

OPINION RESEARCH OF CALIFORNIA

PUBLIC OPINION AND BUSINESS SURVEYS

CORPORATE OFFICES - 1232 BELMONT AVENUE - LONG BEACH, CALIFORNIA - 434-5715

October 13, 1975

The Hon. Jane Tolmach
Council Member
City of Oxnard
City Hall
305 West Third Street
Oxnard, California 93030

Dear Jane:

After all these years you may not recall my name: Don Weddle, formerly on Jess Unruh's staff, but for the past five years with Opinion Research of California; along with another of Jess' henchmen, Don McGrew, we constitute the principals of this august organization.

We recently were made aware of activities being conducted preliminary to consideration of location of a liquid natural gas facility in Oxnard. I don't envy the task that faces you in your deliberations. The factors relating to both sides of such a question will involve some arduous decision-making.

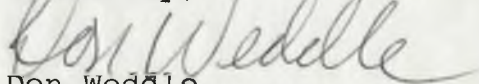
For a number of years many cities have made use of the services of Opinion Research as one of the tools employed to provide information supportive of decision-making processes such as that faced by you and your colleagues.

I might point out that the work we have done in situations like this one is designed not to pre-empt the task of decision makers such as might be the case with a poll relative to support/opposition to a particular program or project. Rather, we perform studies designed to provide baseline, in-depth information about public attitudes toward priorities, alternatives, concerns, and other information which will aid decision-makers in their deliberations.

We feel very strongly about these points. Too often pollsters have literally attempted to supplant the public policy formation process by purporting to present the "decision" of the public. More important and useful, we feel, is information supportive of that process, and ultimately useful in communicating the rationale for a decision to the public.

In any case, we would appreciate the opportunity to talk with you about the utility of survey research in the decisions to be made regarding the LNG facility.

Sincerely,



Don Weddle
Vice President