MEMORANDUM

TO: Dr. J.T. Coopman, Superintendent

FROM: Don E. Lifto, Senior Vice President

DATE: April 14, 2010

SUBJECT: Proposal to Provide Referendum Planning Services

Summary of Need

The Monroe County Community School Corporation is currently considering plans related to a potential operating referendum in either 2010 or 2011. Monroe County desires to contract with Springsted Incorporated to provide consultation and support to planning and executing the operating referendum.

Proposed Services

Springsted Incorporated proposes to provide referendum planning services from its available resources as well as additional resources in collaboration with the Center for Community Opinion. The proposed services are divided into Basic Services and Supplemental Services.

- Basic Services proposed to Monroe County include the following:

  - design, administration, and interpretation of a scientific, random – sample survey of 400 registered voters living with the geographical region of the Monroe County Community School Corporation. The survey instrument will contain a maximum of 42 questions. We will provide a full Workbook of findings by demographic groups, a summary of any open-ended responses, and a PowerPoint summary
of key findings and recommendations. We will meet with the school board and administration in Bloomington to review results and recommendations.

- post-election analyses of recent elections held within Monroe County to help the district better understand the demographic makeup and turnout in different types of elections.
- programming and a URL link for a web-based tax calculator to be used on Monroe County Community School Corporation's website once the school board has given final approval to the ballot proposal. Completion of this component will be based on tax impact calculations provided by Monroe County's financial advisor.
- three days of consultation and training onsite by Drs. Lipto and/or Senden and support by telephone. (three days are in addition to one trip to Monroe County to present and discuss survey findings and recommendations) Drs. Lipto and Senden will also provide support through the planning and execution phases by telephone and email.
- access to Springsted's operating referendum resource library. (forms, scripts, letters, media examples, etc.)

- Supplemental Services include the following:
  - construction of GIS demographic mapping platform
  - planning, design, and writing of information media (print, website, video) in support of operating referendum
  - campaign management software (citizen's group expense)

Project Cost

- Basic Services - $33,450 base professional fee based on Standard Segmentation Coding on survey results. If Monroe County desires Expanded or PRIZM coding it can be quoted as an add alternate.
- Supplemental Services – Springsted will provide Monroe County Community School Corporation with professional fees based for any or all of these planning services if requested by the client. There is no commitment to any Supplemental Services until such a time that a proposal is requested and approved in writing.

In addition to the base professional fee referenced above, Monroe County will be billed for actual, out of pocket expenses attributable to necessary travel to and from Bloomington or other locations where consultation occurs. Eligible reimbursable expenses include airline, hotel, ground transportation and parking, and meals. Billing will be done periodically based on progress on the project. In the event that the Monroe County Community School Corporation
School Board aborts the operating referendum, Springsted will only bill for services provided through the date of notification.

Approval

The signatures below constitute approval of the proposal as outlined above.

For the Monroe County Community School Corporation:

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeannine Butler, Board President</td>
<td></td>
</tr>
</tbody>
</table>

For Springsted Incorporated:

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>