



RESEARCH SCOPE OF WORK

True North Research, Inc. (True North) is pleased to be the Perris Union High School District's (District) research partner for the forthcoming bond measure feasibility survey. This document outlines the scope of work for the study, provides background information about True North and our relevant experience, and includes a simple Letter of Agreement and business terms. If you have any questions or wish to discuss the document in greater detail, please feel free to contact Dr. Timothy McLarney at 760.632.9900.

SCOPE OF WORK The scope of services that we will perform for the District includes all tasks associated with identifying whether a potential bond is feasible and, if yes, how best to align the bond with community priorities. The main component of the feasibility assessment is a statistically reliable survey of your voters. Briefly, the survey scope of services includes:

- Meet with the District and your facility and finance experts to discuss the potential bond measure, facility needs, as well as confirm the research objectives and methodology for the study. We will also discuss potential challenges, concerns, and issues that may surround the bond and/or proposed survey.
- Develop a stratified and clustered sample of voters who, based on their voting history and registration status, are likely to participate in the election(s) of interest.
- Develop a draft questionnaire for the District's review and make revisions as needed until all parties approve of the instrument.
- Pre-test the survey instrument to ensure its integrity.
- Professionally translate the survey into Spanish to allow for data collection in English and Spanish.
- CATI (Computer Assisted Telephone Interviewing) program the finalized survey instrument to ensure accurate and reliable data collection using live telephone interviewers.
- Program the same questionnaire into a secure, password-protected website to allow sampled participants who prefer to take the survey online the opportunity to do so.
- Recruit participation in the survey using a combination of telephone calls and targeted email invitations.
- Collect at least 500 quality telephone and online interviews according to the sampling plan and a strict interviewing protocol. Interviewers will be professional, high quality interviewers. It is expected that the average interview will last up to 17 minutes.
- Process the data, which includes conducting validity checks, cleaning, recoding, coding open-end responses, and adjusting for strategic oversampling (if used) through a statistical procedure known as 'weighting'.
- Prepare an initial topline report which presents the overall findings of the survey.
- Prepare a thorough report on the findings, including a detailed question-by-question analysis, description of the methodology, an executive summary of the key findings and conclusions/recommendations, as well as a comprehensive set of crosstabulations showing how the answers varied by subgroups of voters. The report will include extensive full-color graphics displaying the findings, as well as insightful narrative discussion of the results and their implications.
- Prepare a PowerPoint presentation of the results and present the results to the District.
- Be available to assist and provide advice to the District after the survey is complete.

COSTS True North's fixed-fee cost estimate to design and conduct the survey as described in the scope of work is \$26,475. This cost is inclusive—there will be no additional charges associated with the study.

ABOUT TRUE NORTH True North Research, Inc. is a full-service survey research firm that is dedicated to providing California school districts, community colleges, cities and other public agencies with a clear understanding of the opinions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas-including planning, establishing revenue measures, and developing compelling public information campaigns.

Creating revenue measures that are ultimately approved by the necessary percentage of voters is difficult, especially in the State of California. Successful measures require insightful research and sound, strategic advice. To date, the Principals at True North have designed and conducted over 1,000 research studies for public agencies, including more than 350 bond and tax measure feasibility surveys to gauge voter support for capital and service initiatives, identify the factors that shape voters' opinions regarding a proposal, develop effective public education and outreach strategies, and help agencies position a measure for voter approval. One testimony to the accuracy of our research and the reliability of our strategic advice is that we have the highest verifiable success rate in the State of California for revenue measures since 2008 (94%), and a 100% success rate in 2016 (45 wins/45 measures on the ballot in 2016). To date, we have helped raise over \$29 billion in voter-approved bonds and taxes, including more than \$5 billion in successful bond and tax measures in the past year.

PROJECT MANAGER BIO Timothy McLarney, Ph.D. will lead the proposed voter survey and will personally manage 80% of the research tasks. As President of True North, Dr. McLarney is responsible for the design, management and analysis of True North's qualitative and quantitative research projects, including those that address community needs assessments, revenue measure feasibility, public policy and strategic planning issues. During his career, Dr. McLarney has occupied a key role in over 1,000 research studies, more than 350 of which had research objectives similar to those of the Perris Union High School District.

Dr. McLarney is a nationally recognized expert in survey research methodology, sampling theory, weighting and the use of statistical methods to generalize survey results. His research has been recognized at numerous national and state conferences, has been published in academic journals, and has earned him honors including the title of Visiting Scholar at the Institute of Governmental Studies at UC Berkeley. He has also served as an independent expert witness in survey research methodology for California legal cases.

Dr. McLarney holds an M.A. and Ph.D. in Government from Cornell University with an emphasis in survey methodology, sampling theory and public opinion, as well as a Bachelor's degree in Politics from the University of California, Santa Cruz.

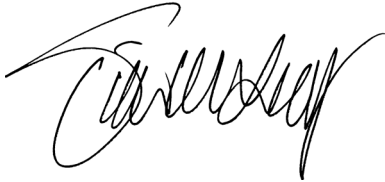


LETTER OF AGREEMENT

This proposal and the standard business terms (see below) will serve as a letter of agreement between True North Research and the Perris Union High School District. In fulfillment of this agreement, True North will perform the services described in *Scope of Work* on page 1. True North will invoice the full amount of the contract upon delivery of the report, with full payment due within 30 days of receiving the invoice.

Sincerely,

Agreed to and accepted by:



Timothy McLarney, Ph.D.
President
True North Research
1061 Neptune Avenue
Encinitas CA 92024

Candace Reines
Deputy Superintendent of Business Services
Perris Union High School District
155 E. 4th Street
Perris CA 92570

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

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

Notices Any and all notices, demands, or other communications required or desired to be given hereunder by any party shall be documented in writing.

Confidentiality True North Research acknowledges that during the engagement it will have access to and possibly become acquainted with trade secrets, inventions, innovations, processes, information, records, and specifications owned or licensed by the Client in connection with the operation of its business including, business and product processes, methods, customer lists, accounts, and procedures. True North Research agrees that it will not disclose any of the aforesaid, directly or indirectly, or use any of them in any manner, either during the term of this Agreement or at any time thereafter, except as required in the course of this engagement with the client, or without written consent from the client.

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

<i>Merger</i>	The merger or consolidation of the client into or with any other entity shall not terminate or otherwise modify this Agreement.
<i>Ownership of Materials</i>	In producing finished products, it is expressly understood that ownership of all materials purchased by True North Research to complete the materials to be produced passes to its clients at the time of purchase and prior to any use by True North Research.
<i>Independent Contractor</i>	This Agreement shall not render True North Research an employee, partner, agent of, or joint venturer for the client for federal, state or local tax purposes, or for any other purpose.
<i>Amendment Provision</i>	This contract contains the entire agreement between the parties, and is subject to and will be construed under the laws of the State of California, and may be amended only in writing signed by both parties.
<i>Successors</i>	Any agreement between the agency and a client shall be binding upon, the heirs, successors and assignors of the parties.
<i>Termination</i>	The contract may be terminated by mutual consent of both parties, or by 10 days notice by either party. If the agreement is terminated, True North Research will bill the client for all work completed to date (including subcontractors' work).
<i>Attorneys' Fees</i>	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.
<i>Governing Law</i>	Any agreement between True North and a client shall be governed by California law and any action arising out of it shall be instituted and prosecuted in the Municipal or Superior Court of the County of San Diego.