

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING, & PR FOR TDD
EXPIRES: 09/30/2025

Task Order – Forsta Multi-Platform Research Plan

Task order provides for research technology platforms to be used to conduct all primary qualitative and quantitative studies. License s and services for the use of:

- Surveys- market research services, web-based survey programming, data collection and reporting
- Digital Diaries- market research services, web-based activities, data collection and reporting
- Intervu- market interview events in real-time for quick archive access and later use
- Visualizations – custom, centralized reporting and infographics, dashboards, platform integration

Annual amount supports approximately 15 studies to be used in survey collection and brand study. The number of studies that can be funded is dependent upon the complexity of each study.

Agency will bill based on actuals and provide third-party invoicing and proof of performance backup. Vendor:

Payment Schedule:

Research Platform \$150,000 To be invoiced monthly based on actual services
Service Period: 1/1/23 – 12/31/23
Forsta

The overall cost will not exceed \$150,000 unless mutually agreed upon in writing by both parties.

Offered by:

Katy Spiicha
Katy Spiicha, BooneOakley

Accepted by:

Digitally signed by Jennifer Adams
Adams
Date: 2023.01.30 11:47:02
Charlotte, Durworth
-06'00'
Jennifer Adams, TDD Director

Digitally signed by DeRita Mason
Mason
Date: 2023.01.30
13:20:08 -06'00'
DeRita Mason, Purchasing Manager

Digitally signed by Faye Douglas
Douglas
Date: 2023.01.30
13:38:44 -06'00'
Faye Douglas, OMB Director

Digitally signed by John Hofstad
Hofstad
Date: 2023.01.30
15:25:46 -06'00'
John Hofstad, County Administrator

[Signature]
Robert A. "Trey" Goodwin III, Chairman

