

Beyond Your Base

A Consulting Group of Wight & Company

October 4, 2019

Mr. Todd Drafall
Assistant Superintendent for Business/CSBO
Downers Grove School District 58
1860 63rd Street
Downers Grove, IL 60516

Downers Grove School District 58 Proposal for Public Policy and Engagement Services

Dear Todd:

Beyond Your Base ("BYB"), a consulting group of Wight & Company, is pleased to submit this Public Policy and Engagement Services Agreement ("Agreement") to assist Downers Grove School District 58 ("Owner") with consulting services related to a facility planning initiative and continued community engagement.

The Agreement is presented in five parts:

- UNDERSTANDING
- SCOPE OF SERVICES
- SCHEDULE
- COMPENSATION
- OTHER TERMS

UNDERSTANDING

BYB understands that the Owner is in the process of developing a facility master plan focused on possible districtwide capital improvements. As part of these planning efforts, the Owner seeks to engage BYB to help organize, manage and lead a process to share information with district residents and seek community input on possible capital improvements and funding options.

SCOPE OF SERVICES

BYB will provide the Owner with the following Public Policy and Engagement Services. Mr. Paul Hanley, Managing Director of BYB, will be the primary point of contact for the Owner and serve as the point person/coordinator of all services outlined herein.

- **Training Session.** Conduct a training session with the Owner's staff and board members to review and refine the proposed community engagement timeline and strategies.
- **Timeline and Budget.** Develop a comprehensive community engagement timeline and budget.

- **Voter Analysis.** Prepare a detailed summary of the likely voter turnout for a November 2020 election, including the number of likely voters and voter demographics, information that will be needed for future public opinion research.
- **Community Leader Database.** Provide guidance in the development of a database of community leaders and other community opinion shapers, including elected officials, business leaders, civic leaders and other community members. This database will serve as the list from which to identify possible Citizen Task Force members.
- **Citizen Task Force Formation.** Prepare an invite letter for recruitment of Citizen Task Force members, agendas for Task Force meetings and presentation materials for the Task Force meetings.
- **Task Force Facilitation.** Assist in facilitating a maximum of five Citizen Task Force meetings.
- **Informational Mailers.** Develop a maximum of three informational mailers to inform registered voters within the District about the planning efforts completed to date, capital facility needs and proposed solutions. Services include issue framing, messaging, copywriting, graphic design, and oversight of print and mail.
- **Presentation Materials for Community Information Meetings.** Prepare PowerPoint and/or informational handout for the Owner's community information meetings.
- **Frequently-Asked-Question Document and Fact Sheet.** Assist in preparing an FAQ document and fact sheet that may appear on the District's website as well as be used for other community outreach efforts.
- **Short Informational Video.** Assist in preparing a short informational video illustrating the Owner's capital facility needs.
- **Website, Facebook and Other Social Media Posts.** Review information in connection with the facility master planning and community outreach efforts to be posted on the District's website, Facebook page and/or other social media sites.
- **Mail Survey.** Develop mail survey to gather public input from all registered voter households within the District on the proposed capital improvements and funding proposal. Services include preparing survey questions and fact sheet to accompany survey, graphic design, oversight of print and mail, oversight of data entry and analysis of results. A representative of BYB or the consulting team assembled will present the results of the survey to the Citizen Task Force.
- **Phone Poll or Hybrid Poll.** Assisting in gathering information for a maximum of two scientific phone polls or hybrid polls (phone and email poll) and provide input on all poll questions.

Third-Party Consultants:

BYB proposes the Owner directly engage for important complementary services. There are two recommended third-party consultants: **Public Opinion Strategies** (Jim Hobart, Principal) to conduct the scientific phone poll(s) or hybrid poll(s) and **Minding Your Business** (Marcia Sutter, Founder) to assist in the facilitation of community outreach and task force meetings, train district staff to conduct community outreach meetings and facilitate table discussions, develop an online survey to gather feedback from community outreach meeting attendees, assist in reviewing informational mailers and related communications, and in-person participation at planning meetings associated with the community outreach program.

SCHEDULE

BYB is prepared to start work on this engagement as soon as October 8, 2019. BYB has developed a preliminary schedule to complete the key steps of the public policy and engagement program by July 15, 2020.

COMPENSATION

BYB proposes to conduct the above scope of services at a fixed cost of Sixty Five Thousand Dollars (\$65,000.00), with said fee billed via four separate invoices, each in the amount of Sixteen Thousand Two Hundred Fifty Dollars (\$16,250.00), on/about December 31, 2019, February 28, 2020, April 30, 2020, and July 31, 2020. With said invoices to be paid within 30 days of receipt.

Compensation to Third-Party Consultants

Public Opinion Strategies proposes a fee of \$12,500 for a phone poll (or hybrid poll that includes phone calls and email surveys) to test consolidation strategies (or related issues) and \$19,500 for a follow-up phone poll (or hybrid poll) to test a final funding proposal. A random stratified sample of 300 likely voters would be used for both phone polls (or hybrid polls). Marcia Sutter with Minding Your Business proposes an hourly rate of \$100. It is estimated that Ms. Sutter's fee would not exceed \$20,000.

Reimbursable Expenses

The Owner will be responsible for all expenses related to the public policy and engagement services including printing, mailing and postage of direct mailers to registered voter households; printing, mailing and postage of mail survey to registered voter households, including postage and other postal fees associated with survey reply envelopes; the costs associated with conducting scientific phone polls or hybrid polls (if pursued); mail survey crosstabs; data entry of mail surveys; voter data needed to conduct a voter analysis and mailing lists needed for the mail survey; copies; and overnight shipping costs.

Travel Expenses

The Owner will be responsible for travel-related expenses, including airfare at coach rate, parking, local transportation and lodging for BYB, as well as, third-party consultants Minding Your Business and Public Opinion Strategies.

No Agency or Graphic Design Fees

BYB will not charge an agency service fee or a separate fee for graphic design services.

OTHER TERMS

1. **No Advocacy Related Services.** The parties expressly understand and agree that this Agreement is not intended to and does not encompass or include any advocacy related services in connection with any future campaigns. Accordingly, as part of the Public Policy and Engagement Services, BYB will not provide any such advocacy services to, or for the benefit of, the Owner under or pursuant to this Agreement.
2. **No Limitation of Services.** It is expressly understood and agreed that BYB will not unreasonably limit its work to the steps outlined herein, but will extend its services as necessary to ensure that all appropriate services for, or related to, the community engagement efforts are provided to or on behalf of the Owner in a professional and satisfactory manner. If Owner requests are deemed to be excessive or fall outside the scope of services outlined, BYB will notify the Owner before providing such services it feels may require additional compensation.
3. **Related Professional Services.** This Agreement for public policy and engagement services is separate and apart from any other professional services the Owner may deem necessary. The Owner retains flexibility in working with other planning/design firms, engineering firms, construction contractors/professionals, financial advisors or other professional consultants.
4. **Termination.** The Owner, at its sole discretion, may terminate this Agreement at any time by providing a written notice of termination. At the termination of this Agreement, the Owner shall provide earned compensation and reimburse BYB such reasonable costs and expenses incurred to the date of such termination, which payment shall be in full satisfaction of all claims against the Owner under this Agreement.

Thank you for the opportunity to assist Downers Grove School District 58 on this exciting initiative. Upon signature of this Agreement, please return one original signed copy of this office. Should you have any questions or comments, please contact us.

Respectfully submitted,

BEYOND YOUR BASE

A Consulting Group of Wight & Company



Paul Hanley
Managing Director
Beyond Your Base

On behalf of Downers Grove School District 58

Accepted/Signature

Printed Name

Title

Date