



Santa Cruz County Regional Transportation Commission (RTC)
Transportation Funding
Poll of Likely Voters in Santa Cruz County RFQ

Questions and Answers

*(As of January 27, 2012. Updates to be posted periodically online at:
<http://sccrtc.org/about/opportunities/rfp/>)*

1. Identifying likely voters on a referendum is impacted by what else is being voted on at the same time as the referendum. Obviously turnout is typically higher for a Presidential election than a mayoral primary election; the easier it is to find likely voters, the lower the costs. Does your agency have a sense of when the referendum might occur?

The RTC is considering putting a measure on the November 2012 ballot (Presidential election), however may also consider placing a measure on the ballot for the primary or general elections in 2014.

2. Is there a specific level of statistical precision/confidence which the agency is looking to achieve? e.g., plus or minus 5%-points at 95% confidence?

The RTC would like to achieve a high precision/confidence level. Past polls yielded an overall margin of error of +/- 4.0% to +/-5.0% at the 95% confidence interval.

3. Is there a budget for the project?

The RTC authorized expenditures up to \$30,000 for this effort; however every attempt will be made to realize cost savings. Consultants should be prepared to discuss their approach and varying cost scenarios.