

Nearly two decades
of service to...

Government & Quasi- Government



STRATEGY
RESEARCH
INSTITUTE

Research and Consulting
for Strategic Planning

- **Public Opinion Research**
- **Economic Development**
(helping build public/private partnerships)
- **Needs Analysis**
- **Consensus Research**
(helping build consensus among stakeholder groups)
- **Client Satisfaction/
Loyalty Research**
- **Feasibility studies**
(tax initiatives, special assessments, et al.)
- **Benchmark & Longitudinal
Studies** (e.g., trends and patterns)
- **Opinion Leadership Studies**
- **Causal Modeling**
(designing & testing decision-making models)
- **Facilitate Public Hearings &
Town Hall Meetings**
- **Management Audits &
Employee Satisfaction Studies**
- **Focus Group Research**
(traditional and non-traditional)
- **Campaign Design & Oversight**

To Discuss your needs
Please Contact us at...



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Fullerton, California 92834

Phone: 800-224-7608
Fax: 714-447-4537
www.sri-consulting.org

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The graphic below holds 'Fawn memories' for the public agency that commissioned SRI to determine the feasibility of securing 2/3 voter support for a \$225 million tax initiative for the protection of parks, trails, open space, and wild life; while simultaneously saving the local metropolitan zoo from being closed to the general public.

Findings from **public opinion**

'Fawn' Memories for One Public Agency



Please help...
Save my playground!

research conducted by SRI showed that the Agency could capitalize upon a set of core values held by local voters .

The payoff? This Agency, and its constituents, are today enjoying the benefits from overwhelming voter support for this tax initiative.

This is only one of many examples of how SRI's **highly seasoned** and **credentialed** behavioral scientists and strategic planners are experts at the design and implementation of applied research and consulting tailored to the needs and desires of its Clientele; whether it be Cities, Counties, School Districts, regional government agencies, state agencies, what-have-you.

When you want or need reliable (accurate) and valid (truthful) input from any of the many publics you serve, SRI stands ready to help!

(see back panel for a partial list of SRI services)

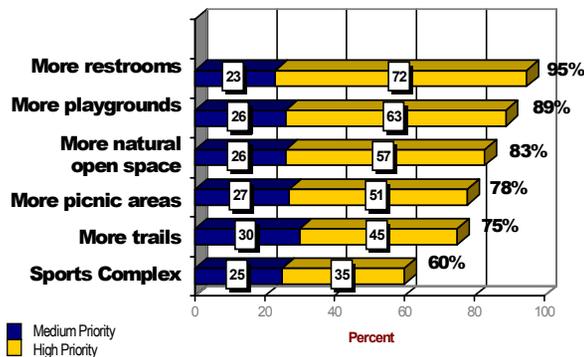
SRI stands ready to...

Partner with your agency to help you realize your objectives

STRATEGY RESEARCH INSTITUTE (SRI) is a supplier of "applied science" for purposes of policy decision-making in both the public and private sectors.

For nearly two decades now, we have specialized in policy research for government and quasi-government agencies at the local, county, regional and state levels.

Needs Analysis



SRI routinely surveys the community-at-large, and/or the local electorate, to secure input for purposes of BOTH short-term and long-term strategic planning.

The Institute is comprised of a select team of **behavioral scientists** (both quantitative and qualitative researchers) and **strategic planners**. SRI's researchers are proficient in the most up-to-date, advanced scientific methodologies and have advanced degrees from such academic institutions as U.C. Berkeley, The Annenberg School of Communication at USC, and New York University.

The accuracy of SRI's research is perhaps best demonstrated through a statement from a former official of the City of Berkeley, who wrote:

"You predicted that if we followed your recommendations (based upon a scientifically-conducted telephone survey) that our bond measure would be approved by 79% of the voters.

We followed your recommendations quite closely, and the measure was approved by 78.7% of the voters. Pretty impressive."

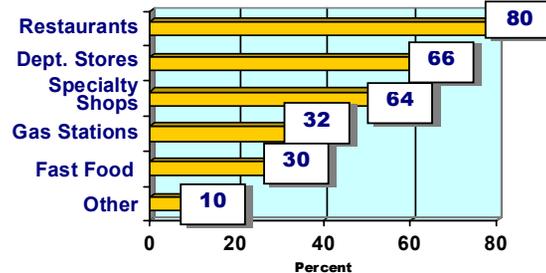
Mr. Hal Cronkite,
(then) Assistant City Manager
City of Berkeley

What sets SRI apart from other research firms and organizations is that we CONTINUE ON where they leave off. Specifically, most applied research firms provide only basic **descriptive** statistical analysis (percentages & cross tabs), while SRI goes beyond descriptive statistics to advanced, **inferential**, statistical analysis including, but not limited to, correlation analysis, factor analysis, regression analysis, and even causal modeling; thus, yielding far more accurate predictions of voting and/or consumer behavior.

SRI designs & oversees information and/or persuasive campaigns

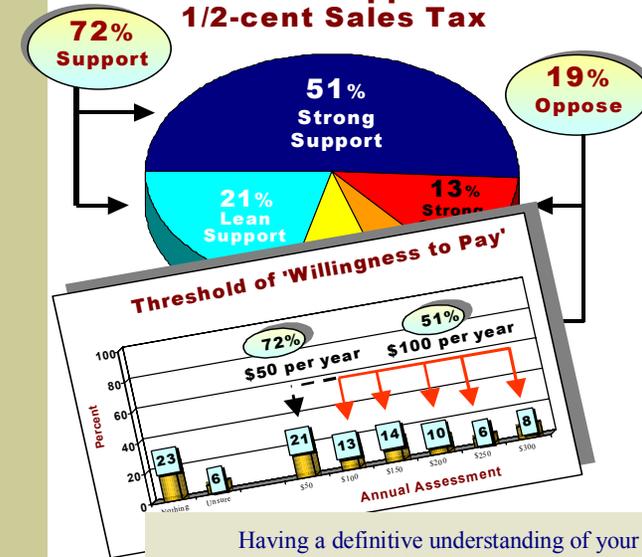
SRI is an authority in campaign development and implementation. Indeed, it's been said that we've literally "written the book." Authored by the Institute's

Economic Development Types of Commerce Desired



SRI works closely with local & regional government agencies to attract new businesses into their community; and to ensure that all Economic Development reflects the collective wishes of local constituents.

Baseline Support for 1/2-cent Sales Tax



Having a definitive understanding of your electorate's level of support & 'threshold' of willingness to pay is essential BEFORE placing a tax initiative on the ballot.

Chairman, G. Gary Manross, Ph.D., "The Book" is entitled: **The Impact of Theory-Driven Public Opinion Research in Strategic Planning**, N.Y., Carlton Press, 1995.

For more information or for a formal proposal, contact SRI

For more information or a proposal from SRI — or from one of its sister firms, **Integrated Marketing Communications Corp. (IMC Corp.)** or **Political Action Institute (PAI)** — please contact us by phone, letter, FAX, or e-mail (see back panel).

Understanding cause-and-effect relationships is essential to predicting voting behavior.

Determinants of Voting

