

Task Order BOR1807-R3 – FocusVision Multi-Platform Research Plan

Research technology platforms to be used to conduct all primary qualitative and quantitative studies.

A combination of Focus Vision/Forsta's software platforms developed for market research services, web-based survey programming, data collection, survey participant recruitment and reporting will support approximately 16 studies to be used in survey collection and brand study for year four. The number of studies that can be funded is dependent upon the complexity of each study.

Annual licenses for the use of:

- Decipher - market research services, web-based survey programming, data collection and reporting
- Kinesis - recruitment of participants
- Revelation- market research services, web-based activities, data collection and reporting
- Video Insights- collection, management and analysis of video, images and other assets
- Intervu- mark interview events in real-time for quick archive access and later use

Vendor	Goods/Services	Cost
FocusVision	12/1/18 – 11/30/19 Decipher, Kinesis, Revelation, Video Insights, Intervu	156,950
FocusVision	12/1/19 – 11/30/20 Decipher, Revelation	112,700
FocusVision	12/1/20 – 11/30/21 Decipher, Revelation, Intervu	130,000
FocusVision	12/1/21 – 11/30/22 Decipher, Revelation, Intervu	165,000
TOTAL NOT TO EXCEED		\$564,650

The cost is directly related to the number of studies conducted. The agency will bill based on actuals and provide third-party invoicing and proof of performance backup.

Offered by:

Sarah Peter Digitally signed by Sarah Peter
Date: 2021.11.04 09:35:29
-04'00'

**Sarah Peter, no luggage
BooneOakley representative**

CONTRACT: C19-2752-TDD
BOONE OAKLEY, LLC
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2023

Accepted by:

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2021.11.04 10:24:54 -05'00'

Jennifer Adams, TDD Director

Jeffrey A Hyde Digitally signed by Jeffrey A Hyde
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Jeff Hyde, Purchasing Manager

Faye Douglas Digitally signed by Faye Douglas
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Faye Douglas, OMB Director

John Hofstad Digitally signed by John Hofstad
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John Hofstad, County Administrator

Carolyn N. Ketchel
Carolyn N. Ketchel, Chairman

