



## Guidelines for Proposal Submission for CivicPulse Omnibus Surveys

Please submit your proposal by emailing [info@civicpulse.org](mailto:info@civicpulse.org). The subject of your email should be “CP Omnibus Proposal: [Last Name], [First Name]”. The file name of your submission should be “LastName\_FirstName\_CPproposal” and saved as either a PDF or Microsoft Word Document.

- A. **Proposal options.** For the surveys of local policymakers, you can apply for one of two options for a maximum of 4 minutes:
- 1) 500 respondents at \$1500 a minute
  - 2) 200 respondents at \$600 a minute
  - 3) 100 respondents at \$300 a minute

For the surveys of heads of law enforcement or finance, you can apply for one of two options for a maximum of 4 minutes:

- 1) 200 respondents at \$1000 a minute
- 2) 100 respondents at \$500 a minute

- B. **Components of a proposal.** The proposal (single-spaced, 12-pt) should include the following two items:
- 1) 1-page cover letter. This should briefly state your research question and motivation. Informal citations are okay but not required. This letter should also specify your choice and justification of sample size.

In addition,

- a) If you are including an experiment, please include a justification for the experiment as well (experiments are permissible but not encouraged – see evaluation criteria below).
- b) If relevant, please specify additional auxiliary data about the localities of the respondents that are not provided in the Standard Delivery Items that you would like merged to the response file (subject to additional fee).

- 2) Annotated questionnaire. This is the core of the proposal. This should be a clearly structured word document with three subcomponents:
  - a) Fully developed questions (each with a clear heading).
  - b) Point values for time estimation, using [this rubric](#).
  - c) Additional specifications or details, if necessary. This could include embedded variables (e.g., *government\_level* which displays “municipality,” “township,” or “county,” depending on the respondent type) or the randomization of questions or answer order within questions.

**C. Evaluation criteria.** The proposal must meet the following three requirements:

- 1) Questionnaire does not exceed the 4-minute time limit.
- 2) Questionnaire is engaging and user-friendly. This means that it is:
  - a) Easy to follow.
  - b) Neither overly provocative nor likely to induce annoyance or anger.
  - c) Reasonably relevant to the respondents’ jobs as local policymakers.
  - d) Not designed to pursue partisan goals.
- 3) Questionnaire does not seek to change the survey taker’s behavior nor does it include deception (explicit hypothetical situations are okay).

In addition, CivicPulse offers three recommendations to engage policymakers and help maintain long-term panel participation. Based on feedback from respondents, we recommend...

- 4) Descriptive questions over survey experiments. Experimental modules are permissible, but they need to be justified and should be non-intrusive.
- 5) Open-ended questions that allow survey respondents to explain their opinions.
- 6) Projects that have the potential to be interesting or useful to policymakers themselves.