



LETTER OF AGREEMENT

October 4, 2017

It is agreed that Gene Bregman & Associates (GBA) will conduct a public opinion survey for the Scotts Valley Unified School District. The survey will average approximately 18 minutes in length and between 200 and 250 likely 2018 voters in the Scotts Valley Unified School District will be interviewed for the study.

Both parties hereto will consult with each other and reach a mutual agreement on the contents of the questionnaire and the survey format.

Interviewing will begin as soon as agreement on the questionnaire is reached. Upon completion of the survey, a statistical compilation of the cross-tabulated results will be delivered and findings and recommendations will be presented and discussed.

The cost of the survey will not exceed \$16,500 for 250 completed interviews, \$15,000 for up to 210 completed interviews. Completions between 210 and 250 will be prorated at a cost of \$30 per completed interview. A total of \$7,500. will be due upon signature of this agreement. The balance will be due at the time of delivery of data resulting from the study.

All of the data obtained by GBA is the exclusive property of the Scotts Valley Unified School District. If requested, GBA will provide an electronic copy of the data to the client. GBA is entitled to retain the original interview forms used in the field and copies of all data and analysis for its own internal use.

This agreement shall be effective upon the date of signatures by both parties.

FOR SCOTTS VALLEY UNIFIED SCHOOL DISTRICT

DATE

FOR GENE BREGMAN & ASSOCIATES

DATE

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