



June 6, 2017

Ms. Wendy S. Tukloff, Ed.D.  
Superintendent  
Pacifica School District  
375 Reina Del Mar  
Pacifica, CA 94044

Dear Dr. Tukloff,

Godbe Research is pleased to be working with the Pacifica School District (District) on a survey of District voters to determine the feasibility of placing a potential future bond measure on the ballot in the District in an upcoming election cycle, based on voter support. This letter, the attached standard business terms, and project costs will serve as the agreement for the services specified below, once signed by both parties.

1. In-person meetings and conference calls as needed with the District to discuss the research objectives, questionnaire design, and related topics for the bond measure feasibility survey.
2. Drafting, refining, and pre-testing a survey instrument of between 18 and 20-minutes in length, to accomplish the goals of the bond measure feasibility survey, including ensuring that the survey is compatible for both Internet and telephone survey formats.
3. Purchasing a listed voter sample and developing a sampling design of registered voters likely to vote in the election cycles of interest and opportunity for the District for a potential future bond measure, including June and November 2018.
4. Programming, testing & hosting the Internet version of the survey for voters with known email addresses in the State voter file.
5. Computer Aided Telephone Interviewing (CATI) programming the telephone version of the survey instrument for efficient data collection.
6. Recruitment of voters in our sampling design via an email recruitment process.
7. Conducting 18 to 20-minute Internet and telephone interviews with between 400 (n=400) and 500 (n=500) total District voters as part of the bond measure feasibility survey.
8. Merging the Internet and phone data files, processing the data collected according to strict quality control standards.
9. Providing the District with a topline report of initial findings for the bond measure feasibility survey and meeting with the District to review those findings.
10. Producing a written report of findings for the bond measure feasibility survey and presenting the results of the bond measure survey to the District.
11. Ongoing post-survey consulting with District and other project stakeholders, as needed.

Fifty percent (50%) of the total project amount will be billed once we've had the project kick-off meeting or have begun working on a questionnaire, whichever comes first, with the payment due Net 30. The remaining fifty percent (50%) will be billed upon approval of the final questionnaire, with that payment also being due Net 30.

Sincerely:

Agreed and Accepted By:

Mr. Charles Hester  
Vice President  
Godbe Research

Dr. Wendy Tukloff  
Superintendent  
Pacifica School District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



GODBE RESEARCH  
Gain Insight

## STANDARD BUSINESS TERMS AND CONDITIONS GODBE RESEARCH

Contracts and agreements between Godbe Research and its clients include the following general terms and conditions unless otherwise specified in a contract or agreement.

Flat Fees. Unless otherwise specified, Godbe Research charges a flat fee for all or a portion of its services to a client in lieu of hourly charge.

Hourly Rates. The firm may opt to bill its staff time at specified hourly rates for each staff member. When estimated hours are noted these are our best estimates of how long a job will take. Actual hours incurred are logged on employee time sheets and final billings to clients are based on these actual figures. Hourly charges apply to all firm staff working for the client with the exception of general clerical support. Work on specifically clerical projects is billed at normal hourly rates.

Advance Payment. In order to finance the client's work, the firm's policy is to require advance payment for telephone interviewing. Advance payment of fees or hourly charges is normally required, particularly in the case of new clients.

Subcontractors' Fees. Should the firm retain a special employee solely for the purpose of providing services to a client, a fee equal to 15 percent of the costs of such person will be charged to cover the firm's payroll costs.

Late Charges. Invoice terms are 30 days net unless otherwise specified in the agreement. A late charge of 1.5 percent per month will apply on any amounts not paid within thirty (30) days of the date of an invoice.

Indemnity. All copy will be approved by the client in advance of production. Each party shall indemnify, defend and hold harmless the other party from and against any loss, claim, action, course of action (including without limitation any defamation action), judgment, damage, cost or expense (including attorneys' fees and costs) arising out of any actions of, or materials written by, or information supplied by the other party.

Acting as Agent. In compliance with California sales tax regulation, Godbe Research is designated as an Agent for the acquisition of tangible personal property and services as they apply to its clients' advertising and sales promotion activities.

Ownership of Materials. In producing finished products, it is expressly understood that ownership of all materials purchased by Godbe Research to complete the property to be produced passes to its clients at the time of purchase and prior to any use by Godbe Research.

Independent Contractor. The agency shall perform the services as an independent contractor and shall not be treated as an employee of the client for federal, state or local tax purposes or for any other purpose.

Entire Agreement. This agreement constitutes the entire agreement among the parties with respect to the subject matter and supersedes any prior negotiations, understanding or agreement.

Successors. Any agreement between the agency and a client shall be binding upon, the heirs, successors and assignors of the parties.

Termination. Any termination of this agreement by the client, after being signed, shall be of mutual consent. If the agreement is terminated, Godbe Research will bill the client for all work completed to date (including subcontractors' work) plus a 15% termination fee.

Attorneys' Fees. Should any action be brought by one party against the other party to enforce any agreement, the prevailing party shall be entitled to recover from the other party its reasonable attorneys' fees, costs and expenses.

Governing Law; Venue. Any agreement between the agency and a client shall be governed by California law and any action arising out of it shall be instituted and prosecuted only in the Municipal or Superior Court of the County of San Mateo.

Godbe \_\_\_\_\_

District \_\_\_\_\_



### PROEJCT COSTS

The following costs are associated with conducting an 18 to 20-minute hybrid Internet and telephone survey of between 400 (n=400) and 500 (n=500) total Pacifica School District voters regarding the feasibility of placing a potential future general obligation bond measure on an upcoming ballot, based on voter support. The costs outlined below will not change provided that the scope of work conforms to this letter of agreement. Should project parameters or District needs change, we will be happy to provide amended costs prior to proceeding. Finally, the District will only be charged the total amount from the options below that reflects the final time-tested survey length for this study.

#### Hybrid Survey of 400 (n=400) to 500 (n=500 District Voters)

<u>Project Task</u>	<u>18-min.</u>	<u>20-min.</u>
Listed Voter Telephone Sample	\$1,000.00	\$1,000.00
Additional Cell and Land Line Matching	\$800.00	\$800.00
Email Sample Purchase	\$700.00	\$700.00
Internet Version Programming/Testing	\$4,750.00	\$5,000.00
CATI Programming	\$1,440.00	\$1,600.00
Internet Version Recruitment	\$600.00	\$600.00
Telephone Interviewing	\$7,800.00	\$8,600.00
Data Processing	\$850.00	\$900.00
Research Fee	\$7,500.00	\$7,500.00
Project Management	\$2,500.00	\$2,500.00
<u>Misc./Travel Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>
Bond Measure Survey Total	\$28,290.00	\$29,550.00

Agreed:

Agreed and Accepted By:

Mr. Charles Hester  
Vice President  
Godbe Research

Dr. Wendy Tukloff  
Superintendent  
Pacifica School District

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