



Carl Vinson Institute of Government UNIVERSITY OF GEORGIA

PROPOSAL FOR SERVICES

Save Our DeKalb Animals (SODA) Survey

OVERVIEW

In partnership with Save Our DeKalb Animals (SODA), the University of Georgia's Carl Vinson Institute of Government (Institute of Government) will conduct an online survey to assess residents' attitudes toward spay/neuter to prevent pet overpopulation.

SURVEY DESIGN AND DATA COLLECTION

The Institute of Government will review and refine survey content provided by SODA to ensure the instrument is well aligned with the needs of the intended audience. The Institute of Government will work closely with SODA to ensure the survey content aligns with SODA's overall strategic goals and information needs. Employing human-centered design principles, the Institute of Government will prioritize the user experience in the development of the survey instrument to maximize clarity, engagement, and response quality. The online survey will be programmed using QuestionPro and optimized for mobile devices, including smartphones and tablets, to ensure broad accessibility and ease of use.

The Institute of Government will collect survey responses on behalf of SODA. Using a list of DeKalb County residents with individual email addresses provided by SODA, the Institute can distribute unique, personalized survey URLs directly to each survey recipient. Using unique, personalized survey URLs offers several advantages that enhance data quality and interpretation. This method enables the Institute of Government to monitor response rates and send personalized reminders to non-respondents, thereby supporting higher levels of participation. It also ensures that only individuals within the target population can complete the survey and prevents duplicate and unauthorized submissions. Because each member of the population has a known probability of selection, the survey results can be generalized to the broader population with a statistically valid estimate of precision (margin of error). Overall, this methodology enhances the accuracy, representativeness, and generalizability of the survey findings.



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DATA PROCESSING

The Institute of Government will process and clean all returned responses to deliver a high-quality dataset in SODA's preferred format (e.g., Excel or SPSS). Each response will be reviewed for completeness and data integrity; surveys lacking substantive data will be excluded from the final dataset. During the data cleaning process, the Institute of Government will ensure that all variables are consistently formatted and coded. A comprehensive data dictionary will also be provided, detailing each data element and including metadata such as variable names, data types, and value codes.

ANALYSIS AND REPORTING (OPTIONAL)

The Institute of Government can analyze survey responses to produce a summary report. Statistical analyses are primarily descriptive and will present overall perceptions of all survey respondents. The Institute of Government can produce a final report of survey findings as a presentation-ready slidedoc or full technical report. Clients should allow approximately 6-8 weeks after the survey closes for the data to be prepared, analyzed, and compiled in to the final report product.

Option 1: Presentation-ready slidedoc:

The institute of Government will produce a presentation-ready slidedoc of the survey findings. A slidedoc uses slide-based formatting but contains explanatory text for a reader to understand independently. Unlike traditional presentation slides, which rely on a speaker, a slidedoc is designed to stand alone, combining visuals, concise narrative, and structured layout to communicate information clearly without needing verbal delivery.

Option 2: Technical report:

The institute of Government will produce a technical report of the survey findings. This report will include an executive summary, brief summary of survey responses, and high-quality data visualizations with concise narrative for each question.



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ESTIMATED BUDGET

Survey Design and Data Collection

Emailed distribution to known residents..... \$9,000.00

Analysis and Reporting (Optional)

Option 1: Presentation-ready slidedoc.....\$3,500.00

Option 2: Technical report.....\$6,000.00

Facilities and Administration (Indirect Costs)

Depending on the originating funding source for the project, the University of Georgia (UGA) applies additional facilities and administration (indirect) costs ranging from 10% for state funding and up to 35% for federal funding. The above estimates do *not* include UGA facilities and administration costs.