

SERVICE AGREEMENT

Institution/Organization ("WSU") WSU Contract #19049 Name: Washington State University Address: Social & Economic Sciences Research Center Wilson Hall #133, Pullman, WA 99164-4014 WSU Tax ID #91-6001108	Institution/Organization ("SPONSOR") PARKS Contract #IA 113-050 Name: Washington State Parks and Recreation Commission Address: 1111 Israel Road SW Olympia, WA 98504-2650 EIN No.: 91-6001109
Awarding Sponsor: WA State Parks & Rec Commission	Amount Funded: \$15,461
Period of Performance DOSA-6/30/2013	Project Title: Telephone Survey of Purchasers & Non-Purchasers of Discover Pass

Terms and Conditions

- 1) This Agreement is between WSU, an institution of higher education and an agency of the state of Washington, and Sponsor to perform the activities attached as Exhibit A. These activities will be performed by the Social and Economic Sciences Research Center (SESRC), the WSU Technical/Programmatic Representative John Tarnai.
- 2) Compensation for such activities shall be \$15,461 which is payable by periodic invoice for completion of specific survey activities described in Exhibit A, Statement of Work.
- 3) If Intellectual Property is developed under this Agreement, ownership shall be determined under applicable federal or state law, including Chapter 26, US Code Title 35 and will be disclosed to the Sponsor. Intellectual Property shall mean any invention, copyright, trademark or proprietary information. WSU shall not obtain or attempt to obtain patent coverage on Sponsor-provided materials or information, without the express consent of Sponsor.
- 4) "Confidential Information" shall mean any Sponsor-provided materials, written information, and data marked "Confidential" or non-written information and data identified at the time of disclosure as confidential, reduced to writing, and transmitted to Representative within sixty (60) days of such non-written disclosure. It shall not include information in the public domain, or independently known or obtained by WSU. To the extent allowed by law, WSU will use the same degree of care it uses to protect its own confidential information to: a) maintain for a period of five (5) years the confidential information obtained from Sponsor under this Agreement and sent to Representative; and b) maintain as confidential any data and interpretation of the confidential information developed under this Agreement until Sponsor has had the opportunity to review same. Publications will be limited to new scientific information regarding activities performed, and WSU will use reasonable efforts not to disclose proprietary processes or methods of Sponsor, or the nature or composition of materials provided by Sponsor. WSU will provide Sponsor with thirty (30) days to review any manuscripts or proposed publications arising out of the Agreement.
- 5) Neither party will use the name or other trademark of the other party in any publicity, advertising, or news release without prior written approval of the authorized representative of the other party.
- 6) WSU in no way guarantees activities performed under this Agreement and makes no warranties, express or implied regarding the quality of the activities completed. Each party shall be responsible for its own negligent acts or omissions and shall be deemed to be and shall be an independent contractor.
- 7) WSU will not accept export-controlled materials or technical information under this Agreement. Sponsor warrants that materials and technical information provided to WSU are not subject to US Export Control laws.
- 8) Either party may terminate the Agreement with thirty (30) days written notice.
- 9) This Agreement contains the entire and only Agreement between the parties respecting the subject matter hereof and supersedes or cancels all previous negotiations, Agreements, commitments and writings between the parties on the subject of this Agreement. Should performance of this Agreement require issuance of a purchase order or other contractual document, all terms and conditions of said document are hereby deleted in entirety. This Agreement may not be amended in any manner except in writing and signed by an Authorized Official of each party.

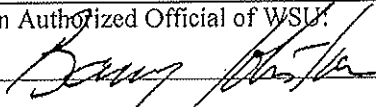

By an Authorized Official of WSU:  Barry Johnston, Asst. VP Office of Business and Finance Date: 10/12/11	By an Authorized Official of SPONSOR:  Ilene Frisch, Director, Administration, Finance & Technology WA State Parks & Rec Commission Date: 10/13/11
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Exhibit A Statement of Work

September 2011

General.

The Social and Economic Sciences Research Center (SESRC) will implement a telephone survey for the Washington State Parks and Recreation Commission. The survey will be conducted using Total Design Method (TDM) principles and will be implemented by the SESRC at WSU. The survey will be administered to a random sample of Washington State households and an additional sample provided by the Washington State Parks and Recreation Commission. The survey will ask questions of purchasers and nonpurchasers of the Discover Pass.

The specific tasks to be completed under this agreement are listed below:

Questionnaire Design. The SESRC will finalize an 8 to 10 minute telephone interview questionnaire. The questions will distinguish between purchasers and nonpurchasers of the Discover Pass. Questions for the survey will be provided by the Washington State Parks and Recreation Commission. SESRC will complete interviews with approximately 200 purchasers and 200 nonpurchasers of the Discover Pass between October 12, 2011 and November 4, 2011.

Samples. SESRC will purchase a starting sample of about 2,000 random digit dialing telephone numbers, as well as a cell-phone supplement. Another 550 residents who indicated visiting Washington State parks in one of the previous two surveys conducted by SESRC for the Washington State Parks and Recreation Commission will serve as the sample of potential purchasers of the Discover Pass. Using the contactability rate achieved for previous surveys and the working number rate and the response rate achieved previously, we expect that this starting sample of will yield approximately 200 nonpurchasers and up to 200 purchasers for a total of 400 completed interviews. This number of completed interviews will ensure a maximum sample error of plus or minus 5% for the entire sample, and plus/minus 7% for the two subgroups of purchasers and nonpurchasers.

Survey Implementation. The SESRC will use Total Design Method (TDM) principles to design and implement the survey. Up to ten telephone interviewers will be trained specifically for this project. A brief in-house pretest will be conducted with the final questionnaire. The questionnaire will be installed on SESRC's computer assisted telephone interview (CATI) system. All telephone calls will be conducted during normal daytime and evening hours, with multiple call-backs made in order to reach respondents. Interviews will be conducted during October and if necessary, the first week of November 2011.

Human Subjects. A description of the survey procedures, along with the final telephone interview will be submitted to the Washington State University institutional review board (IRB) for protection of human subjects. We intend to follow the guidelines and requirements published in 45 CFR 46 for research involving human subjects, including provisions for maintaining confidentiality and anonymity of survey responses, and voluntary participation in the survey. All surveys undertaken by WSU-SESRC are reviewed for protection of human subjects by the Washington State University, Human Subjects Institutional Review Board (IRB). Survey procedures for ensuring confidentiality, rights to privacy, and consent to participate, must be reviewed by the IRB prior to the start of any interviews or mailing of questionnaires. In developing survey procedures, the WSU-SESRC follows the code of professional ethics and practices of the American Association for Public Opinion Research. That code states that "Unless the respondent waives confidentiality for specified uses, we shall hold as privileged and confidential all information that might identify a respondent with his or her responses. We shall also not disclose or use the names of respondents for non-research purposes unless the respondents grant us permission to do so."

Database and Code Book. The SESRC will enter all questionnaire data into an SPSS readable format, and will create an SPSS survey database as well as an Excel datafile on compact disc. We will prepare a codebook and any necessary instructions for accessing the database. The survey data file will be unidentified so that no individual survey respondent may be identified. The survey datafile will be a “flat file” in excel and SPSS format.

Data Analysis. The SESRC will perform sufficient analysis on the database of survey responses to describe survey results for all variables in the questionnaire. Open-ended comments will be entered into a database verbatim. Frequency tabulations will be prepared for all survey variables. Cross-tabulations of all variables will be performed if these are requested and included in the budget.

Deliverables. Final copies of the questionnaire and the computer-assisted-telephone-interview script will be included in a final project data book. The SESRC will provide a brief methodological report on the details of survey implementation, the response rates achieved, and frequency tabulations for survey questions. The report will include an executive summary with key survey results identified, if requested and included in the budget. A copy of the Excel and SPSS datasets will also be included with the project data report.

Tentative Timeline:

Signed Agreement	10/12/11
Revisions to Questionnaire	10/07/11
Sample Received	10/09/11
Training/Interviewing Begins	10/10/11
Preliminary Results Available	10/20/11
Interviewing Ends	10/31/11
Final Data Report	11/04/11

Survey Budget and Options

Category	Amount
Project management and questionnaire design	\$504
Interviewer & Supervisory Wages	\$3,756
Data management and analysis	\$1,008
Long distance telephone charges	\$874
Fringe Benefits	\$1,130
CATI, sample purchase, supplies	\$2,629
Total * (See below for options)	\$9,901

The survey budget includes survey design and implementation and preparation of a methodological data report. An executive summary may be added at a cost of \$2,040. A complete analysis can also be added for a cost of \$3,400. A full set of cross tabs may be added for a cost of \$2,160. All three additional parts (executive summary, full cross tabs, and complete analysis) can be added for \$5,560 for a total budget of \$15,461. If a larger sample size is desired or needed, additional interviews can be added at a cost of \$23 per completed interview.