

# **ATTACHMENT A**

## SERVICES

I. Public Information. Consultant shall perform the following Services as needed and requested by Client to raise awareness of Client's funding needs and potential ballot measure:

- A. Develop informational messaging and fact sheets to be distributed at community meetings and events;
- B. Provide talking points, frequently asked questions and a message training for Client;
- C. Provide content related to Client's funding needs and ballot measure to be added to Client's website, used in social media, included in email updates and added to newsletters;
- D. Prepare PowerPoint presentation for public and community meetings;
- E. Write, design, and produce mailings and advertising to inform local residents (priced separately, not included in fees);
- F. Develop strategies and plans to inform internal stakeholder groups, including the Town Council, commissions, staff, employee groups and others; and
- G. Develop strategies and plans to inform external groups including elected leaders, business leaders, ethnic community leaders, faith community leaders, taxpayer groups and others.

II. Ballot Measure Development. Consultant shall perform the following Services as needed and requested by Client to assist Client in preparing Client's measure for the ballot:

- A. Collaborate with True North Research to design and conduct an opinion survey of likely voters in the Town;
- B. Recommend a final tax type, tax rate, duration and tax structure;
- C. Recommend the final list of projects, programs and/or services to be funded by Client's ballot measure;
- D. Work with legal counsel to develop the 75-word ballot question;
- E. Work with legal counsel to develop and refine the full text of Client's ballot measure, and other materials that will appear in the ballot pamphlet mailed to all voters; and
- F. Present recommendations, documents and resolutions to the Town Council for approval.

## FEES

- I. Base Consulting Fee. As compensation for the Services, Consultant shall be paid a “Base Consulting Fee” of \$6,500 per month. The Base Consulting Fee shall be payable within thirty (30) days of receipt of invoice. The Base Consulting Fee shall be calculated on a pro-rata basis for the initial and/or final month of Services if less than a full calendar month.
  
- II. Public opinion research, media and advertising goods and services shall be purchased or rented from Consultant by Client according to the agreed upon schedule of prices, which summarized below. The schedule of prices lists the entire cost of purchasing or renting media goods and services from Consultant. Consultant shall in turn subcontract the work to third party vendors. Payment for such items shall be made in advance by Client to Consultant, or to the third party vendor at the discretion of Consultant. Consultant shall submit to Client a monthly report of such expenses and within thirty (30) days thereafter Client shall reimburse Consultant in full for such expenses.

Cost of Public Opinion Polling (Provided by True North Research)

Hybrid Survey Conducted by Phone, Text and Email of 400 Town of Truckee Voters:  
\$26,000

Cost of Informational Brochure Mailing

Estimated Number of Households: 6,419

Estimated Total Cost: \$8,364 per mailing

*Price is per unique mailing to the universe of households estimated above. Price includes design, prepress, printing, address data, addressing, sorting, post office delivery, bulk rate postage and sales tax. Additional pricing available upon request.*

- III. Reimbursable Expenses. Client shall reimburse Consultant for expenses incurred by Consultant in connection with the performance of the Services including, but not limited to, automobile mileage at the established IRS reimbursement rate at the time at the time of travel, parking fees, copying fees, and other out-of-pocket expenses. Consultant shall submit to Client a monthly report of such reimbursable expenses and within thirty (30) days thereafter Client shall reimburse Consultant in full for such expenses. Consultant shall not incur any expenditure on Client’s behalf in excess of \$1,000 without verbal or written approval from Client. Client may designate in writing an individual(s) with authority to approve expenditures on Client’s behalf.
  
- IV. Interest For Late Payments. In addition to all other rights and remedies under this Agreement or applicable law, any amount not paid when due will accrue interest at the lesser of 1% per month or the maximum legal rate until paid in full.