



September 5, 2025

Dr. Merryl B. Brownlow  
Superintendent  
Palos Heights School District #128  
12809 S. McVickers Avenue  
Palos Heights, IL 60463

**Palos Heights School District #128  
Public Engagement and Public Opinion Research Services Agreement**

Dear Dr. Brownlow:

Beyond Your Base ("BYB"), a consulting group of Wight & Company, is pleased to submit this Public Engagement and Public Opinion Research Services Agreement ("Agreement") to Palos Heights School District #128 ("District").

The Agreement is presented in five parts:

- UNDERSTANDING
- SCOPE OF SERVICES
- SCHEDULE
- COMPENSATION
- OTHER TERMS

**UNDERSTANDING**

BYB understands that the District is considering seeking additional local funding in 2026. As part of its planning efforts, the District seeks to engage BYB to provide guidance on public engagement timing, vet possible funding proposals, help share information with district residents regarding a potential funding proposal, and assist in seeking community input specific to a possible funding proposal. BYB understands that no final decisions would be made by the District regarding a funding proposal until after a comprehensive public engagement effort is completed.

**SCOPE OF SERVICES**

BYB will provide the following Public Engagement and Public Opinion Research Services:

- **Preliminary Proposals.** Provide input on one or more potential funding proposals to be shared and tested districtwide.
- **Timeline.** Develop a public engagement timeline.
- **Frequently-Asked-Questions Document.** Prepare an FAQ document to be posted on the District's website to help inform district residents about the potential funding proposal.
- **Informational Mailer.** Work closely with the District in developing an informational mailer (newsletter) to inform registered voters within the district about the planning efforts completed to date, funding needs, and proposed solutions. Services include issue framing, messaging, copywriting, graphic design, and print and mail oversight.
- **Text Message.** Develop and oversee the execution of a text message to promote participation in public information meetings.
- **Mail/Online Survey.** Develop a mail/online survey to gather public input from all registered voter households within the district on the potential funding proposal. Services include preparing survey questions and a fact sheet, graphic design, print and mail oversight, developing and implementing text message outreach, data entry oversight, analyzing results, and presenting findings to the Board of Education virtually.
- **Final Proposal.** Provide input on the timing and composition of the final proposal, including identifying opportunities to refine the ballot question.

### **SCHEDULE**

BYB is prepared to start work on this engagement as soon as September 22, 2025.

### **COMPENSATION**

BYB proposes to conduct the above scope of services at a fixed cost of Forty-Eight Thousand Dollars (\$48,000), with said fee billed in three invoices of Sixteen Thousand Dollars (\$16,000) each. Invoices would align with the completion of services and deliverables. The invoices would be billed on/about October 31, 2025, December 31, 2025, and February 27, 2026, with said invoices to be paid within 30 days of receipt.

### ***Reimbursable Expenses***

The District would be responsible for all expenses related to the Public Engagement and Public Opinion Research Services, including printing, mailing, and postage costs associated with the informational mailer; printing, mailing, and postage costs associated with the mail survey and

reply envelopes; survey crosstabs; data needed for mailing lists and public opinion research; and text messages.

#### *Travel Expenses*

If the District seeks an in-person presentation of the survey results, the District would cover travel-related expenses for BYB (either Paul Hanley or Skylar White), including coach airfare, parking, local transportation, and lodging.

#### **OTHER TERMS**

**No Advocacy-Related Services.** The parties expressly understand and agree that this Agreement is not intended to and does not encompass or include any advocacy-related services in connection with any future campaigns. Accordingly, as part of the Public Engagement and Public Opinion Research Services, BYB will not provide any such advocacy services to, or for the benefit of, the District under or pursuant to this Agreement.

**No Limitation of Services.** It is expressly understood and agreed that BYB will not unreasonably limit its work to the steps outlined herein but will extend its services as necessary to ensure that all appropriate services for, or related to, the community engagement efforts are provided to or on behalf of the District in a professional and satisfactory manner. If District requests are deemed to be excessive or fall outside the scope of outlined services, BYB will notify the District before providing such services that may require additional compensation.

**Related Professional Services.** This Agreement is separate and apart from any other professional services the District may deem necessary. The District retains flexibility in working with other planning/design firms, engineering firms, construction contractors/professionals, financial advisors, or other professional consultants.

**Termination.** The District, at its sole discretion, may terminate this Agreement at any time by providing a written notice of termination. At the termination of this Agreement, the District shall provide earned compensation and reimburse BYB such reasonable costs and expenses incurred to the date of such termination, which payment shall be in full satisfaction of all claims against the District under this Agreement.

Thank you for the opportunity to assist Palos Heights School District #128 with this important initiative. Upon signature of this Agreement, please return one original signed copy to Wight & Company, c/o John Flodin, 2500 North Frontage Road, Darien, IL 60561.

**(This section of the agreement is purposely left blank.)**

Respectfully submitted,

**BEYOND YOUR BASE  
A CONSULTING GROUP OF  
WIGHT & COMPANY**



Paul Hanley  
Managing Director  
Beyond Your Base

**On behalf of Palos Heights School District #128:**

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Accepted/Signature

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Printed Name

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Title

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Date