



Jail Market Study

Clark County Jail Services

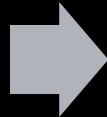
September 10, 2025



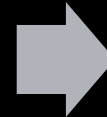
Clark County Jail Renovation Market Study

Purpose and value of research:

Assess public
sentiment



Identify viable
paths to voter
support



Inform both
policy and
communications
in the lead-up to
a possible
campaign



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Insights gained:

Clarify Community Priorities

- Understand how residents view public safety, county services, and tax investments

Support Informed Leadership

- Provide county leaders with data-driven guidance for shaping and communicating a potential bond measure

Strengthen Outreach and Messaging

- Assess how voter's reason through tradeoffs and what information drives support

Equip Stakeholders

- Give elected officials and potential advocacy partners a shared evidence base for coordinated action



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Phase 1: Baseline Voter Survey

15-minute survey with 600 registered voters in Clark County using a mixed-mode approach:

- Live phone interviews (landline and mobile)
- Text-to-online invitations (SMS messages directing voters to a secure online survey)

Key Areas of Exploration

- Voter mood and trust in local government
- Priority issues and perceived value of county services
- Awareness of jail conditions and limitations
- Willingness to fund improvements
- Support for various bond sizes and tax impacts

Deliverables

- Questionnaire development and sampling plan
- Data collection and processing
- Crosstabs and topline analysis
- PowerPoint summary of key insights and recommendations



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Phase 2: In-Person Focus Groups with Swing Voters

This phase will examine how undecided or conflicted voters approach the funding of a jail renovation project.

- Results will inform communication strategies, enabling leaders and stakeholders to connect with skeptical or uncertain voters in effective ways.

Key Areas of Exploration

- Explore attitudes, concerns, and questions about the jail proposal
- Identify reasons for support or opposition
- Surface themes and messaging frames that move undecided voters
- Gather preferences to inform stakeholders and campaign communications

Deliverables

- Recruitment and scheduling
- Moderation and facilitation
- Audio and video recordings
- Transcripts of written exercises and group discussions
- PowerPoint summary of key insights and recommendations



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Phase 3: Follow-Up Survey Prior to Ballot Decision

Final survey will provide an up-to-date snapshot voter sentiment as Clark County approaches formal decision to utilize a ballot measures to fund project.

- Methodology: Survey with 600 registered voters using same mixed-mode approach

Key Areas of Exploration

- Measure current support and opposition
- Track shifts in sentiment
- Test campaign-oriented messaging
- Provide guidance for final decision-making

Deliverables

- Questionnaire development and sampling plan
- Data collection and processing
- Crosstabs and topline analysis
- PowerPoint summary of key insights and recommendations



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How the Research Will Be Used:



Inform county leadership on public consensus and areas of disagreement



Shape the design, size, and cost of the financial resources



Support community engagement and political outreach



Equip local partners and campaign advocates with messaging grounded in data



Build public trust by demonstrating that taxpayer investments reflect community input

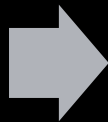


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Research Element Cost:

Phase 1- Survey

- \$41,500



Phase 2- Focus Groups

- \$25,000
- (2 groups) to
- \$42,000
- (4 groups)



Phase 3- Survey

- \$36,000



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Example of Other Regional Experience:

City of Vancouver -
Charter Reform
Survey (2024-2025)

City of Vancouver -
Community
Priorities Survey
(2022 & 2024)

Jackson County -
Public Safety Service
District (2024)

City of Gresham -
Public Safety Levy
(2023–2024)

City of Salem -
Community Priority
and Bond Measure
(2016–2024)

The mission of the Department of Jail Services is to promote and maintain public safety through effective correctional and reentry practices.

A safe, suitable jail facility for those housed in the jail as well as those who work and provide services in the jail continues to be the number one priority for this countywide service.



Clark County Jail Services

Mission Statement