

Exhibit A-2

Selected Service: PATRON Terms and Conditions AND PRICING

1. METHODOLOGY

1. Data Collection

The Customer will provide customer data including patron and checkout data from the Customer's ILS (Customer Data). CIVIC will submit a Customer Data collection memo requesting specific data fields and formatting. CIVIC will provide all the other data including geographic and demographic data (Other Data). Current year estimate ("Current Year") and five year forecast ("Forecast Year") demographic data will be utilized.

2. Age Classifications

Maps are organized into three age classifications:

- Youth (ages 0 to 19)
- Adult (ages 20 to 64)
- Seniors (ages 65+)

3. Data Normalization.

"Normalized" data will be utilized to the greatest extent possible. Normalization is the process of deriving the ratio between two sets of values. An example is the ratio between patrons and the total population of a census tract. In census tract A there are 400 patrons and 800 total people. In census tract B there are 500 patrons and 2,000 people. While there are more patrons in tract B, normalizing the data indicates that tract A has a higher ratio of patrons to total population. The normalized ratio provides a more accurate understanding of the data and usually proves easier to visualize data relationships.

4. Defined Terms

The following terms are used:

- Jurisdiction: the Customer's legal service area (i.e., county, city, school district, etc.)
- Geographic Unit: the geographic unit (i.e., census tracts or census block groups) which will be used to prepare maps.
- ILS: Integrated library system providing patron and checkout data management services to the Customer.
- Outlet: the Customer's circulating outlets including main or central plus branches.

5. Work Process

Generally the work process will be as follows:

- CIVIC and Customer collaborate to send CIVIC Customer Data; CIVIC obtains Other Data.
- CIVIC prepares draft deliverable and presents/submits to Customer using a web conference.
- Customer reviews and comments on draft deliverable.
- CIVIC prepares and submits final deliverable.

2. MAP PACKAGES

2.1 Basic Map Package

This package is required.

- **Demographic Maps**

These maps identify key demographic trends.

- Current year total population
- Forecast year total population
- Current year to forecast year compound annual growth rate
- Current year percent youth population
- Current year percent adult population
- Current year percent senior population
- Forecast year youth population
- Forecast year percent adult population
- Forecast year percent senior population

- **Patron Maps**

These maps identify patron use patterns: where they live, their concentration, and their penetration/open market ratio to the total population.

- Total patrons as a percent of population
- Census tracts/block groups ranked by percentage of patron penetration and/or open market

- **Proximity Maps**

These maps determine if there is a gravity effect between each outlet and where patrons live or where materials are being checked out:

- Distance to each outlet

- **Checkout Maps**

These maps identify checkout patterns: the extent to which patrons are checking out materials, in what concentrations and locations, and relative to the total number of patrons and total population:

- Number of total checkouts
- Percent of total checkouts

2.2 Advanced Demographic Package

Maps created from Census 2000, current year (CY), or five year forecasts (FY). Additional detail for the maps listed below is available -- call for additional information.

- 1999 Persons below Poverty
- 2000 Households Type (by various conditions)
- 2000 Language Spoken
- 2000 Educational Attainment
- 2000 Foreign-Born Population
- CY Household Income
- FY Household Income
- CY Household Income by Age of Householder
- FY Household Income by Age of Householder

- CY Family Income
- FY Family Income
- CY Population by Race and Hispanic Origin
- FY Population by Race and Hispanic Origin

2.3 Advanced Patron Map Package

- Total youth patrons as a percent of population
- Geography ranked by percentage of youth patron penetration and/or open market
- Total adult patrons as a percent of population
- Geography ranked by percentage of adult patron penetration and/or open market
- Total senior patrons as a percent of population
- Geography ranked by percentage of senior patron penetration and/or open market

2.4 Advanced Checkout Map Package

- Percent share of checkouts for each outlet

2.5 Tapestry Package

Tapestry lifestyle segments identify demographic characteristics and profiles of patrons:

- Segment data results (table)
- Percent open market by segment (graph)
- Average checkout per patron by Tapestry segment (graph)
- Comparison: households, patrons, and checkouts by Tapestry segment (graph)
- Top five segments with highest penetration rates (map)
- Percent open market of largest five segments (five maps)

2.5 Positioning Report Package

The Positioning Report will provide the Library with tools to focus marketing and campaign development efforts. First, the results of foregoing tasks will be employed to create outlet service areas. Service areas will be defined by census block group or census tract boundaries. Service areas will be approved by the Library. For each service area a Positioning Report will be prepared. The positioning report will describe one of the following conditions for each census block group:

- Low patrons/low checkouts
- Low patrons/high checkouts
- High patrons/low checkouts
- High patrons/high checkouts

The Positioning Report will include data at a glance, market profile (forecast population growth and change, household type and size, age, income, race and ethnicity, and educational attainment), consumer profile, executive summary, and Tapestry profile.

2. DELIVERABLES

Report prepared in PowerPoint format and delivered via e-mail or FTP. Note: report may also be saved as PDF.

3. SCHEDULE

CIVIC will make its best efforts to complete the final deliverable between three and six weeks of receiving Customer Data, depending upon the number of outlets. CIVIC will notify the Customer if it expects the schedule to be delayed. CIVIC is not responsible for schedule delays outside of its reasonable control.

4. PAYMENT SCHEDULE

CIVIC will submit three invoices through its agent BCR as follows: 1) one-third of the fee at the outset of the work; 2) the second one-third of the fee at 50 percent completion; and 3) the final one-third of the fee at the submittal of the final deliverable.

5. FEE CALCULATION AND WORKSHEET

The fee is calculated based upon the Customer Tier plus the selected map packages plus the geocoding fee. Customer Tiers are based upon the number of outlets as follows:

- Tier 1: 1 to 5 Outlets
- Tier 2: 6 to 15 outlets
- Tier 3: 16 to 25 outlets
- Tier 4: 26 to 35 outlets
- Tier 5: 36 to 45 outlets
- Tier 6: 46 to 55 outlets
- Tier 7: 56 to 65 Outlets
- Tier 8: 65+ outlets

The following worksheet may be used to calculate the fee:

Service	Selection	Amount	Note
Basic Map Package	Required	\$	
Advanced Patron Map Package	Optional	\$	
Advanced Checkout Map Package	Optional	\$	
Tapestry Package	Optional	\$	
Positioning Report Package	Optional	\$	
Geocoding	Required	\$	See separate chart on the following page.
Total		\$	

PRICING ON FOLLOWING PAGE...

PATRON PACKAGE -- PRICING

Service Fee

Package	Tier 1 1 to 5 Outlets RETAIL	BCR MEMBER PRICE TIER 1	Tier 2 6 to 15 Outlets RETAIL	BCR MEMBER PRICE TIER 2	Tier 3 16 to 25 Outlets RETAIL	BCR MEMBER PRICE TIER 3	Tier 4 26 to 35 Outlets RETAIL	BCR MEMBER PRICE TIER 4	Tier 5 36 to 45 Outlets RETAIL	BCR MEMBER PRICE TIER 5	Tier 6 46 to 55 Outlets RETAIL	BCR MEMBER PRICE TIER 6
Basic Map Package	\$4,200	\$3,906	\$6,450	\$5,998	\$8,700	\$8,091	\$10,950	\$10,183	\$13,200	\$12,276	\$15,450	\$14,368
Advanced Patron Package (optional)	\$3,000	\$2,790	\$9,000	\$8,370	\$15,000	\$13,950	\$21,000	\$19,530	\$27,000	\$25,110	\$33,000	\$30,690
ADVANCED CHECKOUT PACKAGE (OPTIONAL)	\$750	\$697	\$2,250	\$2,092	\$3,750	\$3,487	\$5,250	\$4,882	\$6,750	\$6,277	\$8,250	\$7,672
TAPESTRY PACKAGE (OPTIONAL)	\$5,000	\$4,658	\$6,250	\$5,812	\$7,500	\$6,975	\$8,750	\$8,137	\$10,000	\$9,300	\$11,250	\$10,462
POSITIONING REPORT PACKAGE (OPTIONAL)	\$790 per outlet											

*** IF YOU HAVE MORE THAN 55 OUTLETS, CONTACT BCR FOR PRICING FOR TIERS 7 and 8**

Service Geocoding Fee.

Each patron record will be geocoded as follows:

Up to the following number of patrons:	Retail Price	BCR Member Price
50,000	\$353	\$328
100,000	\$691	\$642
250,000	\$1,604	\$1,492
500,000	\$2,717	\$2,527
750,000	\$4,067	\$3,782
1,000,000	\$5,417	\$5,038
2,000,000	\$8,118	\$7,550
3,000,000	\$12,168	\$11,316