



GODBE RESEARCH  
Gain Insight

February 11, 2013

Mr. Kevin Smith  
General Manager  
Truckee Tahoe Airport District  
10356 Truckee Airport Road  
Truckee, CA 96161

Dear Mr. Smith,

Godbe Research is pleased to be working with the Truckee Tahoe Airport District (District) on this important Stakeholder Sentiment Survey research project of District residents and pilots. This letter and the attached standard business terms reflect the proposal submitted by Godbe Research to the District, dated January 8, 2013, and will serve as an agreement for the services specified below:

1. One in-person kick off meeting and conference calls as needed with the District to discuss the research objectives for the study, resident/pilot questionnaire design, sampling design, and other related topics.
2. Drafting and refining resident and pilot survey instruments of between 15 and 20-minutes in length to address the topics of the study and be able to track results from the 2005 and 2009 survey events.
3. Pre-testing the survey questionnaires.
4. Purchasing and developing a sample of District residents from which to complete the resident survey, consistent with the 2005 and 2009 survey events.
5. Obtaining a listed sample of District pilots from the District, as well as developing and stratifying the list/sample to conduct the pilot survey portion of the project.
6. CATI programming the survey instruments for efficient data collection.
7. Conducting telephone interviews with 500 (n=500) District residents and 50 (n=50) District pilots according to the sampling protocol developed by Godbe Research and approved by the District.
8. Processing the data collected from the resident and pilot surveys according to strict quality control standards, including weighting the data as necessary.
9. Producing a topline report of findings for the resident and pilot surveys and meeting to discuss the topline reports with the District.
10. Producing a comprehensive report of findings, and a complete set of crosstabulations for the resident and pilot survey, similar to the 2005 and 2009 events and with comparisons to that event (where applicable).
11. An in-person presentation of findings with the District for the resident and pilot surveys (up to two presentations).
12. Post project consulting with the District on the results and recommendations from the surveys through any planning, marketing, and/or customer service initiatives.

Godbe Research has presented three survey length options for the resident and pilot surveys, and the District will only be billed the final amount for each that reflects the final time tested survey length for each survey group. Sixty percent (60%) of the project fees will be billed upon initiation of services or the project kick-off meeting (whichever happens first) with that amount due upon approval of the final questionnaires. The remaining forty percent (40%) of project fees will be billed upon final approval of the survey instrument with that amount due upon submittal of the topline report.

Sincerely:

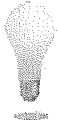
Agreed and Accepted By:

Ms. Leslie Godbe  
CEO  
Godbe Research

Mr. Kevin Smith  
General Manager  
Truckee Tahoe Airport District

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



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## STANDARD BUSINESS TERMS AND CONDITIONS GODBE RESEARCH

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

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

**Hourly Rates.** The firm may opt to bill its staff time at specified hourly rates for each staff member. When estimated hours are noted these are our best estimates of how long a job will take. Actual hours incurred are logged on employee time sheets and final billings to clients are based on these actual figures. Hourly charges apply to all firm staff working for the client with the exception of general clerical support. Work on specifically clerical projects is billed at normal hourly rates.

**Advance Payment.** In order to finance the client's work, the firm's policy is to require advance payment for telephone interviewing. Advance payment of fees or hourly charges is normally required, particularly in the case of new clients.

**Subcontractors' Fees.** Should the firm retain a special employee solely for the purpose of providing services to a client, a fee equal to 15 percent of the costs of such person will be charged to cover the firm's payroll costs.

**Late Charges.** Invoice terms are 30 days net unless otherwise specified in the agreement. A late charge of 1.5 percent per month will apply on any amounts not paid within thirty (30) days of the date of an invoice.

**Indemnity.** All copy will be approved by the client in advance of production. Each party shall indemnify, defend and hold harmless the other party from and against any loss, claim, action, course of action (including without limitation any defamation action), judgment, damage, cost or expense (including attorneys' fees and costs) arising out of any actions of, or materials written by, or information supplied by the other party.

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

**Ownership of Materials.** In producing finished products, it is expressly understood that ownership of all materials purchased by Godbe Research to complete the property to be produced passes to its clients at the time of purchase and prior to any use by Godbe Research.

**Independent Contractor.** The agency shall perform the services as an independent contractor and shall not be treated as an employee of the client for federal, state or local tax purposes or for any other purpose.

**Entire Agreement.** This agreement constitutes the entire agreement among the parties with respect to the subject matter and supersedes any prior negotiations, understanding or agreement.

**Successors.** Any agreement between the agency and a client shall be binding upon, the heirs, successors and assignors of the parties.

**Termination.** Any termination of this agreement by the client, after being signed, shall be of mutual consent. If the agreement is terminated, Godbe Research will bill the client for all work completed to date (including subcontractors' work) plus a 15% termination fee.

**Attorneys' Fees.** 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.

**Governing Law; Venue.** Any agreement between the agency and a client shall be governed by California law and any action arising out of it shall be instituted and prosecuted only in the Municipal or Superior Court of the County of San Mateo.

Rev. 1/27/97

Godbe \_\_\_\_\_

District \_\_\_\_\_



### PROJECT COSTS

The following costs are associated with conducting a 15 to 20-minute survey of 500 (n=500) Truckee-Tahoe Airport District residents, as well as 50 (n=50) District pilots. The fees outlined below are firm and fixed, and will not change provided that the scope of work for this project conforms to this agreement and the Godbe Research proposal submitted to the District, dated January 8, 2013. Should project parameters change, we will be happy to provide the District with amended costs prior to proceeding. Please note that the District will only be billed the total amount from the options below that reflect the final time tested survey length for each survey group (residents and pilots). Finally, the total project amount will not exceed \$34,110, which reflects 20-minute surveys for both the residents and pilots. Please note that the 2005 resident survey was 16-minutes in length and the 2009 resident survey was 15-minutes in length, on average.

#### Telephone Survey of 500 (n=500) Truckee Tahoe Airport District Households

<u>Project Task</u>	<u>15-min</u>	<u>18-min</u>	<u>20-min.</u>
Listed Sample	\$1,100.00	\$1,100.00	\$1,100.00
Sample Matching and Development	\$600.00	\$600.00	\$600.00
CATI Programming	\$1,050.00	\$1,230.00	\$1,410.00
Survey Pretest	\$100.00	\$100.00	\$100.00
Telephone Interviewing	\$12,300.00	\$13,900.00	\$15,100.00
Data Processing	\$950.00	\$1,000.00	\$1,050.00
Research Fee	\$5,750.00	\$5,750.00	\$5,750.00
Project Management	\$2,000.00	\$2,000.00	\$2,000.00
<u>Miscellaneous Expenses</u>	<u>\$350.00</u>	<u>\$350.00</u>	<u>\$350.00</u>
Resident Survey Total	\$24,200.00	\$26,030.00	\$27,460.00

#### Telephone Survey of 50 (n=50) Truckee Tahoe Airport District Pilots

<u>Project Task</u>	<u>15-min</u>	<u>18-min</u>	<u>20-min.</u>
Sample Development	\$250.00	\$250.00	\$250.00
Telephone Interviewing	\$1,600.00	\$1,800.00	\$2,000.00
Data Processing	\$300.00	\$350.00	\$400.00
Research Fee	\$2,750.00	\$2,750.00	\$2,750.00
<u>Project Management</u>	<u>\$1,250.00</u>	<u>\$1,250.00</u>	<u>\$1,250.00</u>
Pilot Survey Total	\$6,150.00	\$6,400.00	\$6,650.00

Agreed:

Agreed and Accepted By:

Ms. Leslie Godbe  
CEO  
Godbe Research

Mr. Kevin Smith  
General Manager  
Truckee Tahoe Airport District

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