

From: [REDACTED]

To: jeevacation@gmail.com

Subject: Fwd: Polling program for your review and discussion

Date: Fri, 23 Jun 2017 21:42:16 +0000

Jeffrey, this is what John sent me.

Ken Mapp

-----Original Message-----

From: John Della Volpe <[REDACTED]>

To: Kenmapp <[REDACTED]>

Cc: Robert Willington <[REDACTED]>

Sent: Wed, Jan 18, 2017 2:54 pm

Subject: Polling program for your review and discussion

Dear Governor,

I hope all is well with you and the team in the islands. It was not until it was too late, but I was sorry to hear that I missed you during your visit to JWT Atlanta. I may or may not know that we have been partners with them on the United States Marine Corps business for 8 years – and would love the opportunity to collaborate even more with them on some USVI tourism work if the opportunity should ever arise. We conduct a significant amount of research on behalf of governments around the world – many with a story not nearly as captivating as yours.

It was good to connect with Rob Willington last week in Boston, and as a follow-up to that meeting, I am forwarding the research plan that I developed for you some time ago under Randy's direction.

Since we have not conducted research since 2014, I would argue that the sooner the better to kick-off this plan – once it is complete, we can address issues well ahead of the re-election and develop a strategic plan and timeline for moving forward.

Over the next 6 months, I would like to execute three-phased strategic research plan on your behalf::

1. Phase One: Focus Groups: In order to provide context to the current state of affairs and how they affect the hearts and minds of the electorate, I believe that at least once a year it is important to conduct qualitative research with a number of key voting segments in the form of focus groups (N=4 to 8 groups). Through the use of focus groups, we are able to better understand the way that government connects to the citizens it serves, we will identify and capture views on emerging issues that may not have yet surfaced, and hear the way in which USVI voters talk about the government, their aspirations and the future. These tools provide valuable opportunities for leaders within the government to hear from USVI citizens in an honest and forthright manner – enabling more connections and empathy. The results and insights from the focus groups will be used to design the quantitative research that follows.

2. Phase Two: Importance/Performance/Issue Development Survey: We propose to conduct an annual telephone survey of N=600 USVI voters (live interviews, landline and cell phone) that will include a combination of questions aimed at identifying a) the most important issues (generally, and within specific categories such as economy, education, health care, etc.) and b) the government's job performance at

addressing each of the issues. These two series of questions will be used to create an importance-performance matrix that can be used to guide the leadership team, policy and communications for the rest of this year, and beyond. In addition, in this survey we will have the opportunity to test awareness, interest and/or approval of specific policy initiatives that will likely be further developed for upcoming legislative sessions.

3. Phase Three: Political Tracking Survey: Whereas the Phase Two survey will track both the performance and importance of key issues, we propose to conduct a benchmark political survey of N=600 with with bi-annual tracks to measure all elements within the political landscape. This surveys will focus on ensuring that your attributes, accomplishments and priorities for the future are well crafted and positioned properly against your 2014 campaign and potential 2018 opponents.

We recommend beginning Phase One in late February, which will allow us ample time to complete the other two phases by the end of June. The fees for each survey would be \$50,000 (the follow-up tracks will cost less) and N=4 focus groups would be \$40,000 assuming that we conducted four sessions. In total, the fees for this program are \$140,000. This includes all costs associated with conducting, analyzing and reporting fully on the research; it does not include travel-related costs associated with conducting focus groups in the USVI, or other strategy meetings that may be held in person.

I look forward to discussing this at your convenience and a very successful 2017 and beyond.

Best wishes,

John

John Della Volpe

Founder & CEO | SocialSphere, Inc.
Director of Polling | Harvard Institute of Politics

M: [REDACTED]
T: @dellavolpe
S: [REDACTED]

--
John Della Volpe
Founder + CEO | SocialSphere, Inc.
Director of Polling | Harvard Institute of Politics
M: [REDACTED]
D: [REDACTED]
T: @dellavolpe
S: [REDACTED]