

## Exhibit A-3

### Selected Service: VOTER Terms and Conditions AND PRICING

#### 1. METHODOLOGY

##### 1. Data Collection

The Customer will provide 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 geographic and demographic data (GeoDemo Data). Current year estimate ("Current Year") and five year forecast ("Forecast Year") demographic data will be utilized. Customer and CIVIC will work together to obtain voting data from the local public agency which is usually from the county clerk or board of elections in which the Customer is located (Voting Data).

##### 2. Outlet Service Areas

The Customer and CIVIC will jointly create Outlet Service Areas (OSA). OSAs are the geographical area assigned to each outlet (central + branches + bookmobiles). Each OSA will be defined with consideration for how local voting data is organized (e.g., by municipality, census designated place, census tract, voting precinct, etc.).

##### 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 GeoDemo Data; Customer and CIVIC jointly obtain Voting Data; Customer and CIVIC jointly create OSAs.
- 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

- **Context Map**

This map(s) describes the geographical context including jurisdictional boundaries (state, county, city), roads and freeways, rivers and lakes, library outlet locations, and OSAs, among others.

- **Patron Maps**

These maps identify patron use patterns: where they live, their concentration, and their penetration/open market ratio to the total population. (Note: CIVIC shall have the right, at its sole discretion and with no reduction in fee to change, modify, or otherwise substitute for any of the following maps due to limitations in available ILS data.)

- Population density
- Percent voting age patrons
- Patron rings by OSA (percent of patrons by distance to the outlet)
- Total patrons by age group and gender by service area
- Checkouts per patron

- **Voter Maps**

These maps identify voting patterns: where they live, their concentration, their party affiliations, and their voting history. (Note: CIVIC shall have the right, at its sole discretion and with no reduction in fee, change, modify, or substitute for any of the following maps due to limitations in available local election data.)

- Voters by age group and gender
- Voters in the last general election
- Total voters by party
- Percent age 18 to 25 voted in last general election
- Percent age 26 to 65 voted in last general election
- Percent age 65+ voted in last general election
- Percent population voted in last general election
- Percent population voted in last general election
- Percent absentee voted in last general election
- Percent Democrat or Liberal
- Percent Republican or Conservative

- **Ranking Maps**

These maps rank a geographic unit (e.g., census tract or block) in terms of the relationship between library patrons and voters:

- Census blocks ranked by patrons
- Census blocks ranked by voters
- Census blocks ranked by patrons and voters
- Difference between percent of voters and percent of patrons

### 2.2 Tapestry Map Package

Tapestry lifestyle segments provide demographic characteristics and profiles of patrons and voters:

- Tapestry segments by census block
- Tapestry segments by outlet service area
- Tapestry segment analysis by outlet service area

- Tapestry segment analysis by segment by voting age population, voters, and patrons
- Tapestry analysis by outlet service area
- Tapestry top five segments

**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) 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 Voter Package	Required	\$	
Tapestry Package	Optional	\$	
Geocoding	Required	\$	See chart on the following page.
<b>Total</b>		<b>\$</b>	

**PRICING ON THE FOLLOWING PAGE...**

## VOTER 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
<b>Basic Voter Package</b>	\$7,000	\$6,510	\$8,500	\$7,905	\$10,000	\$9,300	\$11,500	\$10,695	\$13,000	\$12,090	\$14,500	\$13,485
<b>TAPESTRY PACKAGE (OPTIONAL)</b>	\$5,000	\$4,650	\$6,250	\$5,812	\$7,500	\$6,975	\$8,750	\$8,137	\$10,000	\$9,300	\$11,250	\$10,462

**\* 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	\$643
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