



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

## CITY COUNCIL AGENDA ITEM

Date: July 6, 2022

To: Mark F. Miller, City Manager

From: Robert J. Bruner, Assistant City Manager  
Rob Maleszyk, Chief Financial Officer  
Dee Ann Irby, Controller  
Emily Frontera, Purchasing Manager

Subject: Resident Budget Priorities Study



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### **Background**

On June 22, 2020, City Council awarded contracts to Cobalt Community Research ("Cobalt") for a resident survey, business survey, and library survey. The library survey was conducted in July 2020, the resident survey was conducted in January and February 2021, and the business survey was conducted in January and February 2022. The fiscal year 2022-2023 budget includes funding for a new resident budget priorities survey.

Unlike the 2021 resident survey, the budget priorities survey will not include the benchmarking for communication preference questions. The benchmarking survey may be repeated in 2023. In the meantime, the 2022 resident survey will focus on budget priorities and determining what, if any, new funding strategies the community is most likely to support.

The 2021 survey was six pages and included one and a half pages with budget priority questions. Question 24 asked residents about their satisfaction with 24 City services and question 25 asked residents which programs and services were most important to prioritize in future City budgets. Only one (condition of local streets) was rated below average in satisfaction and greater than or equal to 50% in priority.

Question 26 asked about 20 potential improvements and question 27 asked about 14 new or enhanced athletic spaces. Question 28 asked about willingness to fund the improvements. Only one potential improvement (walking/biking trails) was selected by more than 50% of respondents who were willing to fund the improvements they selected. Street maintenance was selected by 49% but less than 50% were willing to fund. Again, only one athletic space (winter sports) was selected by more than 50% of respondents who were willing to fund the improvements they selected.

This survey will be four pages including three and a half pages with budget priority questions and half a page of demographic questions. The shorter survey and reduced scope are intended to increase the response rate. City staff and Cobalt are preparing a draft survey based on what we learned from the 2021 study and what we need to know to better understand what residents want and how they want to fund potential improvements.

The draft survey will be distributed to City Council separately, perhaps as a late submittal. City staff will answer questions and facilitate discussion at the July 11, 2022 regular City Council meeting in order



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to collect input from City Council and work with Cobalt to finalize the survey. Our goal is to finalize the survey in July and distribute it in August so we will have results before the 2022 City of Troy Advance in November.

### **Financial**

Funds are budgeted and available in the General Fund. Expenditures will be charged to account number 101.172.7801.100 – Professional Services – Special Studies and Research.

### **Recommendation**

City management recommends City Council waive the bid process and award a contract for Community Research Services to Cobalt Community Research of Michigan in the best interest of the City for a not to exceed amount of \$16,000 for a residential survey including unforeseen contingencies

### **Legal Review**

This item was submitted to the City Attorney for review pursuant to City Charter Section 3.17.

## City of Troy, MI Agreement for Community Research 2022

July 7, 2022

Cobalt Community Research (Cobalt) is pleased to provide this contract for research collaboration between Cobalt and the City of Troy, MI (the Partner), having a business address of 500 W Big Beaver Rd, Troy, MI 48084. Cobalt Community Research ([www.cobaltcommunityresearch.org](http://www.cobaltcommunityresearch.org)) is a 501c3 nonprofit organization with a mission to provide research and educational tools that help schools, local governments and other nonprofit organizations thrive as changes emerge in the economic, demographic and social landscape. Cobalt's address is PO Box 416, Charlotte, MI 48813; (877) 888-0209; E-mail: [wsaintamour@cobaltcommunityresearch.org](mailto:wsaintamour@cobaltcommunityresearch.org)

### DELIVERABLES (SECTION 1)

Count	Component	Subtotal	Count	Component	Subtotal
1	Includes up to 2 pages (1 sheet) of custom questions which may include community experience/satisfaction, awareness, budget priorities, potential future services/programs, funding options, policy support, communication preference, general demographic questions, benchmarking as applicable, etc. Executive summary in PowerPoint; data entry if needed, thermal-map/cross tab, verbatim comments, remote follow-up with Partner	\$6,900		Break the results by geography; allow non-sample residents to participate but be reported separately	
1	Additional sheet (2 pages)	\$2,895	1	Online coding, branded web landing page, and web link for completion online	Waived
	Set of 2 work groups/focus groups (partner provides location and recruits participants)	\$0		Eblast distribution via email list provided by partner (3 waves) per 1,000 recipients	\$0
	One-time set up and reporting out of all work groups/focus groups	\$0		Phone/text message invitation (1 wave) per 1,000 recipients	\$0
	Onsite visit for staff review/staff meetings (includes air and hotel costs) (Per half day)	\$0	2000	Mail Distribution: Production and 1st-class postage for an initial mailing of up to a 4-page 2 sheet) survey with cover letter, plus a second mailing to those who have not responded. Includes business reply postage.	\$4,200
	Non-English Version	\$0		Include Visitor360™ Metrics Report	\$0
Total Cost: \$13,995.00					

Pricing valid for 60 days from the date of this document. 50% of quoted amount of the assessment engagement upon the signing of the contract. Remaining balance upon delivery of results.

This agreement includes all of the terms and conditions agreed to by the parties. Any changes to these terms and conditions must be made in writing and signed by both parties to be effective.

### ACCEPTANCE

This agreement (Sections 1 and 2) shall be deemed accepted after it has been signed by a representative of the Partner and a representative of Cobalt. Acceptance may be made by facsimile and the agreement executed in one or more counterparts, each which when fully executed, shall be deemed to be an original, and all of which shall be deemed to be the same agreement.

Authorized Representative



Cobalt Community Research, Executive Director

Date

July 7, 2022

Date

# CONTRACTUAL TERMS AND CONDITIONS (SECTION II)

## 1. TERM OF CONTRACT

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The contract shall be effective as of the date this agreement is signed by both parties. Unless terminated earlier as set forth in Section 5 below, the contract shall remain in full force and effect for a period of twelve (12) months (the "Initial Term").

## 2. COBALT' RESPONSIBILITIES

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Cobalt shall provide the Services described in the Statement of Work in accordance with the terms and conditions of this Agreement. In the course of providing the Services, Cobalt shall deliver to Partner all deliverables arising from or related to the Services and agreed upon by the parties. Each Supplemental Statement of Work entered into by the parties shall be numbered sequentially (e.g. Statement of Work #1, etc.) and shall not be binding until signed by the authorized representative of each party. In the event of a conflict between any signed Statement of Work and this Agreement, the terms and conditions of this Agreement shall prevail. Any change in the scope of Services and Fees shall be agreed upon in writing by the parties.

Cobalt will assume responsibility for all contractual activities whether or not Cobalt performs them. Cobalt is the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract. The Partner reserves the right to interview key personnel assigned by Cobalt to this project and to recommend reassignment of personnel deemed unsatisfactory by the Partner. Cobalt may delegate any duties under this contract to a subcontractor. If any part of the work is subcontracted, Cobalt shall identify upon written request the proposed subcontractor by firm name, address and contact person, and provide the Partner with a complete description of all work to be subcontracted together with descriptive information about the subcontractor's organization and ability to perform the work. Cobalt is responsible for ensuring that subcontractors adhere to all applicable provisions of the contract.

## 3. CONFIDENTIALITY

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Cobalt and the Partner shall treat all information provided by one another as confidential. Except in the course of, and as necessary to, providing services pursuant to this agreement, neither party shall disclose any confidential information without the other party's consent, unless required by law. Prior to any such disclosure, if not otherwise prohibited by law, the party required to disclose shall notify the other party at least 5 days prior to the date that it intends to make such disclosure. Confidential information includes any and all documents, materials and information (whether oral or written, including electronic media format), including but not limited to member and resident data, client lists, fee schedules, and statements of policies, procedures, and business methods.

"Data", as used in this Section 3, means the information contained in assessment responses received from Partner's residents or members, but not the assessments themselves. The Partner agrees that identity information about individual assessment respondents will not be returned to the Partner to protect the confidentiality of the individuals who responded to the assessment. In addition, the Partner agrees to protect individual identities by protecting any data or analysis of data that allows individual identities to be determined. "Measurements", as used in this Section, means the deliverables to be delivered to Partner by Cobalt under any particular Statement of Work. The Partner shall own the Data and Measurements. Cobalt has the right to use the Partner's name in identifying best-in-class organizations that produce high satisfaction levels.

## 4. INDEMNIFICATION

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Cobalt shall be held to the exercise of reasonable care in carrying out the provisions of the contract. Cobalt warrants that it shall provide the Services in a diligent and workmanlike manner and shall employ due care and attention in providing the Services. However, Partner agrees that Cobalt shall not be liable on account of any errors, omissions, delays, or losses unless caused by Cobalt's gross negligence or willful misconduct. In no event shall either party be liable for indirect, special, or consequential damages. In no event shall the total aggregate liability of either party for any claims, losses, or damages arising under this agreement and services performed hereunder exceed the total charges paid to Cobalt during the term, even if the party has been advised of the possibility of such potential claim, loss, or damage. The foregoing limitation of liability and exclusion of certain damages shall apply regardless of the success or effectiveness of other remedies.

## 5. MODIFICATION AND CANCELLATION

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The contract may not be modified, amended, extended, or augmented, except by a writing executed by the parties. Any change in services requested by the Partner may result in price changes by Cobalt. In the event that revised prices are not acceptable to the Partner, the contract may be canceled. Either party with 30-business days' written notice to the other may cancel the contract. In the event of cancellation by either party, the Partner shall be responsible for all fees due and payable under the contract as of the date of notice of termination.

## 6. GOVERNING LAW AND ARBITRATION

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The contract shall be governed by and construed in accordance with the laws of the State of Michigan. In the event of any dispute, claim, question, or disagreement arising from or relating to the contract or the breach thereof, the parties shall use their best efforts to settle the dispute, claim,

question, or disagreement. To this effect, they shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of 60 business days, then, upon notice by either party to the other, all disputes, claims, questions, or differences may be entered in any Michigan court having jurisdiction thereof.

## 7. PRICE AND PAYMENT TERMS

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The Partner shall pay the fees identified in any Statement of Work(s) executed by the parties. Unless otherwise agreed to in a Statement of Work, Cobalt shall invoice Partner for Services at the beginning of the Term and upon delivery of results. Payment from the Partner shall be due upon receipt of the invoice. Adjustment for any billing errors or Partner credits shall be made monthly. Cobalt may apply a monthly delinquency charge on amounts not paid within 60 days of the date of the Partner's receipt of the invoice, which charge shall be equal to five percent (5%) of any unpaid amount. Partner agrees to pay any applicable taxes and any travel costs and professional fees that Cobalt may incur from Partner-requested travel.

## 8. ASSUMPTIONS

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The Partner shall provide community contact data.

Cobalt cannot guarantee assessment response levels; however, a minimum of 100 completed assessments is required for accurate analysis. The Partner may designate a higher minimum.

Cobalt shall bill and the Partner agrees to pay all printing and mailing fees associated with a mailing, including postage, if production services are requested by the Partner in addition to those specified in Section 1.

The Partner is responsible for prompt review and response to draft questions and research materials that are in addition to the core assessment, and the Partner is responsible for prompt approval to release such research materials. If the Partner fails to notify Cobalt of project status or provide the contact data or approval or edits to research materials within 60 days of receipt from Cobalt, the partner agrees to pay Cobalt 50% of the remaining fees, and the project will go into an "inactive" status. The Partner has an additional 60 days to reactivate the project. If the project is not reactivated in that time, the project will be closed, and future work will be charged as a new project.

All research is subject to imprecision based on scope, sampling error, response error, etc. Assessment results have an overall margin of error, and the margin of error for subdivided data varies by question and is higher. All research is designed to reduce uncertainty, but it can never eliminate it. The Partner must evaluate all information thoroughly and independently and balance it with other sources of information, legal requirements, safety standards, and professional judgment before taking action based on research information.

## 9. TECHNICAL APPROACH

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Cobalt will provide research services that comply with generally accepted research principles and that comply with the requirements of national services such as the ACASI. In addition, projects and services will be lead by Cobalt staff who have been certified by the Market Research Association's Professional Researcher Certification (PRC) program, which is endorsed by major national and international research organizations such as the AMA (American Marketing Association), the ARF (Advertising Research Foundation), CMOR (Council of Marketing and Opinion Research), IMRO (Interactive Marketing Research Organization), MRRI (Marketing Research Institute International), the RIVA Training Institute and the Burke Institute.

## 10. ACCEPTANCE OF TERMS AND CONDITIONS

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The failure of a party to insist upon strict adherence to any term of the contract shall not be considered a waiver or deprive the party of the right thereafter to insist upon strict adherence to that term, or any other term, of the contract. Each provision of the contract shall be deemed to be severable from all other provisions of the contract and, if one or more of the provisions of the contract shall be declared invalid, the remaining provisions of the contract shall remain in full force and effect.

## 11. NOTICE

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Any notice required or permitted to be made or given by either party hereto pursuant to this Agreement shall be in writing and shall be deemed effective if sent by such party to the other party by mail, overnight delivery, postage or other delivery charges prepaid, to the addresses set forth above, and to the attention of the Executive Director for Cobalt and Partner's designated contact person. Either party may change its address by giving notice to the other party stating its desire to so change its address.

## 12. SURVIVAL.

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Sections 3, 4, 6 and this Section 12 shall survive the termination of this Agreement.