INC. AND
MENDOCINO COAST HEALTHCARE DISTRICT
2023/2024**

The purpose of this memorandum is to confirm an agreement under which EMC Research, Inc., (EMC) will undertake surveys and opinion research for Mendocino Coast Healthcare District (the “District”).

THE NATURE OF THE WORK

We understand that the Mendocino Coast Health Care District is interested in a poll of the community to assess priorities for the future of the Mendocino Coast District hospital and to understand the feasibility of a revenue measure to fund the next steps toward replacing, retrofitting, or downsizing the existing facility.

Our research will provide you with scientifically sound data to inform strategic decisions such as:

- What are community preferences around the future options for the hospital?
- What is the level of support for a potential revenue measure?
- How should a measure or measures be structured in order to most likely meet with success?
- What is the advisable timing and amount for (a) measure/s?
- What are the types of projects that are most important to those who will vote?
- What are the themes and messages that will assist in helping voters understand the benefits?
- What are potential vulnerabilities?

Both parties hereto will consult with each other and reach an agreement on the contents of the questionnaire and the survey format. Once an agreement on the contents and survey is reached, EMC will conduct the research within an agreed upon time frame.

BASELINE SURVEY

The baseline survey under this agreement will consist of 200 interviews conducted using a hybrid of email- and text-to-web and telephone interviews. Average interview length is estimated to be 18 minutes. The survey will be offered in English and Spanish. The sample will consist of a random selection of registered, likely voters selected in proportion to the distribution of such voters in the Mendocino Coast Healthcare District. The sampling procedures will be consistent with generally recognized, scientifically valid sampling techniques designed to produce a survey reflective of the electorate.

SCOPE OF WORK

EMC Research will draft the survey, program for data collection, supervise data collection, provide a topline results document, produce crosstabs and a visual presentation of results and analysis, present results, and coordinate with the District’s team.

Specifically, EMC will:

- Develop a survey questionnaire in consultation with the Mendocino Coast Health Care District and consultant team;
- Design and select a valid sample of voters;

- Program and host the survey and execute data collection by telephone and online;
- Produce topline results and cross-tabulations;
- Produce a report, analysis and summary memo(s) of the results;
- Present results as needed; and
- Provide consultation and advice for as long as the research is used.

TRACKING SURVEY (OPTIONAL)

Depending on the results of the baseline survey, it may be prudent to plan for a tracking survey to be conducted close to the deadline for placing a measure on the ballot to aid in making a final “go/no-go” decision. This tracking survey would likely be shorter and more focused on testing the level of support for an agreed upon measure (with language that is refined based on the results of the baseline survey) and testing key messages that may aid in voter comprehension surrounding the measure.

The methodology for a tracking survey would mirror that of the baseline with a sample size of 200 likely voters, and we anticipate an average questionnaire length of 10 to 12 minutes.

EMC would discuss the pros and cons of the tracking survey option with the client and consultant team and make a recommendation about the usefulness of this component as the time approaches.

COST

The cost to conduct a baseline hybrid email- and text-to-web/telephone survey of 200 likely voters, with an average survey length of 18 minutes, in English and Spanish, is \$26,500.

The optional tracking survey of 200 likely voters, with an average length of 10 to 12 minutes, in English and Spanish, is \$20,000.

These prices include all services outlined in this MOU.

One half of the project fee will be billed upon contract approval, and the second half will be billed upon delivery of survey results. The total cost assumes there will be one in-person meeting to present research results to the Board of Directors, while other meetings will take place in a virtual environment. We would like the opportunity to bill for travel should more than one in-person meeting be required.

TIMELINE

The survey would be conducted in early January 2024, with results provided to the District in February 2024.

OTHER PROVISIONS

The parties agree that all costs of any successful legal actions taken by either party to enforce the terms of this agreement, including legal fees, shall be the responsibility of the losing party in any such legal actions.

EMC agrees to furnish to the District a complete analysis and reasonable consultation time with respect to the data and findings.

EMC is entitled to retain copies of all data and analysis for its own internal use.

The District agrees that any public or private dissemination of any data or conclusions represented to be those of EMC will be in strict conformity with the data and analysis provided to the District by EMC. The District further recognizes the right of EMC to correct errors in such data as may be attributed to them by releasing the correct data or analysis.

EMC will not release any data whatsoever except as provided in the preceding paragraph, nor any other information in its possession concerning the District, except as may be required by law, without the permission of the District.

DATE: _____

BY: _____
Mendocino Coast Healthcare District

DATE: _____

BY: _____
EMC Research, Inc.

