

Response to Paige Rucker Orme

Draft prepared February 5, 2026

Hi Paige,

Thank you for a clean, professional response — I appreciate how clearly you received and aligned with the scope.

On “delivery” clarification

Agreed. Delivery means completion and handoff of defined deliverables for the selected option, not adoption outcomes. I’ve included a proposed deliverable list with completion criteria in the attached deal memo — please review and confirm or revise as needed.

On metrics — a correction from my side

I want to be transparent. Quarex does run Google Analytics (GA4) on its core properties — quarex.org, the libraries hub, and the Ask tool. What it does *not* do is behavioral profiling, CRM tracking, or surveillance-style analytics. Standard aggregate page metrics exist. I should have been more precise in the counter-proposal when I said “no analytics” — the intent was no user-level tracking or marketing automation, not zero measurement.

Given that GA4 already exists, your proposed lightweight metrics on the Momentum portal are completely fine — they’d actually be less intrusive than what’s already running. And if it’s helpful, I can grant you read access to the GA4 property so you can correlate outreach timing with traffic patterns directly, rather than building separate measurement.

Your proposed inquiry dashboard — forwarding explicit requests to me in real time, no CRM, no automation — works perfectly. That’s exactly the right approach.

On benchmarks

Yes, please propose 30/60-day benchmarks. I’d suggest weighting toward:

- Institutional response quality (replies, meetings, material requests)
- Inquiry volume through the dashboard
- GA4 referral patterns that correlate with outreach batches

On scope

Let’s proceed with **Option 3** (\$2,750). If outreach response quality meets benchmarks at 30 days, I want to upgrade to **Option 4** immediately — no re-scoping needed, just expand the outreach volume and time-on-task. Please structure the Option 3 deliverables so they’re forward-compatible with that upgrade path.

Portal walkthrough request

Before you begin building the portals, I’d like a detailed walkthrough of the portal structure — which pages, what content on each, routing logic, and how the ecosystem sites (quarex.org, knowableonline.org, publicstudies.org, election2026.net) are represented. A wireframe or outline would be ideal.

What I need from you

Could you also provide a to-do list of everything you’ll need from me to get started and stay unblocked — assets, access, copy, approvals, whatever it is? I’d rather have it all mapped out upfront so I’m not a bottleneck once work begins.

Deal memo

Before we kick off, I'd like us both to sign off on a short deal memo that locks in the key terms — scope, deliverables, payment, expenses, timeline, ownership, and the upgrade trigger. I've attached a draft spec for your review. If the structure works for you, we can finalize it quickly and get moving. If you'd prefer a different format, happy to adapt — the goal is just to have everything in writing so we're both protected and aligned.

Ready to move quickly on this.

Best,

Peter