



500 West Big Beaver
Troy, MI 48084
troymi.gov

J-09

CITY COUNCIL AGENDA ITEM

Date: February 26, 2019

To: Mark F. Miller, City Manager

From: MaryBeth Murz, Purchasing Manager
Cindy Stewart, Community Affairs Director

Subject: Standard Purchasing Resolution 8 – Best Value Award – Community Survey Consulting Services

History

- The City of Troy offers a complete living community, featuring a nationally recognized public school system, 8 colleges and universities, and more than 900 acres of park land.
- The City offers a culturally diverse residential population of more than 85,000 residents and a thriving international business community. It has a daytime population nearing 130,000, and over 27 million square feet of office space.
- The City of Troy serves the community with approximately 340 Administrative/support employees.
- They City has conducted a series of community surveys from 1999 - 2014.
- Since the last community survey was conducted five years ago, the City wishes to conduct a 2019 community survey.
- The results of this community survey will be used to inform resource allocation decisions; to determine levels of satisfaction with current service delivery performance; and to identify short and longer-term priorities while meeting the objectives of the City's Goals and Strategies.
- The City of Troy requested market research proposals for a community survey of residents. The purpose of the survey is to translate an in-depth assessment of resident attitudes, behaviors and perceptions into guidelines for planning activities with emphasis upon the ideas presented at a scheduled City Council Study Session.

Purchasing

- On January 16, 2019 a Request for Proposal was issued and posted on the Michigan Inter-governmental Trade Network (MITN) website: www.mitn.info.
- The City of Troy requested market research proposals for a community survey of residents. The purpose of the survey is to translate an in-depth assessment of resident attitudes, behaviors and perceptions into guidelines for planning activities with emphasis upon the ideas presented at a scheduled City Council Study Session.
- February 5, 2019 a bid opening was conducted and Proposals were received as required by City Charter and Code for Community Survey Consulting Services. The names only of firms submitting a proposal were publicly read aloud. Below is a summary of potential firms.



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Purchasing (continued)

Companies notified via MITN	265
Troy Companies notified via MITN	11
Troy Companies - Active email Notification	10
Troy Companies - Active Free	1
Companies that viewed the bid	47
Troy Companies that viewed the bid	2

MITN provides a resourceful online platform to streamline the procurement process, reduce costs, and make it easier and more transparent for vendors to do business with the City of Troy. **Active MITN** members with a current membership and paying annual dues receive automatic electronic notification which allows instant access to Bids, RFPS and Quote opportunities with the City. **Active MITN non-paying** members are responsible to monitor and check the MITN website for opportunities to do business with the City. **Inactive MITN member** status can occur when a company does not renew their account upon expiration. Inactive members cannot be notified of solicitations or access any bid information.

- Five (5) Proposal responses were received:
 - Michigan Researchers Assoc., dba EPIC-MRA Lansing, MI
 - Springsted Human Capital Advisors, Inc. St. Paul, MN
 - McKenna Associates, Inc. Northville, MI
 - The Center For Research & Public Policy Grantham, NH
 - JFM Consulting Group, Inc. Detroit, MI

- Selection Criteria for Community Survey Consulting Services was:
 - Experience performing similar projects
 - Experience and qualifications of Firm's personnel assigned to the contract.
 - Positive references for the firm & examples of previous design projects.
 - Work plan and methodology
 - Cost

- Three (3) Committee Members reviewed and evaluated the proposals. The Committee Members were as follows:
 - Mark F. Miller, City Manager
 - Cindy Stewart, Community Affairs Director
 - Drew Benson, Assistant to the City Manager

- The Selection Committee interviewed the low proposer; *Michigan Researchers Assoc., dba EPIC-MRA* on Thursday, February 21, 2019.
- The Selection Committee also checked references.
- Based on the scoring criteria, proposal response and post-bid meeting the Committee unanimously recommends awarding a contract to the highest rated proposer, *Michigan Researchers Assoc., dba EPIC-MRA of Lansing, MI.*
- The Committee felt that EPIC-MRA presented a well-rounded team with passion for this project. They provided a very thorough proposal that conveyed creativity and vision.
- EPIC-MRA completed a community survey for the City of Troy in 2011, as well as completing numerous survey projects for the Troy School District in 2013 and 2017, and the Troy Public Library in 2008.
- The principals at *EPIC-MRA* have been formally conducting public opinion research since 1985.
- The Bid Tabulation is attached.



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Financial

- The total cost of a Community Survey is between \$18,000 and \$38,500 depending on the survey length and samples.
- Range for survey length, depending on the number of questions would be 12 minutes to 10-21 minutes.
- Funds were initially budgeted in the General Fund under the City Manager's Budget, account number 101.172.7801.100 – Professional Services for the 2019 fiscal year. However, due to the need for a forensic audit, these funds have been depleted. Overall the City Manager's budget contains sufficient funds to accommodate the Community Survey expense.

Recommendation

City management recommends awarding a contract for a Community Survey Consulting Services to *Michigan Researchers Assoc., dba EPIC-MRA of Lansing, MI*, the highest rated proposer as a result of a best value process for a not to exceed amount of \$38,500.00. Also recommended is a City Council Study Session with representative(s) from *EPIC-MRA* in order to have a discussion on Community Survey topics, survey design and preparation.

Vendor Name:	Michigan Researchers Assoc., dba EPIC-MRA	Springsted Human Capital Advisors Inc.	McKenna Associates, Inc.
CITY:	Lansing, MI	St. Paul, MN	Northville, MI

PROPOSAL: CONSULTING SERVICES TO SECURE STATISTICALLY REPRESENTATIVE QUANTITATIVE DATA TO DETERMINE RESIDENT SATISFACTION WITH THE CITY.

Project Phase	Est. Hrs.	Lump Sum	Est. Hrs.	Lump Sum	Est. Hrs.	Lump Sum
Project kick-off meetings, community research & survey design and preparation:	5 Hours Per Meeting		44	\$7,785.00	100	\$10,000.00
Survey Distribution and collection, data compilation and analysis, meeting attendance necessary:	5 Hours Per Meeting		108	\$16,740.00	150	\$15,000.00
Final Report preparation and presentation, meeting attendance as necessary:	5 Hours Per Meeting		26	\$4,240.00	100	\$10,000.00
Grand Total:		Residents: \$18,000 - \$38,500 Business: \$13,500 - \$22,000	178	\$28,765.00	350	\$35,000.00

Questionnaire:	Y or N	Y	Y	Y
Completion:	Y or N	Y	Y	Y
Insurance Met:	Y or N	Y	Y	Y
Exceptions:	Y or N	Altered and amended RFP to fit with requested detail	Agrees to RFP Requirements	N
Acknowledgement:	Y or N	Y	Y	Y
Forms:	Y or N	Y	Y	Y
References:	Y or N	Y	Y	Y

ATTEST:
Sue Riesterer
Kristine Kallek

MaryBeth Murz,
 Purchasing Manager

Vendor Name:	The Center for Research & Public Policy	JFM Consulting Group, Inc.	
CITY:	Grantham, NH	Detroit, MI	

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Project Phase	Est. Hrs.	Lump Sum	Est. Hrs.	Lump Sum	Est. Hrs.	Lump Sum
Project kick-off meetings, community research & survey design and preparation:	71	\$3,500 - including travel	28	\$4,200.00		
Survey Distribution and collection, data compilation and analysis, meeting attendance necessary:	550	\$7,500 - Online Surveys \$800 - to print and mail postcards to businesses \$22,450 - phone survey	200	\$50,000.00		
Final Report preparation and presentation, meeting attendance as necessary:	71	\$3,500.00	80	\$12,000.00		
Grand Total:	692	\$37,750.00	308	\$66,200.00		

Questionnaire:	Y or N	Y	Y	
Completion:	Y or N	Y	Y	
Insurance Met:	Y or N	Y	Y	
Exceptions:	Y or N	N	Bid Additional Svcs.	
Acknowledgement:	Y or N	Y	Y	
Forms:	Y or N	Y	Y	
References:	Y or N	Y	Y	