



SOQ 24-033 To Provide Senior Citizens Needs Assessment Survey
Jefferson Parish Government

Project documents obtained from www.CentralBidding.com

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General Professional Services Questionnaire Instructions

- The General Professional Services Questionnaire shall be used for all professional services except outside legal services and architecture, engineering, or survey projects.
- **The General Professional Services Questionnaire should be completely filled out. Complete and attach ALL sections. Insert “N/A” or “None” if a section does not apply or if there is no information to provide.**
- Questionnaire must be signed by an authorized representative of the Firm. Failure to sign the questionnaire shall result in disqualification of proposer pursuant to J.P. Code of Ordinances Sec. 2-928.
- All subcontractors must be listed in the appropriate section of the Questionnaire. Each subcontractor must provide a complete copy of the General Professional Services Questionnaire, applicable licenses, and any other information required by the advertisement. Failure to provide the subcontractors' complete questionnaire(s), applicable licenses, and any other information required by the advertisement shall result in disqualification of proposer pursuant to J.P. Code of Ordinances Sec. 2-928.
- If additional pages are needed, attach them to the questionnaire and include all applicable information that is required by the questionnaire.

General Professional Services Questionnaire

A. Project Name and Advertisement Resolution Number:

Senior Citizens Needs Assessment Survey SOQ 24-033

B. Firm Name & Address:

Lake Research Partners

1101 17th Street, NW, Suite 301, Washington D.C., 20036

C. Name, title, & contact information of Firm Representative, as defined in Section 2-926 of the Jefferson Parish Code of Ordinances, with at least five (5) years of experience in the applicable field required for this Project:

Daniel Gotoff, the Partner who would serve as the lead on this project can be reached at (202) 550-0047, dgotoff@lakeresearch.com.

D. Address of principal office where Project work will be performed:

1101 17th Street, NW, Suite 301, Washington D.C., 20036

E. Is this submittal by a JOINT-VENTURE? Please check:

YES _____ NO ☒

If marked "No" skip to Section H. If marked "Yes" complete Sections F-G.

F. If submittal is by JOINT-VENTURE, list the firms participating and outline specific areas of responsibility (including administrative, technical, and financial) for each firm. Please attach additional pages if necessary.

1.

N/A

2.

General Professional Services Questionnaire

G. Has this JOINT-VENTURE previously worked together? Please check: YES _____ NO _____

H. List all subcontractors anticipated for this Project. Please note that all subcontractors must submit a fully completed copy of this questionnaire, applicable licenses, and any other information required by the advertisement. See Jefferson Parish Code of Ordinances, Sec. 2-928(a)(3). Please attach additional pages if necessary.

| Name & Address: | Specialty: | Worked with Firm Before (Yes or No): |
|-----------------|------------|--------------------------------------|
| 1. N/A | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |

General Professional Services Questionnaire

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| I. Please specify the total number of support personnel that may assist in the completion of this Project: <div style="border-bottom: 1px solid black; width: 100px; margin-top: 5px;">11</div> |
| J. List any professionals that may assist in the completion of this Project. If necessary, please attach additional documentation that demonstrates the employment history and experience of the Firm's professionals that may assist in the completion of this Project (i.e. resume). Please attach additional pages if necessary. |
| PROFESSIONAL NO. 1 |
| Name & Title: |
| Daniel Gotoff, Partner |
| Name of Firm with which associated: |
| Lake Research Partners |
| Description of job responsibilities: |
| Daniel would oversee the development of the research, lead the initial brainstorming session, and conduct the briefings on the research findings. |
| Years' experience with this Firm: |
| Daniel has been with the firm since 1996 |
| Education: Degree(s)/Year/Specialization: |
| Daniel holds a B.A. in history and Italian from the University of Michigan in Ann Arbor. |
| Other experience and qualifications relevant to the proposed Project: |
| For over 20 years, Daniel has designed, conducted, and analyzed public opinion research for a wide range of clients. His tenure includes extensive quantitative and qualitative research for foundations, issue organizations, ballot measure campaigns, as well as for candidates at all levels of government—from local office to the President. Daniel also has led the firm's consulting in overseas campaigns in eastern Europe, Mexico, and the Caribbean. At home, in addition to his extensive work on criminal justice reform, Daniel has also led numerous research studies on the economy, the minimum wage, health care, and government regulation. In 2009, Daniel was named a Rising Star by Campaigns and Elections magazine. In 2011, Daniel led the team that was awarded a Pollie for "Best Use of New Technology In a Candidate, Ballot/Initiative or Public Affairs Campaign" by the American Association of Political Consultants (AAPC). Daniel Gotoff has an in-depth knowledge of the issues and values landscapes that animate public opinion. |

General Professional Services Questionnaire

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| PROFESSIONAL NO. 2 |
| Name & Title: |
| Celinda Lake, President |
| Name of Firm with which associated: |
| Lake Research Partners |
| Description of job responsibilities: |
| As the president of LRP, Celinda oversees project development and provides strategic insights |
| Years' experience with this Firm: |
| Celinda is the founder and president of Lake Research Partners |
| Education: Degree(s)/Year/Specialization: |
| Celinda holds a master's degree in Political Science and Survey Research from the University of Michigan at Ann Arbor and a certificate in Political Science from the University of Geneva in Switzerland. Celinda received her undergraduate degree from Smith College and was awarded the Distinguished Alumna Medal. She received the lifetime achievement award from the American Association of Political Consultants (AAPC) with Republican Ed Goeas for her work on the Battleground Poll. |
| Other experience and qualifications relevant to the proposed Project: |
| <p>Celinda is known for cutting-edge research on issues including education, the economy, healthcare, and the environment, and has worked for a number of institutions including the Barbara Lee Family Foundation, AFL-CIO, SEIU, CWA, IAFF, Sierra Club, Planned Parenthood Federation of America, Reproductive Freedom for All (formerly NARAL Pro-Choice America), Human Rights Campaign, EMILY's List, the Robert Wood Johnson Foundation, and the Kaiser Family Foundation. Her work has also taken her to advise fledgling democratic parties in several post-war Eastern European countries, including Bosnia, and in South Africa. In 2008 and 2020, Celinda worked as a pollster for President Biden.</p> <p>Since its formation, LRP has become one of the most respected polling firms in the country. Celinda's interviews and statistics have been quoted in the Washington Post, New York Times, and Wall Street Journal, as well as a variety of magazines, including Newsweek, Glamour, and Marie Claire. Celinda has appeared on numerous television and radio news programs, including CNN, MSNBC, CNBC, Fox News, and NPR, discussing her work, and providing expert commentary.</p> |

General Professional Services Questionnaire

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| PROFESSIONAL NO. 3 |
| Name & Title: |
| McCauley Pugh, Senior Analyst |
| Name of Firm with which associated: |
| Lake Research Partners |
| Description of job responsibilities: |
| Be actively engaged in all phases of the research |
| Years' experience with this Firm: |
| Been with the firm since 2020 |
| Education: Degree(s)/Year/Specialization: |
| McCauley studied Politics and International Relations and Italian Studies at University College Dublin and has an MSc in Comparative Politics with a specialism in Nationalism and Ethnic Politics from the London School of Economics and Political Science. |
| Other experience and qualifications relevant to the proposed Project: |
| McCauley has worked for dozens of clients including Joe Biden and Alexandria Ocasio-Cortez. Prior to working at LRP, McCauley worked for The Mellman Group where, amongst other projects, he helped elect Tony Evers to Governor of Wisconsin and helped elect numerous Democrats to the House and the Senate, including Jon Tester, Maria Cantwell and Jared Golden. He also interned for US Senator Maria Cantwell. |

General Professional Services Questionnaire

| PROFESSIONAL NO. 4 |
|---|
| Name & Title: |
| Ronan Ferrentino |
| Name of Firm with which associated: |
| Lake Research Partners |
| Description of job responsibilities: |
| Be actively engaged across in all phases of the research |
| Years' experience with this Firm: |
| Ronan has been with the firm since 2021 |
| Education: Degree(s)/Year/Specialization: |
| Ronan graduated cum laude from Rhodes College in Memphis, Tennessee, with a major in Political Economy and a minor in History. |
| Other experience and qualifications relevant to the proposed Project: |
| As an LRP intern, Ronan helped with the Biden Campaign's polling and several other major projects. Ronan has also worked in Memphis as a field director on a variety of local campaigns and led the city's COVID-19 vaccination canvassing program. Ronan recently became an Associate Analyst at LRP and lives with his fiancé in the great city of Memphis. |

General Professional Services Questionnaire

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| PROFESSIONAL NO. 5 |
| Name & Title: |
| Carolyn Ren, Analyst |
| Name of Firm with which associated: |
| Lake Research Partners |
| Description of job responsibilities: |
| Be actively engaged across all phases of research |
| Years' experience with this Firm: |
| Carolyn has been with the firm since 2023. |
| Education: Degree(s)/Year/Specialization: |
| Carolyn graduated from Georgetown University's School of Foreign Service, with a major in International Politics and a minor in History. |
| Other experience and qualifications relevant to the proposed Project: |
| Carolyn's has substantial research background in gender justice, constitutional rights, and administrative law. Prior to working at Lake, Carolyn interned with many non-profit organizations in the DMV region, including the National Center for Victims of Crime and Darfur Women Action Group. |

General Professional Services Questionnaire

K. List all prior projects that best illustrate the Firm's qualifications relevant to this Project. Please include any and all work performed for Jefferson Parish. Please attach additional pages if necessary.

PROJECT NO. 1

| Project Name, Location and Owner's contact information: | Description of Services Provided: |
|--|--|
| <p>City of Berkeley Matthai Chakko, Public Information Officer 2180 Milvia St, Berkeley, CA 94704 (510) 981-7008 mchakko@ci.berkeley.ca.us</p> | <p>Working with the City of Berkeley for eight years, with our most recent survey in 2022, we conducted baseline and follow-up surveys to gauge support for several revenue measures. This research allowed the City Council and their allies to refine messaging and eventually pass an infrastructure bond, multiple revenue measures to help address affordable housing, encouragement of transit-friendly density in the city, a public campaign financing measure, and a measure that created a citizens' redistricting commission.</p> |
| Length of Services Provided: | Cost of Services Provided: |
| <p>1-2 months</p> | <p>We conducted two surveys over the span of 2 months for the City of Berkeley: May survey: \$36,822 and June Survey: \$ 36,283</p> |

PROJECT NO. 2

| Project Name, Location and Owner's contact information: | Description of Services Provided: |
|--|--|
| <p>Virginia Education Association Shane Riddle, Director, Government Relations & Research O: (804) 775-8337 M: (804) 335-8685 sriddle@veanea.org</p> | <p>We are in the early stages of working with the Virginia Education Association on a multi topic survey, building upon work for the National Education Association (NEA). This work will partially focus on how best to communicate standing up for and protecting transgender students, as well as LGBTQ+ students and teachers. The NEA project consisted of dyads and triads, focus groups, and a large survey in key states. We completed a similar project for VEA in the year 2023.</p> |
| Length of Services Provided: | Cost of Services Provided: |
| <p>1-2 months</p> | <p>The project had a total cost of \$55,535.45</p> |

General Professional Services Questionnaire

| PROJECT NO. 3 | |
|--|---|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| Washinton Regional Alcohol Program (WRAP) Kurt Erickson, President (703) 893-0461 kurt@wrap.org | We have worked with WRAP since 2015, conducting focus groups and bi-annual surveys among young men ages 21-35 across Virginia to measure campaign recall for three anti-drink driving campaigns designed for the Virginia DMV and NHTSA. Analysis and recommendations have consistently taken into account the experiences of young men of color (Black and Latino men) compared to white men. The research has helped the regional governmental body launch a campaign to positively shift attitudes around drunk driving through measuring campaign recall and other key questions over time among this subset of the population. |
| Length of Services Provided: | Cost of Services Provided: |
| 1-2 months | online survey(quantitative): \$64,000 Focus groups(qualitative): \$43,860 |

| PROJECT NO. 4 | |
|--|--|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | State of Louisiana |
| Length of Services Provided: | Cost of Services Provided: |
| | |

General Professional Services Questionnaire

| PROJECT NO. 5 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

| PROJECT NO. 6 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

General Professional Services Questionnaire

| PROJECT NO. 7 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

| PROJECT NO. 8 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

General Professional Services Questionnaire

| PROJECT NO. 9 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

| PROJECT NO. 10 | |
|---|-----------------------------------|
| Project Name, Location and Owner's contact information: | Description of Services Provided: |
| None | |
| Length of Services Provided: | Cost of Services Provided: |
| | |

General Professional Services Questionnaire

L. List all prior and/or on-going litigation between Firm and Jefferson Parish. Please attach additional pages if necessary.

| Parties: | | Status/Result of Case: |
|---------------|------------|------------------------|
| Plaintiff: | Defendant: | |
| 1. N/A | | |
| 2. | | |
| 3. | | |
| 4. | | |

M. Use this space to provide any additional information or description of resources supporting Firm's qualifications for the proposed project.

As trained methodologists, employees of LRP are particularly well-versed in special challenges that researchers face when studying complex issues and culturally diverse populations. We conduct both quantitative (online and telephone surveys) and qualitative (live and online focus and dial groups, online qualitative boards, and in-depth interviews) research on a variety of projects on behalf of government agencies, issue campaigns, advocacy organizations, and non-profit groups. We take the quality of our research seriously because we know how critical it is to be making the most cost-effective decisions when it comes to improving and streamlining municipal programs and processes. We conduct all of our telephone surveys, whether they are of the general population or a more specific group (or groups) using a CATI methodology with sample designs that include both landline and cell phone numbers. Developing and testing instruments needed for research, designing samples that match the demographics of the population(s) we are examining, collecting data through interviews, performing statistical analysis of small and large samples, and writing detailed technical reports, memos, and/or presentations figure into all of the research projects we do and have done for 29 years, thanks to our highly trained and dedicated partners, analysts, programmers, and staff. Of course, before undertaking any research, we would want to fully flesh out the team's objectives and priorities to ensure we deliver a product that empowers your team to make the best strategic decisions. For more detailed descriptions of our resources, services, professional experience, and past projects, please refer to the additional pages attached to this questionnaire.

N. To the best of my knowledge, the foregoing is an accurate statement of facts.

Signature: Daniel R. Gotoff Print Name: Daniel Gotoff
 Title: Partner, Lake Research Partners Date: 10/25/2024

Research Proposal for a Senior Citizens Needs Assessment Survey in Jefferson Parish, Louisiana

(SOQ 24-033)



Submitted by
Lake Research Partners
Daniel Gotoff, McCauley Pugh, Ronan Ferrentino, and Carolyn Ren

October 25th, 2024



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A. Introduction and Executive Summary

We are excited about the opportunity to respond to your request for proposals for an assessment survey to assist in your efforts. Lake Research Partners (LRP), a certified woman-owned small business (WOSB) through the Small Business Administration, is pleased to submit our proposal for the referenced solicitation and we are excited at the prospect of partnering with Jefferson Parish to assess the needs of its senior citizens.

The following proposal outlines our firm's related experience and qualifications; research approach and methodology we recommend for this project for the duration of an awarded contract; information on the project team that will be working with you; and a detailed work plan. We have prepared our proposal according to the Scope of Work in the bid packet but are happy to discuss other ways we can design the project if other methodologies would better fit your needs and budget.

We applaud Jefferson Parish's desire to understand senior citizens' concerns and needs as part of larger effort to evaluate current services and benefits and improve their overall quality of life in the Parish. We are eager to contribute our expertise in conducting and analyzing community needs studies as well as studies of aging populations. We have led extensive research of this kind across the country, including in Greater New Orleans. We understand the information needs of municipalities and recognize the difference between polling for a political campaign and for a public agency.

LRP is fully prepared to work with your team, as well as other key government staff and stakeholders, to develop a comprehensive research plan and oversee all phases of this research, including sampling, survey design and administration, and reporting out of the findings.

For this study, we would recommend a parish-wide telephone survey, administered to cells and landlines using live, professional interviewers, along with text-to-online methodology. We recommend a sample size between n=400-600 respondents, sufficient to provide an accurate read of the overall senior population as well as of key subgroups within. The survey would allow us to explore and quantify senior residents' awareness of, and attitudes toward, the Parish, including specific departments, facilities, programs, services, and staff members; assess their willingness to countenance various programmatic reforms; and gauge their responsiveness to statements designed to improve their views of the work the Parish is doing on their behalf. Ultimately, the assessment survey would allow Jefferson Parish government to establish benchmarks, targets, and comparisons across various services processes dedicated to senior citizens.

In addition to providing memos and reports after each phase of research, we would also provide a final comprehensive report, which will include far-reaching, thorough, and in-depth conclusions. Our analyses are typically professional PowerPoint reports made for small working groups or large public audiences. We work closely with public and private agencies, elected officials and their staff, and we understand the vocabulary of public policy and elected and appointed officials, boards and commissions. Our reports have been made for Boards and Councils as part of the official record for public agencies.

Although our proposed methodology follows in the proposal, we will be happy to discuss any revisions in consultation with your team.

B. Company Credentials

Contact Information

Lake Research Partners can be reached at (202) 776-9066, info@lakeresearch.com, 1101 17th St. NW, Suite 301, Washington, DC, 20036. Daniel Gotoff, the Partner who would serve as the lead on this project can be reached at (202) 550-0047, dgotoff@lakeresearch.com.

Company History

LRP is a national public opinion research firm founded in 1995. Our principals are leading information and policy strategists, serving as tacticians and senior advisors to a wide range of foundations, advocacy groups, labor unions, non-profits, government agencies, universities and more. The firm is national in scope, with offices in Washington, DC and Berkeley, CA, and with additional partners located in Virginia, Arizona, and New York, and senior staff located in Washington state.

LRP is owned by Celinda Lake and is a corporation. LRP is a woman-owned small business and is certified as a Women's Business Enterprise through the Women's Business Enterprise National Council (certification number 2005112202). We are also certified as a woman-owned small business through the US Women's Chamber of Commerce. LRP is additionally privileged to be a General Services Administration (GSA) Federal Supply Service (FSS) Authorized contract holder for Market Research & Analysis Services (GS-07F-0027X). LRP is not pending any of the following financial conditions that will impede our ability to complete the proposed project: bankruptcy, pending litigation, planned office closures, or impending merger.

LRP currently employs 40 full-time professional, technical, and administrative staff, led by senior partners who are thoroughly experienced in qualitative and quantitative research, data collection, analysis, reporting, and project management. LRP's in-house staff, many of whom are based in Washington, D.C., includes a broad base of research experience and education ranging from bachelor's degrees through advanced degrees and post-graduate studies.

Lake Research Partners Capacity

Lake Research Partners has close to 30 years of experience in all phases of consumer and public opinion research—from research design through analysis and reporting. LRP's annual revenue is between \$9-\$10mil per year. LRP has the financial capability to carry out the proposed research and shall exercise due diligence in the performance of the work and in applying the facilities, equipment, materials and qualified personnel necessary for its accomplishment in an efficient and timely manner.

Our principals are leading public affairs strategists, serving as senior advisors to a wide range of government agencies, foundations, non-profits, and corporations. LRP performs

cutting-edge quantitative and qualitative research on a wide range of issues. We maintain a professional staff of expert researchers and strategists. A major strength of LRP is our ability to conduct survey research with diverse and hard-to-reach populations in multiple languages, including Spanish, Vietnamese, Mandarin, Cantonese, Hmong, Somali, Tagalog, Portuguese, Russian, and American Sign Language. Government agencies and organizations come to LRP when they want accurate survey research, polling, insightful and penetrating analysis, and a team of in-house professionals dedicated to their strategic goals. From questionnaire design through scientific sampling and innovative statistical techniques, LRP has managed and conducted thousands of research projects across the United States and internationally.

LRP's research goes well beyond telling clients where the public opinion is. Our research methods develop messages that are thoroughly tested and resonate with the public, decision-makers, and their influencers. We test television, radio, print, and online messaging, using the most appropriate techniques to make sure our clients get the most value for their communication budget. We also ensure that organizations are getting the most out of their online tools by conducting user tests of websites. Our program and policy research at the local, state and federal levels shows how policy is affecting people, identifies gaps, and helps public agencies design programs, communication and outreach to better meet the needs of their mission.

Our research tools include:

- Surveys: telephone, online, intercept, mail
- Dial testing: online, in-person
- Focus groups: in-person, online, telephone
- Online qual boards
- One-on-one interviews, dyads, triads: in-person, telephone, online
- Executive, stakeholder, expert interviews: in-person, telephone, online, ethnographies
- Website evaluation: online, in-person
- Program and campaign evaluation

Client References

City of Berkeley

Matthai Chakko, Public Information Officer
2180 Milvia St, Berkeley, CA 94704
(510) 981-7008
mchakko@ci.berkeley.ca.us

Working with the City of Berkeley for eight years, with our most recent survey in 2022, we conducted baseline and follow-up surveys to gauge support for several revenue measures. This research allowed the City Council and their allies to refine messaging and eventually pass an infrastructure bond, multiple revenue measures to help address affordable housing, encouragement of transit-friendly density in the city, a public campaign financing measure, and a measure that created a citizens' redistricting commission.

Virginia Education Association

Shane Riddle, Director, Government Relations & Research
O: (804) 775-8337 M: (804) 335-8685
sriddle@veanea.org

We are in the early stages of working with the Virginia Education Association on a multitopic survey, building upon work for the National Education Association (NEA). This work will partially focus on how best to communicate standing up for and protecting transgender students, as well as LGBTQ+ students and teachers. The NEA project consisted of dyads and triads, focus groups, and a large survey in key states.

Washinton Regional Alcohol Program (WRAP)

Kurt Erickson, President
(703) 893-0461
kurt@wrap.org

We have worked with WRAP since 2015, conducting focus groups and bi-annual surveys among young men ages 21-35 across Virginia to measure campaign recall for three anti-drink driving campaigns designed for the Virginia DMV and NHTSA. Analysis and recommendations have consistently taken into account the experiences of young men of color (Black and Latino men) compared to white men. The research has helped the regional governmental body launch a campaign to positively shift attitudes around drunk driving through measuring campaign recall and other key questions over time among this subset of the population.

C. Staff Credentials

The Research Team

The research team for this project would consist of Daniel Gotoff, McCauley Pugh, Ronan Ferrentino, and Carolyn Ren. Daniel would oversee the development of the research, lead the initial brainstorming session, and conduct the briefings on the research findings. Daniel, McCauley, Ronan, and Carolyn would be actively engaged in all phases of the research and would serve as the day-to-day contacts for the Parish.

Daniel Gotoff, Partner

Daniel Gotoff is a Partner in and the head of our New York office. For over 20 years, Daniel has designed, conducted, and analyzed public opinion research for a wide range of clients. His tenure includes extensive quantitative and qualitative research for foundations, issue organizations, ballot measure campaigns, as well as for candidates at all levels of government—from local office to the President. Daniel also has led the firm's consulting in overseas campaigns in eastern Europe, Mexico, and the Caribbean. At home, in addition to his extensive work on criminal justice reform, Daniel has also led numerous research studies on the economy, the minimum wage, health care, and government regulation. In 2009, Daniel was named a Rising Star by Campaigns and Elections magazine. In 2011, Daniel led the team that was awarded a Pollie for "Best Use of New Technology In a Candidate, Ballot/Initiative or Public Affairs Campaign" by the American Association of Political Consultants (AAPC). Daniel Gotoff has an in-depth knowledge of

the issues and values landscapes that animate public opinion. Daniel holds a B.A. in history and Italian from the University of Michigan in Ann Arbor.

Celinda Lake, President

Celinda is known for cutting-edge research on issues including education, the economy, healthcare, and the environment, and has worked for a number of institutions including the Barbara Lee Family Foundation, AFL-CIO, SEIU, CWA, IAFF, Sierra Club, Planned Parenthood Federation of America, Reproductive Freedom for All (formerly NARAL Pro-Choice America), Human Rights Campaign, EMILY's List, the Robert Wood Johnson Foundation, and the Kaiser Family Foundation. Her work has also taken her to advise fledgling democratic parties in several post-war Eastern European countries, including Bosnia, and in South Africa. In 2008 and 2020, Celinda worked as a pollster for President Biden.

Since its formation, LRP has become one of the most respected polling firms in the country. Her interviews and statistics have been quoted in the Washington Post, New York Times, and Wall Street Journal, as well as a variety of magazines, including Newsweek, Glamour, and Marie Claire. Celinda has appeared on numerous television and radio news programs, including CNN, MSNBC, CNBC, Fox News, and NPR, discussing her work, and providing expert commentary.

Celinda, a native of Montana – born and raised on a ranch – and one of the political world's most avid whitewater rafters, holds a master's degree in Political Science and Survey Research from the University of Michigan at Ann Arbor and a certificate in Political Science from the University of Geneva in Switzerland. Celinda received her undergraduate degree from Smith College in Massachusetts and was awarded the Distinguished Alumna Medal. She received the lifetime achievement award from the American Association of Political Consultants (AAPC) with Republican Ed Goeas for her work on the Battleground Poll.

McCauley Pugh, Senior Analyst

McCauley Pugh is originally from the Seattle area. He studied Politics and International Relations and Italian Studies at University College Dublin and has an MSc in Comparative Politics with a specialism in Nationalism and Ethnic Politics from the London School of Economics and Political Science. Prior to working at Lake, McCauley has worked for dozens of clients including Joe Biden and Alexandria Ocasio-Cortez. Prior to working at LRP, McCauley worked for The Mellman Group where, amongst other projects, he helped elect Tony Evers to Governor of Wisconsin and helped elect numerous Democrats to the House and the Senate, including Jon Tester, Maria Cantwell and Jared Golden. He also interned for US Senator Maria Cantwell.

Ronan Ferrentino, Associate Analyst

Ronan Ferrentino joined Lake Research Partners in 2021 as a full-time Analyst after interning with the firm for a year. As an LRP intern, Ronan helped with the Biden Campaign's polling and several other major projects. He graduated cum laude from Rhodes College in Memphis, Tennessee, with a major in Political Economy and a minor in History. Ronan has worked in Memphis as a field director on a variety of local campaigns

and led the city's COVID-19 vaccination canvassing program. Ronan recently became an Associate Analyst at LRP and lives with his fiancé in the great city of Memphis.

Carolyn Ren, Analyst

Carolyn Ren joined Lake Research Partners in 2023 as an analyst after interning with the firm for a year. Originally from California, Carolyn graduated from Georgetown University's School of Foreign Service, with a major in International Politics and a minor in History. Her research interests include gender justice, constitutional rights, and immigration law. Prior to working at Lake, Carolyn interned with many non-profit organizations in the DMV region, including the National Center for Victims of Crime and Darfur Women Action Group.

Support Personnel

Michael Murphy, Chief Operating Officer

Michael Padraic Murphy is a political manager, organizational leader, and democracy development specialist with extensive experience working in US Democratic politics and in democracy assistance programs abroad. Prior to joining LRP as Chief Operating Officer in 2019, Michael worked for the National Democratic Institute for International Affairs (NDI) on various political, survey research, citizen engagement, issue advocacy and NGO development projects from 2007 to 2019. Michael's previous U.S. work focused on elections and Democratic party politics, where he specialized in political campaign management and grassroots organizing at the federal, state, and local levels. In 2006 Michael served as the Executive Director and Coordinated Campaign Director of the Democratic Party of Wisconsin. From 1995 to 2002 Michael served in the Marine Corps Reserve. He received an M.A. from Vilnius University in International Communications, and a B.A. from the University of Wisconsin – Madison in History, International Relations and Political Science.

Steve Timberman, Field Director

Steve Timberman joined Lake Research in 2019. In his current role, Steve leads all quantitative and qualitative data collection including overseeing the work of third-party vendors such as phone centers and focus groups. Previously, Steve led large-scale earned media events in the Los Angeles media market, earning coverage from the Los Angeles Times, the Washington Post, and CNN. Steve also worked as a community organizer in rural Virginia, trained and mentored grassroots coalitions in Orange County, California, and managed a team of organizers across Arizona's largest congressional district. A native Californian, Steve holds a B.A. in Creative Writing from the University of California - Riverside and an M.F.A in Creative Writing from Kingston University.

Derek Brizendine, Chief Financial Officer

Derek Brizendine joined Lake Research Partners in 2018. He is located in one of our remote offices in Walla Walla, WA. He has studied at Pacific Union College, The Escuela Superior de Español de Sagunto, Spain, Walla Walla University, and The University of Phoenix. Derek graduated with a Bachelor of Science in Fitness Management, a Minor in Spanish, and a Master's in Business Administration. In his free time, he assists with women's basketball programs in Walla Walla and travels with his family of four.

Programming Team

Henry Crawford, Director of Information Systems

Henry Crawford joined forces with Celinda Lake in 1991 as Director of Information Systems at Greenberg-Lake and was there at the start of Lake Research Partners in 1995. Through the years, Henry has been at the center of most of the firm's technological and methodological advances. He oversees and codes alongside a sophisticated staff of statistical programmers, working closely with the analysts to attain a high level of insight and reporting for our clients. Beyond technical, methodological and programming support, Henry's main thrill and joy are his family and four children. He plays guitar, runs an occasional marathon, and loves fantasy baseball. He holds a degree in economics from Haverford College and instructor certificates in single and multi-engine instrument flight.

Gretchen Pfau, Statistical Analyst

Gretchen Pfau joined Lake Research in 2011 in the Field Department, after interning with the firm in 2009. Gretchen managed the logistics of many of LRP's focus groups and surveys, identifying facilities, supervising focus group recruiting, and coordinating survey fielding through the 2011-12 cycle. In early 2013, Gretchen moved to augment the firm's statistical programming staff. Gretchen grew up in St. Paul, Minnesota, where she was introduced to research and public opinion polling at an early age, volunteering as a canvasser for DFL candidates. She holds a B.A. in Political Science and Statistics from the University of Chicago and an M.A. in Government, with a specialization in Applied Politics, from American University.

Matt Eberle, Systems Specialist

Matt Eberle joined Lake Research Partners in 2003. A systems specialist, Matt goes above and beyond the standard data production and analysis. He has helped create audio/visual presentations (including finding hardware and software solutions) and worked on increasing programmer efficiency. A military brat, Matt has lived in more places than he would care to count. He holds a B.A. in Computer Science from Carroll College and currently resides in Helena, Montana.

D. Experience in the Field

General Statement

LRP is a national public opinion research firm founded in 1995. Our principals are leading information and policy strategists, serving as tacticians and senior advisors to a wide range of foundations, advocacy groups, labor unions, non-profits, government agencies, universities and more. The firm is national in scope, with offices in Washington, DC and Berkeley, CA, and with additional partners located in Virginia, Arizona, and New York, and senior staff located in Washington state. The primary staff that would be assigned to this project reside in Washington, D.C., and New York City.

The LRP team is known for being innovators and creative thinkers when it comes to research design and analysis, as evidenced by the firm's award-winning research. In addition, LRP has a network of academic colleagues that provide support as subject

matter experts. Our firm prides itself on developing cutting-edge research on messages, language, and frames that help our clients engage the general public at large as well as targeting their supporters, persuading their targets, and inoculating against the opposition in ways that help them achieve their strategic goals. We are constantly innovating and using methodologies like online dial surveys, max diff and conjoint analysis, measures of implicit bias, qual boards, and cluster analysis.

As trained methodologists, employees of LRP are particularly well-versed in special challenges that researchers face when studying complex issues and culturally diverse populations. We conduct both quantitative (online and telephone surveys) and qualitative (live and online focus and dial groups, online qualitative boards, and in-depth interviews) research on a variety of projects on behalf of government agencies, issue campaigns, advocacy organizations, and non-profit groups. We take the quality of our research seriously because we know how critical it is to be making the most cost-effective decisions when it comes to improving and streamlining municipal programs and processes. Once we have immersed ourselves in all the relevant information available, we will work with the Parish to design a research program that can most effectively inform all strategic decisions. We conduct all of our telephone surveys, whether they are of the general population or a more specific group (or groups) using a CATI methodology with sample designs that include both landline and cell phone numbers. Developing and testing instruments needed for research, designing samples that match the demographics of the population(s) we are examining, collecting data through interviews, performing statistical analysis of small and large samples, and writing detailed technical reports, memos, and/or presentations figure into all of the research projects we do and have done for 29 years, thanks to our highly trained and dedicated partners, analysts, programmers, and staff. Of course, before undertaking any research, we would want to fully flesh out the team's objectives and priorities to ensure we deliver a product that empowers your team to make the best strategic decisions.

Over sixty percent of the firm's work is with governmental agencies, foundations, issue-advocacy, and non-profit organizations. In each case working with local, state, and federal agencies, we work cooperatively with government officials and staff, and often with the interested public, to shape our questionnaires, moderator guides, other project deliverables, and reports for presentation. We understand the information needs of public agencies, recognizing that their research data is usually public record, and we know the difference between polling for a political campaign and polling for a publicly funded agency. LRP has conducted hundreds of quantitative, large-scale studies across different locations and populations across the country, and we are eager to contribute our expertise to ensure you receive useful and accurate data.

LRP has extensive experience facilitating community engagement processes and large volume surveys. This includes conducting community research for the City of Ann Arbor, Michigan; the City of Portland, Oregon; the City of Washington, D.C.; Gwinnett County, Georgia; Northern Cook County, Illinois; the City of Beaverton, Oregon; and in California, the Cities of Aliso Viejo, Berkley, San Diego, and the San Francisco Bay area.

LRP has over two decades of experience designing and implementing large-scale telephone and online surveys for both government and commercial clients. We are sticklers for sampling methodology in our surveys, understanding that the validity and

reliability of the data is directly related to the quality of the sample. We make careful decisions about how to draw each sample. We pay close attention to language and question order, and we use carefully crafted questionnaire designs to ensure we are asking the right questions. The most important factors in conducting interviews on topics are: 1) an introduction to the questionnaire that is inviting and eases any fears about taking a survey on a particular topic, and 2) a questionnaire that frames questions in a clear, concise, respectful, and unambiguous way but avoids any words or phrases that could offend or confuse the target population.

Experience in Louisiana and the Greater New Orleans Region

LRP has extensive and longstanding experience conducting polling and community research in Louisiana and New Orleans.

1. We have conducted multiple branding studies for **Greater New Orleans, Inc.** and studied attitudes within New Orleans, across Louisiana, and across the country on Louisiana, New Orleans, its attributes, how people view its economy, and what would motivate relocation to New Orleans.
2. In 2021, we worked with the **ACLU of Louisiana** to help elect Orleans Parish Sheriff Susan Hutson, defeating the incumbent with 54% of the vote.
3. In 2020, we worked with the **National Education Association** (NEA) and the **Louisiana Association of Educators** (LAE) to successfully defeat Amendment 5 and protect much needed tax dollars for communities and schools.
4. In 2019, we worked with the **Democratic Attorneys General Association** (DAGA) in the Democratic primary for Louisiana's Attorney General race.
5. In 2017, we were the pollsters for **Desiree Charbonnet**, who was eventually defeated in the run-off election for Mayor of New Orleans.
6. We have also polled in New Orleans for mayoral candidates **Ron Forman** and **Paulette Irons**, former City Councilmember **Kristin Gisleson Palmer**, and former State Representative **Jackie Clarkson**.
7. We conducted a wide-ranging study in Louisiana after the BP Oil Spill, studying attitudes in Louisiana and across the Gulf Coast toward federal relief efforts in the aftermath of the spill.

Experience with Research on and among Senior Citizens

We also bring extensive experience in researching and addressing issues of concern that matter most to older Americans.

1. On behalf of the **National Council on Aging** and with the **Women's Institute for a Secure Retirement** (WISER), we have conducted two annual nationwide

surveys among women 25+ to understand women's financial needs when it comes to retirement and health, and policy solutions that would address their concerns.

2. On behalf of **the Alliance for Aging Research, UsAgainstAlzheimer's**, and the **Partnership to Fight Chronic Disease** (PFCD), we partnered with Republican firm Public Opinion Strategies to administer a nationwide survey among likely 2024 voters on requiring Medicare to fund FDA-approved Alzheimer's research. We found nearly two-thirds of voters strongly favor this even if it increases their health insurance premiums, and 73% would be willing \$5 more each month to make it happen.
3. On behalf of **AARP**, with a bipartisan team of pollsters, LRP conducted three surveys and a set of focus groups in a She's the Difference series. The goal of these surveys and groups was to understand attitudes of voters aged 50 and older before and after the 2022 Midterms. The pollster team included Margie Omero and Nisha Jain of GBAO, Kristen Soltis Anderson and Eleanor O'Neil of Echelon Insights, and Chris Matthews of Bellwether Research. We found that voters 50+, especially women voters 50+, feel challenged by our economic and political climate. Older women voters are not a monolith, and partisanship and race influence attitudes and priorities.
 - a. We also worked with AARP after the 2016 elections looking at views on the caregiver tax credit and creating a national task force made up of business leaders, family caregivers, older adults, people with disabilities, policy experts, and community leaders with the goal of putting together a strategy to support family caregivers. We also conducted a survey among older women in battleground states on views on Social Security, the economy, and caregiving ahead of the 2016 elections.
4. We worked with **Alliance for Retired Americans** and found strong bipartisan support among America's seniors for allowing Medicare to negotiate directly with prescription drug corporations to reduce the price of prescription drugs and found this to be a key voting issue.
5. We conducted a national survey for **Lower Drug Prices Now** to assess support for government action to reduce the monopoly control that prescription drug corporations have to set prices. Voters see a strong need for government to regulate prescription drug prices and hold prescription drug corporations accountable.
6. We conducted a national survey for the **National Committee to Preserve Social Security and Medicare (NCPSSM)** to measure support and opposition for potential changes to Social Security and Medicare.
7. We worked with the **American Heart Association** looking at health equality in public policy.

Examples of Past Community Engagement Work

1. For the past several years, we have conducted survey research on behalf of the **City of Ann Arbor, Michigan** to gauge residents' assessment of recycling, garbage disposal, and compost collection services; levels of participation in the compost services made available by the city, and residents' willingness to pay for additional year-long waste collection services that would cover the winter months.
2. We worked on behalf of the **Portland Bureau of Transportation in Portland, Oregon** to assess voters' appetite for a citywide measure that, if passed, would institute a temporary 10-cent-a-gallon tax on gasoline within the Portland city limits to pay for maintenance of the city's streets and roads. Raising any taxes is always hard—but gas taxes are doubly so, and they often fail. We helped the team overcome fierce opposition from the fuels lobby by framing the measure as an essential safety and road repair measure rather than a gas tax.
3. We conducted a survey on behalf of the **Solid Waste Agency of Northern Cook County** (SWANNC) to assess residents' levels of satisfaction with garbage collection and recycling services as well as resident's appetites for potential additional SWANNC services, especially the disposal of household chemical waste.
4. We surveyed voters in San Diego's 5th Supervisorial District in order to measure support for the construction of the **Gregory Canyon Landfill and Recycling Center**. We found that informing voters about the benefits of such a facility is essential to gaining their support, including reduced costs and improving the local environment.
5. We conducted a survey commissioned by the **City of Aliso Viejo** (California) to study the public's views on the state of the city. Important to our research was assessing residents' satisfaction with city services, as well as prioritizing the city's needs and plans for future development. Our work included concrete recommendations for improving public services, pursuing new projects, communicating with residents, and efforts to make the city more pedestrian friendly.
6. We conducted two surveys for the **City of Berkeley** (California) to gauge the budget priorities of city residents and provide a starting assessment of the viability of various bond measures and tax proposals. As a result of the surveys, the city designed a bond measure for infrastructure improvement that passed in the 2012 election.
7. We recently completed a project with the **District of Columbia Housing Authority** to assess their brand image and help them develop a long-term strategic communications plan. We conducted quantitative research with public housing residents, housing choice voucher participants, and residents across Washington D.C. We conducted qualitative research with public housing residents, housing choice voucher participants, DCHA staff, landlords, vendors and housing advocates. Our research provided DCHA with an understanding of how they are

perceived by the stakeholders they engage with daily and provided them with recommendations on communications and branding strategy.

8. We worked for **Gwinnett County, Georgia** in order to measure satisfaction with county services and identify areas for improvement. We found that overall, Gwinnett County voters were positive about the level of county services, though roads and transportation stood out as areas for improvement. We also discovered that the news sources voters read very much influence their perceptions of services, and that strategic relationships with local news media might lead to better communication with voters.
9. The **City of Beaverton** (Oregon) hired us to assess public perceptions of and attitudes toward city services. We also tested support for an “urban renewal” program that included improving transportation in the city, improving infrastructure, and expanding opportunities for businesses.
10. We have conducted survey research for the **BART public transportation system** in the San Francisco Bay Area to secure additional bond funding for earthquake safety. Through a combination of innovative “deliberative democracy sessions” in Orange County among the Orange County Great Park stakeholders, and a survey of registered voters in Orange County, we assisted in the generation of various visions for the Great Park, exploring levels of support or opposition to ideas and concepts for the Great Park. Additionally, we have conducted focus groups with government agencies such as the former El Toro Reuse Planning Authority and the Transportation Corridor Agencies in Orange County. We conducted several surveys for the Orange County Storm Water Public Education Committee designed to serve as a baseline against which changes in public knowledge, behaviors and opinions could be measured, with an eye toward revenue enhancement to fund urban runoff prevention programs.
11. Our work for the **Metropolitan Transit Development Board** (MTDB) and the **San Diego Association of Governments** (SANDAG) explored respondents’ attitudes toward a variety of transit-related improvements, including voter willingness to help finance a variety of capital improvement projects and transportation and transit-related proposals throughout the county. We conducted a large-scale public opinion project in San Diego County on the TransNet Ballot Measure to assess support for extending and expanding TransNet funding and to gauge support for a proposed “Transit First” approach that highlighted the utility of a “smart growth” orientation that would seek to link land use/housing decisions with proximity to transit and jobs. In this research we learned that voters must be told the stark truth about the future of transportation in San Diego if nothing is done, including the impact that the lack of stable and sufficient transportation funding will have on traffic. When it comes to traffic congestion, our research suggests that voters will respond to fear of gridlock, and visual depictions of their own most-used freeway shown as a virtual parking lot can be very powerful.
12. For the **Office of Vermont Health Access**, we conducted qualitative and quantitative research to help name and market a new umbrella program that incorporated all of Vermont’s public health programs (Green Mountain Care),

including SCHIP and Medicaid. LRP conducted an initial round of six focus groups with target groups – uninsured, lower/moderate income adults with a particular emphasis on younger (19-25) uninsured adults – to test names and messages to encourage enrollment. Based on that research, GMMB developed four animatics and LRP tested them in a second round of six focus groups with target audiences.

E. Services Provided

Proposed Approach to Facilitation

As we have detailed earlier in this proposal, our firm has a wealth of experience conducting public opinion research in Louisiana. We have worked on a range of issues, for various municipal officeholders, as well as for political campaigns (both for candidates and ballot measures), where our intimate understanding of the region, its diversity, and unique history and culture have helped make the difference between success and failure.

We have included below our proposed approach to conducting a parish-wide telephone survey of senior residents aged 60 and older in Jefferson Parish. These recommendations reflect suggestions that emanate from our relevant experience on similar community engagement studies, as well as our work in and around the Parish. We would want to consult with the entire strategic team to make sure the content and design of the research are appropriately tailored for this effort and would work with your team to scale the research to your budget.

- a. In terms of design, we believe a 12-20-minute phone survey with a sample size of N = 400-600 senior residents. We would also recommend supplementing some percentage of live calls with text-to-online completes, which will allow us to connect with harder-to-reach demographics, including voters of color. Given the demographics of the senior population in the Parish, we would envision conducting the interviews in English but have the capacity to conduct interviews in other languages, as needed.
- b. As part of our commitment to equitable representation, beyond geography and mode of interview, we would also recommend setting quotas for survey administration by additional variables, including (but not limited to): race/ethnicity, gender, age, and party affiliation. To the extent the questionnaire employs any controlled randomized testing of language or framing (i.e., A/B split testing), we would also recommend controlling for these variables with quotas. Ultimately, stratification and geographic coding of the sample, and setting quotas during the administration of the survey, allow for random selection of respondents while ensuring that the demographic diversity of the Parish is proportionately represented.
- c. Regardless of the ultimate sample size, we employ a strict methodology in our turnout models, sampling, and interviewing to ensure an accurate representation of the population/electorate in terms of regional and demographic distribution, as

well as of cell phones versus landlines. Additionally, we would recommend using text-to-online technology to target hard-to-reach populations who are less likely to complete live telephone surveys but more likely to complete a survey on a web browser.

We see one of the major objectives of the community survey as establishing a set of clear benchmarks and targets, for comparison across various city facilities, services, programs, and processes. To do so, based on our past experience developing research instruments for similar studies, we envision this survey including the following specific components:

- A mood and context section that examines the senior residents' attitudes on the direction of the state, the Jefferson Parish government, and their local facilities, services, programs, and communities, particularly those offered to seniors.
- A section that examines the top issues that concern the senior residents. The areas of focus might relate to public infrastructure, public safety, equity and access, waste management, healthcare, housing affordability, living expenses, social welfare, etc.
- A section that measures the favorability and job performance of key figures, departments, institutions, and public agencies in the Parish. This section could also explore levels of trust in institutions and government staff and services among senior residents and the job they believe their Parish is doing when it comes to recognizing and addressing their needs.
- A section assessing levels of support for various specific departmental projects, programs and processes in the Parish—as well as for a range of possible programmatic reforms to these projects, programs and processes that could be implemented to streamline better services to senior residents of needs.
- A section exploring responsiveness to various statements on the work the Parish is doing on behalf of senior citizens, followed by re-asks of some of the earlier questions on the image and job performance ratings of key departments, institutions, and public agencies in the Parish.
- A demographic section which asks a variety of questions about the respondents' demographic characteristics (age, race, marital status, education level, ideology, in addition to the data we bring over from the sample file). Responses to this section are then cross-tabulated against all the other questions which will allow us to identify differences between demographic groups - the core of targeting strategies.

In the creation of the questionnaire instrument, LRP would recommend close communication with any city departments that are involved with the research project. This would include an initial call to discuss goals of the project and sharing of department materials that might be helpful in questionnaire construction. When LRP has put together an initial draft of the survey instrument, city partners would have the opportunity to review and edit the questionnaire, and another call could be scheduled to review any edits or questions about the first draft. After, LRP would incorporate changes and ensure that the final draft has been okayed by city partners.

When the survey is approved, our team will then work with our calling house to program its content into a dedicated telephone survey interface for computer-assisted telephone interviewing. Members of the LRP team will pretest the survey on a representative sample for quality control purposes as part of the development design phase. Pretesting helps us troubleshoot any issues with the survey instrument and determine any necessary revisions to ensure the maximum possible response rate and the most valid responses. We are also happy to make this pretest link available to the Parish if requested in order to collect any additional feedback and/ or address any final questions/ concerns. After the survey has been conducted, LRP would then put together a final report with the data, and city partners would be able to review and suggest additions or edits to this report as well.

LRP prides itself on its work products. When the survey has finished fielding, you will receive numerous deliverables.

- The day after the survey has finished fielding, we will send survey topline (including the overall data as well as regional breaks, and other key demographic breakdowns). We will also schedule a call to go over the initial data, including an initial memo that we will write, in the following day or two.
- After the call, we will follow up with any crosstab data as needed, including a comprehensive set of banners with further data breakdowns within 2-3 days.
- We will also produce a full analytical report of the survey that summarizes the findings, including subgroup analysis.
- We are happy to produce any documents as needed for public release.

When the parish-wide community survey has been completed, LRP will put together a combined, comprehensive report with analysis drawn from both pieces of research, to be presented to Jefferson Parish government and other key stakeholders. This final report will include the framework and methodology employed in all phases of study; a tabulation of all contacts made as part of the surveys; a tabulated disposition of all efforts of contact made as part of the survey; a tabulation of survey results, detailed findings; and overall conclusions and recommendations on program and policy development and strategy aimed at better addressing the needs and concerns of the region's senior population.

F. Itemized Budget for Project:

| Assessment Survey Design Options | | |
|---|-----------------|----------|
| Benchmark Survey of Senior Citizens of Jefferson Parish, Louisiana (Phone + Text-to-Online) | N=400 @ 12 min. | \$27,580 |
| | N=400 @ 15 min. | \$31,940 |
| | N=400 @ 18 min. | \$36,330 |
| | N=400 @ 20 min. | \$39,250 |
| | N=500 @ 12 min. | \$34,100 |
| | N=500 @ 15 min. | \$39,550 |
| | N=500 @ 18 min. | \$45,040 |

| | | |
|----------------------------|--|----------|
| | N=500 @ 20 min. | \$48,690 |
| | N=600 @ 12 min. | \$40,620 |
| | N=600 @ 15 min. | \$47,160 |
| | N=600 @ 18 min. | \$53,750 |
| | N=600 @ 20 min. | \$58,120 |
| Cell Matching Costs | N=400 | \$446 |
| | N=500 | \$499 |
| | N=600 | \$551 |
| Sample Cost | \$4500 | |
| Additional Costs | One-time administrative fee: 2% of total research cost | |
| | Pulling Sample: \$350 | |

Our survey prices are as inclusive as possible, considering questionnaire development, sample, professional interviewing (based in the U.S.), data entry, programming, full reports of the research findings as well as access to all raw data, and ongoing strategic consultation. The only additional charges are for any project-related travel.

G. Commitment to Diversity and Inclusion:

Commitment to the Minority and Women Business Enterprise Programs

Lake Research Partners is one of the few women-owned businesses in the political and public opinion research space. Lake Research is certified as a woman-owned business with the US Small Business Administration and has that same recognition from the US Women's Chamber of Commerce. Celinda Lake is the sole owner of the company.

Staff Diversity and Commitment to Principles of Inclusion

Lake Research Partners (LRP) is one of the few women-owned businesses in the political and public opinion research space. At LRP, diversity is a guiding value that we believe strengthens our organization and the research we conduct on behalf of our clients. As of LRP's January staff survey, half of the LRP team members are women, nearly one-third identify as a race or ethnicity other than white – including Latinx, Black, Asian, and mixed-race, and one in five identify as LGBT. Of LRP's six partners two are women and one is Latino. LRP prides itself on its record of growing a number of young women and minorities from junior staff or interns up to the leadership or partner level.

LRP strives to be an equitable workplace. We maintain a stable and reliable professional staff of expert researchers and strategists rather than ramping up and ramping down from election to election. All permanent staff benefit from bonuses, profit-sharing and excellent benefits including, firm coverage of all health insurance deductibles and co-pays,

generous leave policy that includes paid maternity/paternity leave. Recognizing internships are an important entry point to the world of political polling, and the systemic imbalances with unpaid and D.C.-based intern programs, LRP offers remote internships and pays interns \$15 an hour, which allows us to draw from an economically and racially diverse pool of applicants.

* * * * *

Daniel R. Gotoff

Daniel Gotoff, Partner