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TO: Jon Meyers, Executive Director  
Attn: Arizona Developmental Disabilities Planning Council

FROM: Mike Noble, Founder & CEO  
Noble Predictive Insights

RE: Arizona Developmental Disabilities Planning Council - Survey

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We are pleased to respond to the Arizona Developmental Disabilities Planning Council's (ADDPC) request for a proposal regarding a survey of caretakers and family members of individuals with developmental disabilities. Noble Predictive Insights (NPI) is a nonpartisan research firm specializing in quantitative and qualitative research tailored specifically to our partners' needs to uncover the most vexing questions. We will provide our recommended approach; however, we are open to any changes and open to discussion to attain your intended goals and overall objective.

Per our conversation, the Arizona Developmental Disabilities Planning Council's objective is to address attitudes and opinions of people involved in the developmental disabilities community, specifically as it relates to their interactions with behavioral health providers, behavioral health crisis interactions, and securing additional information regarding the developmental disability community.

NPI has developed the following suggested approach to achieve your goals: This survey, conducted in English and Spanish, will consist of a minimum of 200 respondents qualified as caretakers and family members of individuals with developmental disabilities via an online survey distributed by the Arizona Developmental Disabilities Planning Council to the e-mail list(s) provided by the client. There is no limit to how many responses we can capture in the online survey method, although, we also can't say with any certainty how many will ultimately take the survey. With that said, developing and providing ADDPC with a communications plan that will include reminders will aid in increasing the overall response rate and ultimately increasing the number of respondents captured.

Having the survey in an online format will give ADDPC the ability to deploy the survey to email lists and on social media – with all the respondents being fed back into the same survey collection tool.

## Suggested Schedule & Budget

2

Project Phases	Timing	Description & Deliverables	Unit Cost	Quantity	Cost
<b>Develop</b>	2-4 Weeks	• Survey Script	\$10,000	1	\$10,000
		• Survey Script Translation	\$3,000	1	\$3,000
		• Communications Plan	\$7,000	1	\$7,000
<b>Fielding</b>	2-3 Weeks* <i>If the desired sample size has not been attained, the timing may be extended from 2 to 3 weeks.</i>  <i>*Timing starts once final script has been approved by Client</i>	• Survey coding to online platform	\$200/hour	15 hours	\$3,000
		• Rigorous testing of survey code	\$200/hour	20 hours	\$4,000
		• Project Management fee to provide regular client updates on project status	\$7,500	1	\$7,500
<b>Analyze/Report</b>	2-4 Weeks	• Data Processing	\$200/hour	20 hours	\$4,000
		• Topline Report	\$2,500	1	\$2,500
		• Crosstabs Report	\$2,500	1	\$2,500
		• QxQ Report	\$2,500	1	\$2,500
		• Executive Summary with key takeaways and insights	\$3,000	1	\$3,000
		• Presentation Deck including data analysis and actionable recommendations	\$11,000	1	\$11,000
<b>TOTAL</b>	<b>6-11 Weeks</b>				<b>\$60,000</b>

**Our mission is to elevate the world around us by empowering decision-makers with digestible data and actionable insights that translate to data-based solutions.**

NPI collectively brings over 50 years of survey research experience in public policy, government, and corporate arenas to the table, utilizing qualitative and quantitative research methods while adhering to the highest industry standards. We are a thought leader on public opinion led by Founder & CEO Mike Noble who is regarded as "a preeminent pollster in the Southwest." In addition, NPI was ranked as the 11th most accurate pollster in the nation during the 2021-2022 election cycle, and 4th for lowest average bias by FiveThirtyEight.

Our current government clients include Arizona Department of Health Services, Arizona Citizens Clean Elections Commission, Arizona Board of Regents, Arizona Department of Education, Arizona Department of Economic Security, City of Avondale, and City of Mesa.

Our approach is one of a partnership relationship, compared to a client/vendor relationship. We take the time to get to know the key stakeholders, the primary point of contact, and the organization for which we are conducting services.

\_\_\_\_\_ Date

\_\_\_\_\_ Client Signature

\_\_\_\_\_ Print Name of Authorized Agent

Mike Noble Mike Noble, NPI Founder & CEO