



GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

LETTER OF AGREEMENT

January 3, 2012

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 5 -7 minutes in length and approximately 200 to 250 likely 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 \$8,500 for 250 completed interviews; \$7500 for 200 completed interviews, or a pro-rated amount for between 200 and 250 completed interviews. The entire amount 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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