**DESERT HEALTHCARE DISTRICT**
**SPECIAL BOARD MEETING**
**Board of Directors**
**Wednesday, March 15, 2017**
**9:30 a.m. – 10:30 a.m.**

Jerry Stergios Building, 2nd floor
Arthur H. "Red" Motley Boardroom
1140 N. Indian Canyon Drive, Palm Springs, California 92262
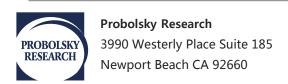***This meeting is handicapped-accessible***

*Teleconference Location:*
**Loma Linda Medical Center - 11175 Campus Avenue, Room 11006, Loma Linda, CA 92354 – Director Wortham**

| *Page(s)* | | **AGENDA** | *Item Type* |
|---|---|---|---|
| | | *Any item on the agenda may result in Board Action* | |

**A. CALL TO ORDER –** President Rogers
    Roll Call
    _____Director Zendle _____Director Wortham _____Director Matthews
    _____Vice-President Hazen _____President Rogers

**1**    **B. APPROVAL OF AGENDA**    **Action**

**C. PUBLIC COMMENT**
At this time, comments from the audience may be made on items *not* listed on the agenda that are of public interest and within the subject-matter jurisdiction of the District. **The Board has a policy of limiting speakers to no more than three minutes.** The Board cannot take action on items not listed on the agenda. Public input may be offered on agenda items when they come up for discussion and/or action.

**D. NEW BUSINESS**

**2-11**    1. Consideration to approve the polling instrument by Probolsky Research for the East Valley Voter Survey.    **Action**

**12**    2. Consideration to approve a service agreement with Probolsky Research to perform polling of East Valley residents.    **Action**

**E. ADJOURNMENT**

**Desert Healthcare District - East Valley Voter Survey**

**Interview Schedule**

**DRAFT**

Field Dates: TBD

Universe: Voters within the Proposed Desert Healthcare District annexation area

Language: English and Spanish

N = 300

Margin of Error = +/- 5.8%

Hello, may I speak with _____?  [IF NOT AVAILABLE—SCHEDULE CALLBACK]

This is _____ with the Research Associates West a regional opinion research organization. We are conducting a survey about issues facing your community. Your opinion is important.

1. What is the most important issue facing your community today?
   [PROBE HEAVILY, CAPTURE AND CODE]: _____

2. How would you rate the overall quality of medical care that is available in your community? Would you say that it is excellent, good, fair, poor or very poor?

   **Good (NET)**
   > *Excellent*
   > *Good*

   **Fair**

   **Poor (NET)**
   > *Very poor*
   > *Poor*

   Unsure [DO NOT READ]

   Refused [DO NOT READ]

3. Please tell me which of the following best describes your health insurance?
   [RANDOMIZE]

   **Provided through my employer**

   **I purchase private insurance**

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**Government sponsored insurance (Medicare, Medical, Veterans Administration)**
**I am insured through a family member**
**Covered California**
**Something else [PROBE, CAPTURE AND CODE]:** _____
**Not insured** [DO NOT READ]
**Unsure** [DO NOT READ]
**Refused** [DO NOT READ]

4.  The Desert Healthcare District was created in 1948 to build and operate Desert Hospital, now Desert Regional Medical Center. In 1997, the District Board of Directors leased the hospital to Tenet Health Systems, allowing Tenet to operate the hospital for 30 years. The community continues to own the hospital and the District oversees it. The District also invests $3 million each year to fund a variety of services and organizations, including: Desert AIDS Project, Find Food Bank of the Desert, Mizell Senior Center, Desert Hot Springs Health and Wellness Center, Desert Cancer Foundation, Stroke Recovery Center, Arthritis Foundation, and the University California Riverside School of Medicine, among others.

    The current District service area encompasses the cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, part of Palm Desert, and unincorporated areas of Western Coachella Valley. The District has five publicly elected board members.
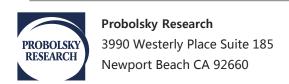
    Knowing what you do now, do you approve or disapprove of the job the Desert Healthcare District is doing?

    **Approve**
    **Disapprove**
    Unsure [DO NOT READ]
    Refused [DO NOT READ]

5.  State legislation signed into law in 2016 required the Desert Healthcare District to file an application to expand its current boundaries and service area to include Eastern Coachella Valley. The expansion would cover the remainder of Palm Desert, Indian Wells, La Quinta, Indio, Coachella, Bermuda Dunes, Mecca, Thermal, Oasis, North Shore and Vista Santa Rosa, as well as unincorporated areas of Riverside County.

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PROBOLSKY RESEARCH

Knowing what you do now, if you had to vote on whether to expand the Desert Healthcare District boundaries into these new communities in Eastern Coachella Valley, would you vote YES to approve or No to oppose the expansion? [RECORD] [IF SUPPORT OR OPPOSE>>>] And would you say that you would definitely or probably (vote YES to approve/vote NO to oppose)?

**Vote YES (NET)**
   *Definitely vote YES*
   *Probably vote YES*
**Vote NO (NET)**
   *Definitely vote NO*
   *Probably vote NO*
Unsure [DO NOT READ]
Refused [DO NOT READ]


[RANDOMIZE Q6 – Q9]

6.     Expanding the boundaries of the Desert Healthcare District would address significant barriers preventing access to healthcare providers and services for 240,000 residents in the Eastern Coachella Valley. Does knowing this make you more likely or less likely to vote yes, in favor of expanding the Desert Healthcare District boundaries? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to vote yes [NET]**
   *Much more likely*
   *Somewhat more likely*
Makes no difference to me [DO NOT READ]
**Less likely to vote yes [NET]**
   *Much less likely*
   *Somewhat less likely*
Unsure [DO NOT READ]
Refused [DO NOT READ]

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7.   A few examples of future programs and services to be provided to the Eastern Coachella Valley communities should the District boundaries be expanded, include, but are not limited to: Strategic plan for health and wellness initiatives, Free and low-cost medical and dental clinics, Mental health counseling and related services, Drug and alcohol treatment, Food distribution programs, Financial support and case management for families with special needs children, Free rehabilitation for stroke patients, Health assessment surveys that inform future programs and services, New and expanded inpatient and outpatient facilities. Does knowing this make you more likely or less likely to vote yes, in favor of expanding the Desert Healthcare District boundaries? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to vote yes [NET]**
  *Much more likely*
  *Somewhat more likely*
Makes no difference to me [DO NOT READ]
**Less likely to vote yes [NET]**
  *Much less likely*
  *Somewhat less likely*
Unsure [DO NOT READ]
Refused [DO NOT READ]

8.   If the expansion were to happen, the elected Desert Healthcare District board of directors would increase from five members to seven members to include representatives of the new expanded boundaries. Does knowing this make you more likely or less likely to vote yes, in favor of expanding the Desert Healthcare District boundaries? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?

**More likely to vote yes [NET]**
  *Much more likely*
  *Somewhat more likely*
Makes no difference to me [DO NOT READ]
**Less likely to vote yes [NET]**
  *Much less likely*

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*Somewhat less likely*
Unsure [DO NOT READ]
Refused [DO NOT READ]

9. The Desert Healthcare District is currently funded by an allocation of property tax collected by Riverside County, rental income from medical facilities, and investments. The District would need approximately $6 million dollars a year to fully serve the communities in the expanded boundaries. Does knowing this make you more likely or less likely to vote yes, in favor of expanding the Desert Healthcare District boundaries? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much (more/less) likely or somewhat (more/less) likely?
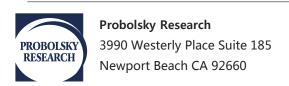
**More likely to vote yes [NET]**
*Much more likely*
*Somewhat more likely*
Makes no difference to me [DO NOT READ]
**Less likely to vote yes [NET]**
*Much less likely*
*Somewhat less likely*
Unsure [DO NOT READ]
Refused [DO NOT READ]

10. One option for funding healthcare services in the expanded boundaries would be to voluntarily shift a portion of property tax dollars already collected by cities and the county in the expanded area, and dedicate them to the Desert Healthcare District instead? Do you support this way of funding the healthcare services in the expanded District service area?

**Yes, support**
**No, oppose**
Unsure [DO NOT READ]
Refused [DO NOT READ]

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11.     One option for funding healthcare services in the expanded boundaries would be to add a parcel tax on property owners. The average homeowner would pay about $65 per year? Do you support this way of funding the healthcare services in the expanded District service area?

**Yes, support**
**No, oppose**
Unsure [DO NOT READ]
Refused [DO NOT READ]

12.     Knowing what you know now, if you had to vote on whether to expand the Desert Healthcare District boundaries and service area to include Eastern Coachella Valley, would you vote YES to approve or No to oppose the expansion? [RECORD] [IF SUPPORT OR OPPOSE>>>] And would you say that you would definitely or probably (vote YES to approve/vote NO to oppose)?

**Vote YES (NET)**
        *Definitely vote YES*
        *Probably vote YES*
**Vote NO (NET)**
        *Definitely vote NO*
        *Probably vote NO*
Unsure [DO NOT READ]
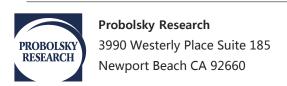Refused [DO NOT READ]

[ASK ONLY OF THOSE WHO ANSWERED "VOTE YES"]
13.     Thinking specifically, why would you vote YES to expand the Desert Healthcare District?
        [PROBE HEAVILY, CAPTURE AND CODE]: _____

[ASK ONLY OF THOSE WHO ANSWERED "VOTE NO"]
14.     Thinking specifically, why would you vote NO, opposing expanding the Desert Healthcare District?
        [PROBE HEAVILY, CAPTURE AND CODE]: _____

15.     Do you have children under the age of 18 living in your household?

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**Yes**
**No**
Refused [DO NOT READ]

16.     Do you rent or do you own your home, condo or mobile home?

**Own**
**Rent**
**Other**   [DO NOT READ]
Refused [DO NOT READ]

17.     And finally, for demographic purposes only, which of the following best describes your ethnic background?

**Latino/Hispanic**
**White/Caucasian**
**Black/African American**
**Asian**
**Other**
Refused [DO NOT READ]

Thank you for your time.  Have a great (day/evening).

**CROSS TABULATIONS:**

Gender (from sample)
        Male
        Female

Party (from sample)
        Republican

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Democratic

DTS

Household Party (from sample)

Pure Republican household

Pure Democratic household

Mixed party household

Born in US (from sample)

US born

Foreign born

Birthplace unknown

Age group (from sample)

18-34

35-54

55-64

65 and older

Gender/Age (from sample)

Men 18-54

Men 55+

Women 18-54

Women 55+

Party/Gender (from sample)

GOP Men

GOP Women

DTS Men

DTS Women

Dem Men

Dem Women

Party/Age (from sample)

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GOP 18-54

GOP 55+

DTS 18-54

DTS 55+

Dem 18-54

Dem 55+

Vote propensity (from sample)

    5 out of 5

    4 out of 5

    3 out of 5

    2 out of 5

    1 out of 5

    100% not having had the chance

    New Registrant

Type of voter (from sample)

    Permanent vote-by-mail voter

    Previous vote-by-mail voter

    Election Day voter

Registration date? (from sample)

    Less than one year

    Up to 5 years

    Up to 10 years

    Up to 20 years

    More than 20 years

Geographic

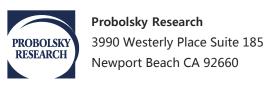    Palm Desert

    Indian Wells

    Indio

    La Quinta

    Unincorporated

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Ethnicity

       Latino/Hispanic

       White/Caucasian

       Black/African American

       Asian

       Other


Language

       English

       Spanish


Phone type

       Land

       Mobile


Children in household

       Yes

       No


Home type

       Own

       Rent

       Other

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# Proposal Memorandum

TO:                       Herb Schultz
                          Desert Healthcare District

FROM:                     Adam D. Probolsky
                          Probolsky Research

SUBJECT:                  East Valley polling

DATE:                     March 14, 2017

We are pleased to offer our services to design, conduct, analyze and present the results of a public opinion survey of voters within the proposed annexation area of East Coachella Valley.

**Our proposal is inclusive.** Our services include:

- Calling on *both landlines and mobile phones*
- Stratified random sampling that is accurately representative of voters
- English and Spanish interviewing and Spanish translation
- Comprehensive reporting and dataset delivery focusing on actionable results
- Post survey calls, in-person meetings and report customization

### 15 QUESTION TELEPHONE SURVEY

| QUESTIONS | RESPONDENTS | MARGIN OF ERROR | COST |
|---|---|---|---|
| Up to 15 questions | 300 | +/-5.8% | $12,500 |

*Languages:  English and Spanish*

*We can accommodate a tight time schedule for presenting results if the District approves a questionnaire quickly.*

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