

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 Exhibit "A-1", attached hereto and incorporated by this reference.

2 3. Except as expressly modified herein, all of the terms and conditions
3 contained in Agreement No. 34658 are ratified and confirmed and shall remain in full force
4 and effect.

5 IN WITNESS WHEREOF, the parties have caused this document to be duly
6 executed with all formalities required by law as of the date first stated above.

7 CALIFORNIA STATE UNIVERSITY LONG
8 BEACH RESEARCH FOUNDATION on
9 behalf of the COLLEGE OF BUSINESS
10 ADMINISTRATION-MARKETING
11 BUSINESS CENTER

10 Oct 5th, 2017

11 By [Signature]
12 Name Maria Reyes
13 Title Senior Director, Sponsored Programs

13 _____, 2017

14 By _____
15 Name _____
16 Title _____

17 "CSULBRF-MBC"

18 CITY OF LONG BEACH, a municipal
19 corporation

18 Nov. 6, 2017

19 By [Signature]
20 City Manager

21 EXECUTED PURSUANT TO SECTION 901 OF THE CITY CHARTER
22 Assistant City Manager

21 This First Amendment to Agreement No. 34658 is approved as to form on

22 Oct. 17, 2017.

23 CHARLES PARKIN, City Attorney

24 By [Signature]
25 Deputy

EXHIBIT "A-1"



**HARVEY MILK PARK EVALUATION
PAYMENT SCHEDULE**

Provider: CSULB College of Business Administration, Marketing Business Center

Client: City of Long Beach

Point of sing off: Tracy Colunga, Innovation Team Director

The City shall pay for the CSULB School of Business Administration Marketing Business Center services in the manner described below, not to exceed Fifteen Thousand Dollars (\$15,000). City shall pay CSULBRF-MBC in two payments following receipt from CSULBRF-MBC and approval by City of invoices showing the services or task performed for the implementation of a cost reimbursement budget. Services will be reimbursed to CSULBRF-MBC for project-related expenses.

1.0 Timeline

<p>OCTOBER 2017 – PLANNING</p>
<ul style="list-style-type: none"> • Complete the planning and preparation to carry out the evaluation • Preparation of the following evaluation tools to conduct the following <ol style="list-style-type: none"> 1. Observational Research 2. Survey Research with Resident Living within 0-10 miles 3. Online Surveys with Businesses in Area • The buying out of the class and staff time
<p>JULY 2018 – FINAL REPORT</p>
<ul style="list-style-type: none"> • Delivery of the Final Report • The Final Report will have the following evaluation analysis <ol style="list-style-type: none"> 1. Assess actual park user characteristic and actual park uses and experience including assessment of park programming and activities. 2. Assess park awareness and knowledge of amenities and park facilities among residents living near Harvey Milk Park. 3. Assess park awareness, frequency of visits and compliments and complaints on amenities and park facilities among workers and businesses in the areas surrounding Harvey Milk Park. • Presentation of the Final Report





2.0 Payment Schedule

TOTAL COST	\$15,000
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PAYMENT SCHEDULE	
Payment 1: Planning October 2017	\$10,000.00
Payment 2: Final Report July 2018	\$5,000.00

