



TO Reed Union School District

FROM Richard Bernard, Ph.D., Partner
FM3 Research

RE: Proposal to Conduct Follow-up Survey on a Potential Revenue Measure for Reed School District

DATE March 2, 2026

Fairbank, Maslin, Maullin, Metz & Associates (FM3) is pleased to submit this short scope of work to conduct a 12- to 15-minute follow-up survey among a random sample of up to 250 Reed School District registered voters who are likely to vote in the November 2026 General Election. Having conducted a baseline survey on behalf of the District during October and November 2025, FM3 is well-positioned to conduct the proposed follow-up survey.

The remainder of this proposal provides specifications and pricing for the recommended survey research.

Recommended Research Plan

Methodology	Dual-mode survey using a combination of telephone (cellular and landline) and online (email and text-to-web) interviews
Sample	Up to 250 likely November 2026 voters in Reed Unified School District
Margin of Sampling Error*	$\pm 6.2\%$ for a sample of 250 interviews $\pm 6.9\%$ for a sample of 200 interviews <i>*At the 95% confidence level (i.e., in 95 out of 100 cases)</i>
Survey Length	12- to 15-minutes
Cost	Figure 1 contains the total estimated costs for this research between \$18,500 and \$21,500, depending on sample size and length of survey. We will make every effort to obtain up to 250 interviews. If we receive fewer completed interviews, we will prorate our costs to reflect the actual number of completes; any interviews beyond 250 will come at no additional cost to the District. These prices are comprehensive and include all costs for questionnaire design, sample acquisition and preparation, programming, email and text

invitations, survey hosting, telephone interviewing, data entry and analysis, and reporting. Researcher travel for any in-person presentation will be billed at cost, if incurred.

Figure 1: Survey Costs

Sample Size	Cost 15-Minutes	Cost 12-Minutes
250 interviews	\$21,500	\$20,000
200 interviews	\$19,750	\$18,500

FM3 Contact Information

Thank you for taking the time to review this proposal. Please don't hesitate to reach out with any questions:

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