



TO Jane Chung, Assistant to the City Manager
City of Redondo Beach

FROM Richard Bernard and Adam Sonenshein
FM3 Research

RE: Proposal to Conduct Survey Research on the Potential Cannabis Policy

DATE July 28, 2025

Fairbank, Maslin, Maullin, Metz & Associates (FM3 Research or FM3) is pleased to present this proposal to conduct survey research to assess local opinions on the City of Redondo Beach's potential policies and regulations on cannabis businesses. We believe our firm is an excellent choice to provide these services for several reasons, including our up-to-date familiarity with voter sentiment in Redondo Beach from assessing the viability of the ultimately successful Measure FP in 2024 and our extensive experience testing community opinions on city cannabis policies throughout California.

FM3 is a nationally recognized leader in conducting research to reform state and local laws regulating the production, sale, and adult use of cannabis products. In 2016, our work helped shape what would ultimately become California's Proposition 64, the Adult Use Marijuana Act. Since the passage of Proposition 64, we have provided research gauging resident and voter attitudes on local policies toward cannabis regulation and taxation for 30+ California communities, working with city and county governments to ensure fair and balanced assessments of potential cannabis revenue measures. Our research assesses the viability of potential measures and, where viable, provides a legally permissible educational roadmap on how to inform the public about the potential measures. FM3's clients whose electorates have voted to pass cannabis tax/regulation measures in California include the cities of Bellflower, Costa Mesa, Culver City, Daly City, El Monte, El Segundo, Hemet, Hermosa Beach, La Habra, Long Beach, Merced, Montclair, Palm Springs, Pomona, Sacramento, San Jose, Santa Ana, San Luis Obispo, Santa Paula, Seaside, South Lake Tahoe, Tulare, Visalia, and West Hollywood, as well as Calaveras County, Humboldt County, and unincorporated Los Angeles County.

For this project, we recommend surveying a sample of registered voters in Redondo Beach. This will provide data on residents who tend to be somewhat more politically engaged than residents who are not registered to vote, and is a more cost-efficient option than surveying a sample of all adult residents ages 18 and over. A resident sample could be deemed more inclusive of the entire community citywide, so we have also included costs for a resident survey for your consideration.

FM3's recommended research specifications and associated costs follow below.

Proposed Research Plan

Methodology Dual-mode survey using a combination of telephone (cellular and landline) and online interviews

Contact Methods Telephone calls, email invitations, and text invitations

Sample 400-500 registered voters or residents ages 18 and over

Margin of Sampling Error* $\pm 4.9\%$ for a sample of 400 interviews
 $\pm 4.4\%$ for a sample of 500 interviews
**At the 95% confidence level (i.e., in 95 out of 100 cases)*

Survey Length 15 minutes for the average respondent

Languages English and Spanish

Deliverables Following the completion of the survey, we will provide:

- The survey questionnaire
- A complete analysis of survey results in PowerPoint
- A presentation of the survey results

FM3 will also be available for ongoing consultation and any further analysis of the research.

Costs The chart below contains the total estimated costs for this research. These prices are comprehensive and include all costs for questionnaire design, sample acquisition and preparation, translation, programming, email and text invitations, bilingual survey hosting, bilingual telephone interviewing, data entry and analysis, and reporting.

Survey Length	Voter Survey Costs	Resident Survey Costs
400 Interviews	\$31,500	\$34,750
500 Interviews	\$34,750	\$38,750

We appreciate the opportunity to be considered for this project and look forward to hearing from you. If you have any questions, please don't hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "Richard Bernard".

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A handwritten signature in blue ink that reads "Adam Sonenshein".

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