

J-9 Standard Purchasing Resolution 8: Best Value Award - Community Survey Consulting Services

Resolution A

Resolution #2019-03-026

Moved by Slater

Seconded by Baker

RESOLVED, That Troy City Council hereby **AWARDS** a contract for 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 for a residential survey.

BE IT FURTHER RESOLVED, That Troy City Council hereby **AWARDS** a contract for 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 \$22,000.00 for a business survey.

BE IT FURTHER RESOLVED, That Troy City Council **AGREES** to schedule a City Council Study Session with representative(s) from *EPIC-MRA of Lansing, MI* in order to have a discussion on Community Survey topics, survey design and preparation.

BE IT FURTHER RESOLVED, That the award is **CONTINGENT** upon the contractor's submission of properly executed bid and proposal documents, including insurance certificates and all other specified requirements.

AND

Resolution B

RESOLVED, That Troy City Council hereby **SCHEDULES** a Special Study Session with representative(s) from *EPIC-MRA of Lansing, MI* in order to have a discussion on Community Survey topics, survey design and preparation, to be held on Monday, March 18, 2019, at 6:00 PM in the Council Boardroom.

Yes: All-7

No: None

**MOTION CARRIED**

# PURCHASE ORDER

No. 2019-00001107

DATE: 03/15/2019

PAGE: 1 of 1

FOB DESTINATION

Ship To

CITY OF TROY  
Community Affairs  
500 W BIG BEAVER RD  
TROY, MI 48084

Bill To

CITY OF TROY  
Community Affairs  
500 W BIG BEAVER RD  
TROY, MI 48084COUNCIL RESOLUTION  
2019-03-026

VENDOR NO. 173356

Vendor

EPIC-MRA  
4710 W. SAGINAW HWY.  
LANSING, MI 48917

QUANTITY	UNIT	DESCRIPTION	UNIT COST	TOTAL COST
1	Each	Residential Survey - Not to exceed amount	38,500.0000	\$38,500.00
1	Each	Business Survey - Not to Exceed Amount	22,000.0000	\$22,000.00
1	Each	Consulting Services shall be provided as per the Scope of Work as contained in RFP-COT 19-08.	0.0000	\$0.00
Entered By: MaryBeth Murz				\$60,500.00

## Special Instructions:

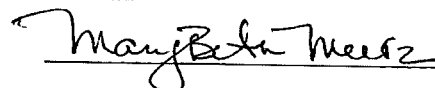
CITY COUNCIL AWARD DATE: 3/4/2018. CERTIFICATE of INSURANCE and ENDORSEMENT shall be on file duration of consulting engagement.

## TERMS &amp; CONDITIONS

1. Purchases of Municipalities are exempt from State Sales and Federal Excise Taxes.
2. Prior to acceptance, vendor agrees to provide City with information under the Right-to-Know Law, P.A. 1986, No. 80, and fully comply with all terms and conditions of the Michigan Occupational Safety and Health Act, MCL 408.1001, et seq. including vendor shall provide City with an "MSDS". Vendor also agrees to be responsible for all required labeling.
3. In cases of emergency/disaster, the City can purchase up to six(6) times the order amount for a period of six(6) months at the price contained in the contract.
4. Purchase Orders are signed electronically based upon computer generated "on-line" authorized approvals. Authentic signatures are on file in the City of Troy Purchasing Department.

NOTICE: The City could put the vendor on notice that vendors will be held financially responsible for any claims or awards made against the City as a result of the vendor's action. If the City has to defend the initial lawsuit, the City will bring in the vendor as a co-defendant or sue the vendor, either as the result of settling a claim or the conclusion of the lawsuit.

I HEREBY CERTIFY THAT THIS ORDER IS PROPERLY AUTHORIZED AND APPROVED.



Opening Date: 1/31/2019  
Reviewed Date: 2/8/2019

CITY OF TROY  
BID TABULATION  
COMMUNITY SURVEY CONSULTING SVCS.

RFP-COT 19-08  
Pg. 1 of 2

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
<b>Grand Total:</b>		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

CITY OF TROY  
 BID TABULATION  
 COMMUNITY SURVEY CONSULTING SVCS.

RFP-COT 19-08  
 Pg. 2 of 2

Vendor Name:	The Center for Research & Public Policy	JFM Consulting Group, Inc.	
CITY:	Grantham, NH	Detroit, 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:	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		
<b>Grand Total:</b>	<b>692</b>	<b>\$37,750.00</b>	<b>308</b>	<b>\$66,200.00</b>		

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	

## QUESTIONNAIRE

**DATE:** January 30, 2019

**FIRM NAME:** Michigan Researchers Associates, Inc. dba: EPIC ▪ MRA

**OFFICE LOCATION:** 4710 W. Saginaw Highway - Suite 2C, Lansing, Michigan 48917

**OTHER LOCATION:** None

**FIRM ESTABLISHED:** May 3, 1991

**STATE:** Michigan

**Years in Business in Michigan:** 28

**TYPE OF ORGANIZATION:** (Circle One – ***In bold***)

- a. Individual
- b. Partnership
- c. Corporation**
- d. Joint Venture
- e. Other \_\_\_\_\_

**1. Description of Firm. Provide a brief history of the Firm and the services it provides.**

EPIC ▪ MRA is the assumed name for Michigan Researchers Associates, Inc., a for-profit Michigan corporation formed in 1991 with headquarters in Lansing, Michigan. It is the successor entity to the partnership, Michigan Research Associates, formed in 1985.

Since its inception, the firm has provided services to a broad range of clients, including: state, county, township and municipal planning commissions; local governments; transportation authorities; public school districts, intermediate school districts, school boards; public libraries and library boards; political and business leaders; professional associations; the legal and judicial communities; and members of the health care industry.

EPIC ▪ MRA has been fortunate enough to gain national recognition. The firm's work is routinely included in publications such as the *Congressional Daily*, *The Hotline*, *The Polling Report*, and other publications dedicated to distributing polling information. EPIC ▪ MRA has also consistently received the highest rating of any Michigan polling firm from Nate Silver's FiveThirtyEight web site. Indeed, EPIC ▪ MRA's rating by FiveThirtyEight for accuracy and methodology surpasses many nationally recognized polling firms.

**COMPANY NAME:** EPIC ▪ MRA

In conjunction with their work, the firm's principals have made radio and television appearances in every major media market in Michigan. Data resulting from EPIC ▪ MRA's prolific survey research work has become a byword on nearly every broadcaster's news and information slot and is commonly seen in headlines in major newspapers throughout the state. The firm's work has frequently appeared in newspapers and magazines throughout the state and country, including *The Detroit Free Press*, *New York Times*, *Business Week*, *National Journal* and the *Journal of Commerce*.

**2. Describe your Firm's prior experience with similar projects as described under the Minimum Qualifications Section.**

As described under section 1. above, the principals of the firm have been formally conducting public opinion research since 1985. Since its inception as a corporate entity nearly three decades ago, EPIC ▪ MRA has executed hundreds of surveys capturing public opinion on every imaginable topic ranging from the highly visible (statewide voter preferences in primary and general elections) to the highly obscure (preferred vendor characteristics for hauling services among sludge-producing businesses), and everything in between.

Examples of recent work involving "customer satisfaction" among residents of a defined jurisdiction can be found in the references section, below. For examples closer to home, EPIC ▪ MRA points to its work done in and around the City of Troy in 2008 for the Troy Public Library; in 2011 for the City; and in 2013 and 2017 for Troy Public Schools.

Obviously, the successful execution of such a wide array of research topics among an equally wide-array of subject audiences requires the ability to not only craft pertinent questions, but also the ability to draw samples appropriate to the aims of the research. EPIC ▪ MRA's high rating by FiveThirtyEight as well as its longevity in a highly competitive field is, itself, testimony to the firm's competence in both the fashioning of questionnaires, the development of sample frames, tabular report production and, data interpretation.

EPIC ▪ MRA is also experienced in gathering public opinion data via a variety of methodologies. The most practical in terms of both cost and time, is live operator telephone interviews. In many instances, however, clients prefer direct mail distribution of hard copy versions of a questionnaire; a hybrid methodology of using a post card solicitation of qualified respondent households to participate in the survey on-line or request a hard-copy in the mail; strictly on-line versions of a survey; and, focus groups sessions, among others. EPIC ▪ MRA is familiar with and has completed projects using each of the mentioned methodologies; and each have their respective advantages and drawbacks. However, a live operator telephone interview is the methodology recommended by the firm for the needs of the instant RFP as currently understood.

**COMPANY NAME: EPIC ▪ MRA**

The telephone survey is recommended primarily for the ability to control the stratification of the sampling. That is, quotas of geographical and demographic characteristics are pre-determined and the sample and screening questions can be tailored accordingly. The resulting data then, comes from the proportional distribution of responses actually gathered with little, if any, post data collection weighting required. Other methodologies, particularly on-line and mail-out cannot provide the same level of control over the responses returned, which can often require considerable post-collection weighting for certain demographic groups - a circumstance that runs the risk of skewed results both within the weighted sub-group and survey-wide – and a considerably protracted timeline.

**3. Provide detailed information describing the service relating to the following aspects of the requested work: methods and sources for the development of the survey; pre-testing of the questionnaire (if necessary), data gathering, statistical analysis, and the scope of one-site presentations.**

The survey research process begins with consultation with the Client's representative(s) who are authorized to make final decisions regarding the substance of the interview and have some familiarity with the processes involved in executing a survey. After close consultation with the Client, an initial draft of a survey instrument is presented for review and comment; with the review and re-drafts process continuing until a questionnaire that is satisfactory to all parties is developed.

In addition to the substantive questions, respondent qualifying and screening questions, as well as demographic questions and inquiry about where voters receive the information that influences their opinions the most about their city government are usually standard fare. Typically, this phase consumes the lion's share of what is normally a *four-to-eight-week* timeline for completion of the research; from initial consultation through presentation of a final report with recommendations.

Our initial review of the Bureau of the Census 2017 American Community Survey estimates for Troy City reveals a total population of approximately 83,300 individuals, of which, approximately 65,100 are over 18 years of age. Out of this latter population, a review of the Michigan Secretary of State's qualified voter file finds 58,538 registered voters residing in just under 30,000 households. With a population of this size and diversity a stratified survey sample of a minimum of N=400 ( $\pm 4.9\%$  margin of error) and a maximum of N=600 ( $\pm 4.0\%$  margin of error) is recommended. It is our experience that surveys of a lesser sample size would not provide sufficient N-sizes for analysis of often-important demographic subsets, and a larger sampling would not be cost-effective.

Presentation of the draft questionnaire would include an estimate of the average interview length. Based on what experience with similar projects, it is estimated that, at a minimum, a 12-minute

interview would be required - and an interview ranging as high as 20-minutes in duration is a distinct possibility. As can be seen in the pricing section that follows, interview length is one primary factor in determining the overall price of the research. Sample size, or the number of interviews to be administered, is the other main variable that determines survey price.

Once a survey instrument is completed a sample is drawn, administering the interviews can commence. Typically, interview administration for a 500 sample, 18-minute interview, takes approximately six days to complete. With the increased incidence of exclusive use of non-landline devices, practitioners in the industry continue to explore ways to ensure that all segments of the subject population are appropriately represented in the sample. As standard practice, EPIC ▪ MRA augments its land-line sample by completing a portion of the sampling with cell phone only-users. The proportion of cell phone sampling is generally determined by the proportional age of the representative sample, which, in this case, is presumed to be the adult population of the city. With the relatively younger median age of Troy residents, 40 percent of the interviews will be collected from cell-phone users.

At the end of the phoning, the data is ready to apply SPSS aggregation and tallying software. The results of the automated tabulation are known as:

Frequency results - the percentage of all respondents saying "yes, no, undecided, don't know/refused" or all other responses to the survey questions; and,

Cross tabulation tables - the tabulation of responses to individual questions by segment (that is, demographic subgroup) such as by age, ethnicity, household income, etc.

The frequency results are useful in gauging overall reaction to specific questions posed, and for garnering an understanding of what the attitudes of the entire adult population. The "crosstabs" are beneficial in getting a handle on how particular segments (e.g. parents and non-parents, homeowners and renters) of the population react to a question in comparison to the entire sample.

In addition to the delivery of tabular reports, the survey services also include delivery of an electronic version of a textual narrative report and the offer of an oral presentation of results which, more often than not, is delivered as part of a regularly scheduled public meeting. EPIC ▪ MRA is well aware of the fact that the survey, its cost, and its results, are subject to the Freedom of Information Act, and open to public scrutiny. However, our firm has great experience with taking on public entities as clients, and we pride ourselves on our ability to craft a survey and present results in a manner that justifies the expenditure of public dollars.

If a survey of businesses is also contemplated, the same process described above for residents would be used to obtain a measurement of this unique audience. Sample size recommendations would be reduced to a minimum of N=300 ( $\pm 5.7\%$  margin of error) and a maximum of N=400 ( $\pm 4.9\%$



margin of error), with an interview length not to exceed ten minutes in duration. Pricing for this option is also included in the pricing section.

4. **Work Plan/Approach and Timing** – Submit a detailed work plan showing how the project will be approached. Prepare a timeline, preferably in Gantt format reflecting each task from inception through completion.

	February week				March week				April week				May week			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Award of contract																
Ongoing Client consultation and questionnaire(s) development																
Survey data collection																
Data processing																
Presentation of frequency results																
Presentation of cross tabulation results																
Delivery of the final report																
Presentation of findings to Client																

\* It is noted that this sample timeline is approximate, and can be contracted or protracted somewhat based on the needs of the Client, and to accommodate any regularly Client scheduled meetings, if applicable and deemed appropriate.

5. **Staffing/Staff Experience** – Names, relevant experience, and the specific role(s) of Key Staff who would handle this engagement.

The EPIC ▪ MRA staff for this proposal would include four full-time professionals who each have unique roles with the firm yet understand and are conversant with all aspects of the firm's activities. They include:

**Bernie Porn**  
**Founding Principal and President**

Bernie Porn is a co-founder and President of EPIC ▪ MRA. Drawing on over four decades of research and communication experience, Mr. Porn's primary role with the firm involves the writing and analysis of the survey research conducted for most of EPIC ▪ MRA's clients. He is also looked to by members of the media, academia, and others, for commentary on the wide spectrum of topics researched by the firm.

Mr. Porn's expertise in drafting bias-free instruments and his attention to sampling detail have made him a popular guest lecturer at several of Michigan's community colleges and universities.

COMPANY NAME: EPIC ▪ MRA

He is a graduate of Aquinas College in Grand Rapids, majoring in urban affairs and schooled in statistics. He worked on the staff of the Michigan House of Representatives for nineteen years, serving as the Director of Communications from 1990 to 1992.

Mr. Porn's primary role in this project would be in refining the questionnaire and taking the lead role in assembling the textual analysis.

***John F. Cavanagh, JD***

***Founding Principal and Secretary-Treasurer***

As one of the co-founders of EPIC ▪ MRA, Cavanagh is its Secretary-Treasurer where he serves as the chief financial officer and administrator for the firm and fills the capacity of general counsel. Notwithstanding his administrative responsibilities, Mr. Cavanagh involves himself closely in the substantive research work of the firm from sample design and questionnaire development, to delivering presentations and moderating focus groups.

Mr. Cavanagh graduated cum laude from Michigan State University with a degree in Criminal Justice. He earned his Juris Doctor from Thomas M. Cooley Law School, being sworn in as a member of the Michigan Bar in 1983. He served on the staff of the Michigan House of Representatives from 1980 through 1992, rising in the ranks from committee aide, to research staff specialist and concluding his tenure in state government as Director of Public Affairs.

Mr. Cavanagh's role will include oversight of and contribution to all phases of the project.

While EPIC ▪ MRA's principals have been important to the firm's success and notoriety, none of the good fortune would have been possible without the assistance and support of other employees. The full-time staff at EPIC ▪ MRA also includes:

**Neal Richey, Data Processing Systems Manager**, is responsible for most of the firm's custom programming and sample production needs and has oversight of the firm's work station system and data entry network. As of this writing, Mr. Richey's experience with data processing and custom programming work spans over thirty-five years.

Mr. Richey's primary role in this project will be to draw telephone samples for the survey of registered voters in accordance with Client guidelines. He will also have primary responsibility for programming the firm's SPSS software package to produce frequency and cross tabulation reports.

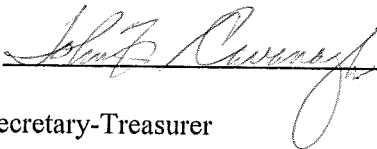
**Kelly Sullivan, Office/Project Manager**, is responsible for overseeing the scheduling of tasks performed outside of the office, as well as assisting in the discharge of the myriad administrative details associated with all projects. He began his tenure with the firm over twenty years ago as a part-time interviewer, and his work ethic and attention to detail earned him a full-time salaried position with the company after earning his B.S. in Mathematics from Michigan State University in 1999. Mr. Sullivan will work closely with Mr. Cavanagh and Mr. Richey in discharging the tasks associated with all the project components.

**COMPANY NAME:** EPIC ▪ MRA

**References – Provide names, phone numbers, and email addresses of at least three (3) references from projects of similar scope (note: specifically list the agency representative to whom the survey services were provided.**

<b>Company &amp; Contact Person</b>	Ottawa County, Michigan Mr. Al Vanderberg, County Administrator      avandreberg@miottawa.org 12220 Fillmore Street – Room 310      616-738-4898 West Olive, MI 49460
<b>Project Description</b>	A biennial 18-min x 400 sample, county-wide survey of residents (2006 through 2018) on attitude and opinion on the performance of Ottawa County government and governmental subunits in providing a myriad of county services and programs.
<b>Date Completed</b>	Various - 2006 through 2018
<b>Dollar Value</b>	\$23,675.00
<b>Company &amp; Contact Person</b>	Watertown Township, Clinton Co., Michigan Jennifer Tubbs, Township Manager      jtubbs@watertowntownship.com 12803 S. Wacousta Road      517-626-6593 Grand Ledge, MI 48837
<b>Project Description</b>	Township-wide solicitation to participate in an on-line (hard copy available) survey (20 to 22-minute phone survey equivalent) on satisfaction with, recommendations for, delivery of Township services.
<b>Date Completed</b>	Currently in progress and 2008
<b>Dollar Value</b>	\$24,950.00
<b>Company &amp; Contact Person</b>	Ann Arbor District Library Ms. Josie Parker, Library Director      parkerj@aadl.org 343 South Fifth Avenue      734-327-4263 Ann Arbor, MI 48104
<b>Project Description</b>	15-min x 500 sample customer satisfaction survey among residents of the library district.
<b>Date Completed</b>	2012, 2014, 2016 and 2018
<b>Dollar Value</b>	\$26,500.00

**THE FOREGOING QUESTIONNAIRE IS A TRUE STATEMENT OF FACTS:**

Signature of Authorized Firm Representative: 

Title of Authorized Firm Representative: Secretary-Treasurer

Representative's Name: John F. Cavanagh

Firm Name: Michigan Researchers Associates, Inc. dba: EPIC ▪ MRA

Address: 4710 W. Saginaw Hwy. – Suite 2C, Lansing, MI 48917

Phone Number: 517-886-0860

Fax Number: 517-886-9176

E-mail: info@epicmra.com

Date: January 31, 2019

**COMPANY NAME: EPIC ▪ MRA**

## COMMUNITY SURVEY CONSULTING SERVICES PRICING SHEET

### Pricing

Provide a complete Cost Proposal. Provide lump sum, not-to-exceed costs for each activity listed. Detail the cost of the Proposal on the pricing form below. Clearly define any/all applicable relative direct and indirect costs.

Prices submitted shall remain firm for 60 days or bid award whichever comes first except the successful proposer whose prices shall remain firm for the entire contract period.

Project Phase	Lump Sum	Estimated Hours
Project kick-off meetings	1 pre- 1 post- survey on-site meeting and ongoing telephone consultation included per survey. Additional meetings billed at \$450 per plus mileage at the allowable IRS reimbursement rate.	Total average of 5 hours per meeting, including travel time.
Community research & survey design and preparation	Variable, based on sample size and interview length. See pricing matrix.	Variable, based on sample size and interview length. See pricing matrix.
Survey distribution and collection		
Data compilation and analysis		
Meeting attendance necessary	1 pre- 1 post- survey on-site meeting and ongoing telephone consultation included per survey. Additional meetings billed at \$450 per plus mileage at the allowable IRS reimbursement rate.	Total average of 5 hours per meeting, including travel time.
Final Report preparation and presentation; including an executive summary, findings, implications, and recommendations	Variable; based on number of surveys commissioned, sample size(s) and interview length(s). See pricing matrix.	Variable, based on sample size and interview length. See pricing matrix.
Meeting attendance as necessary	1 pre- 1 post- survey on-site meeting and ongoing telephone consultation included per survey. Additional meetings billed at \$450 per plus mileage at the allowable IRS reimbursement rate.	Total average of 5 hours per meeting, including travel time.
Grand Total:	Residents: From \$18,000.00 to \$38,500.00  Business: \$13,500.00 to \$22,000.00	

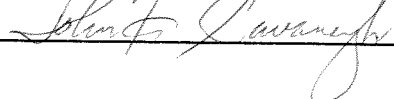
COMPANY NAME: EPIC • MRA

PRICING FOR SURVEY OF CITY RESIDENTS			
Survey Length	400 Samples (Margin of error 4.9%)	500 Samples (Margin of error 4.6%)	600 Samples (Margin of error 4.0%)
Up to 12 Minute Interview	\$18,000.00	\$21,000.00	\$23,750.00
13 to 15 Minute Interview	\$22,000.00	\$25,575.00	\$29,150.00
16 to 18 Minute Interview	\$26,000.00	\$30,250.00	\$34,650.00
19-21 Minute interview	\$30,000.00	\$33,725.00	\$38,500.00

PRICING FOR SURVEY BUSINESSES		
Survey Length	300 Samples (Margin of error 5.7%)	400 Samples (Margin of error 4.9%)
Up to 10 Minute Interview	\$13,500.00	\$15,650.00
11 to 13 Minute Interview	\$15,000.00	\$18,000.00
14 to 16 Minute Interview	\$18,500.00	\$22,000.00

EPIC ▪ MRA terms normally require a 50 percent down payment upon execution of an agreement for services and in any event prior to initiating the interviews, with processing of the payment for the balance due upon presentation of the cross tabulation report.

FIRM NAME: EPIC ▪ MRA

SIGNATURE/DATE  01-29-2019

COMPANY NAME: EPIC ▪ MRA

FIRM NAME: EPIC ▪ MRA

SIGNATURE/DATE: John F. Cavanagh

**SIGNATURE PAGE**

**PRICES**

Prices quoted shall remain firm for 60 days or bid award, whichever comes first, except the successful bidder whose prices shall remain firm from date of award through successful completion of all specified requirements of this contract.

**SIGNATURE OF AUTHORIZED FIRM REPRESENTATIVE:** John F. Cavanagh

**NOTE:** The undersigned has checked carefully the bid figures and understands that he/she shall be responsible for any error or omission in this offer and is in receipt of all addendum as issued.

FIRM: EPIC ▪ MRA

ADDRESS: 4710 W. Saginaw Hwy. – Ste 2C CITY: Lansing STATE: MI ZIP: 48917

TELEPHONE NUMBER: (517) 886-0860 FAX NUMBER: (517) 886-9176

REPRESENTATIVE'S NAME: John F. Cavanagh

**SIGNATURE OF AUTHORIZED FIRM REPRESENTATIVE:** John F. Cavanagh

TERMS: As specified in Pricing Sheet

EMAIL: info@epicmra.com

**EXCEPTIONS:**

Any exceptions, substitutions, deviations, etc. from City specifications and this proposal must be stated below. The reason(s) for the exception, substitution, and/or deviation are an integral part of this proposal offer:

The RFP has been altered by replicating the questionnaire into a Word document to provide more legible typewritten responses per the request contained in the RFP.

The pricing section of the RFP has been amended to more precisely comply with requested detail.

**ACKNOWLEDGEMENT:** I, John F. Cavanagh, certify that I have read the instructions to Bidders (4 Pages) and that the proposal documents contained herein were obtained directly from the City's Purchasing Department or MITN website, www.mitn.info and is an official copy of the Authorized Version.

**SIGNATURE OF AUTHORIZED FIRM REPRESENTATIVE:** John F. Cavanagh

**IMPORTANT:** All City of Troy purchases require a **MATERIAL SAFETY DATA SHEET**, where applicable, in compliance with the **MIOSHA** "Right to Know" Law.

**NOTE:** The City of Troy, at their discretion, may require the bidder(s) to supply a Financial Report form an impartial Financial Credit Reporting Service before award of contract.

**U.S. FUNDS:** PRICES QUOTED SHALL BE IN U.S. CURRENCY.

**COMPANY NAME:** EPIC ▪ MRA

## ***Legal Status of Bidder:***

The Bidder shall fill out the appropriate form and strike out the other two:

---

A **corporation** duly organized and doing business under the laws of the State of Michigan for whom John F. Cavanagh, bearing the office title of Secretary-Treasurer, whose signature is affixed to this proposal is duly authorized to contracts.

---

~~A **partnership**, all members of which, with addresses, is:~~

---

~~An **INDIVIDUAL**, WHOSE SIGNATURE IS AFFIXED TO THE PROPOSAL:~~

COMPANY NAME: EPIC ▪ MRA



TROY, MICHIGAN

Request for Proposals

Community Survey Consulting Services – Questionnaire

Page 13 of 13

## SAMPLE CERTIFICATE OF INSURANCE

EPIC ▪ MRA regularly submits bids and proposals to various municipal and statewide entities and agencies, and complies with all state required insurance, liability, and workers compensation requirements. An example is provided below. Upon award of contract, additional and current information can be provided.

<b>ACORD</b>		<b>MICHRES-01</b>	<b>KDUDASIK</b>																																		
<b>CERTIFICATE OF LIABILITY INSURANCE</b>		DATE (MM/DD/YYYY) <b>03/01/2018</b>																																			
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p>																																					
<p><b>IMPORTANT:</b> If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>																																					
<b>PRODUCER</b> The Shinsberg Agency 2163 University Park Drive Suite 200 Okemos, MI 48864		<b>CONTACT</b> Karla Dudasik PHONE (A/C, No. Ext.) (517) 913-2907 FAX (A/C, No.): E-MAIL: kdudasik@shinsbergagency.com																																			
<b>INSURED</b> Michigan Researchers Associates, Inc. DBA EPIC/MRA 4710 W Saginaw Hwy Suite 2C Lansing, MI 48917		<b>INSURER A - Sentinel Insurance Company, Ltd</b> NAIC # 11000 <b>INSURER B - Hartford Accident and Indemnity Company</b> 22357 <b>INSURER C:</b> <b>INSURER D:</b> <b>INSURER E:</b> <b>INSURER F:</b>																																			
<b>COVERAGES</b>		<b>CERTIFICATE NUMBER:</b>																																			
<b>REVISION NUMBER:</b>																																					
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>																																					
POLICY	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)																																		
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PER <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:	81SBAZN9800	01/27/2018																																		
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIREN AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	81SBAZN9800	01/27/2018																																		
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> RETENTION \$ 10,000	81SBAZN9800	01/27/2018																																		
B	<input type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input type="checkbox"/> ANY EMPLOYERS' LIABILITY EXCLUDED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO If yes, describe under description of operations below:	81WECBM3483	07/12/2017																																		
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th colspan="2">LIMITS</th> </tr> <tr> <td>EACH OCCURRENCE</td> <td>\$ 1,000,000</td> </tr> <tr> <td>DAMAGE TO RENTED EQUIPMENT (if applicable)</td> <td>\$ 1,000,000</td> </tr> <tr> <td>MED EXP (Any one person)</td> <td>\$ 10,000</td> </tr> <tr> <td>PERSONAL &amp; ADV INJURY</td> <td>\$ 1,000,000</td> </tr> <tr> <td>GENERAL AGGREGATE</td> <td>\$ 2,000,000</td> </tr> <tr> <td>PRODUCTS - COMMOD AGG</td> <td>\$ 2,000,000</td> </tr> <tr> <td>COMBINED SINGLE LIMIT (if accident)</td> <td>\$ 1,000,000</td> </tr> <tr> <td>BODILY INJURY (per person)</td> <td>\$</td> </tr> <tr> <td>BODILY INJURY (per accident)</td> <td>\$</td> </tr> <tr> <td>PROPERTY DAMAGE (per accident)</td> <td>\$</td> </tr> <tr> <td>EACH OCCURRENCE</td> <td>\$ 1,000,000</td> </tr> <tr> <td>AGGREGATE</td> <td>\$ 1,000,000</td> </tr> <tr> <td>PER STATUTE</td> <td>\$</td> </tr> <tr> <td>PER ACCIDENT</td> <td>\$ 500,000</td> </tr> <tr> <td>PER EMPLOYEE - PER EMPLOYEE</td> <td>\$ 500,000</td> </tr> <tr> <td>PER POLICY - POLICY LIMIT</td> <td>\$ 500,000</td> </tr> </table>				LIMITS		EACH OCCURRENCE	\$ 1,000,000	DAMAGE TO RENTED EQUIPMENT (if applicable)	\$ 1,000,000	MED EXP (Any one person)	\$ 10,000	PERSONAL & ADV INJURY	\$ 1,000,000	GENERAL AGGREGATE	\$ 2,000,000	PRODUCTS - COMMOD AGG	\$ 2,000,000	COMBINED SINGLE LIMIT (if accident)	\$ 1,000,000	BODILY INJURY (per person)	\$	BODILY INJURY (per accident)	\$	PROPERTY DAMAGE (per accident)	\$	EACH OCCURRENCE	\$ 1,000,000	AGGREGATE	\$ 1,000,000	PER STATUTE	\$	PER ACCIDENT	\$ 500,000	PER EMPLOYEE - PER EMPLOYEE	\$ 500,000	PER POLICY - POLICY LIMIT	\$ 500,000
LIMITS																																					
EACH OCCURRENCE	\$ 1,000,000																																				
DAMAGE TO RENTED EQUIPMENT (if applicable)	\$ 1,000,000																																				
MED EXP (Any one person)	\$ 10,000																																				
PERSONAL & ADV INJURY	\$ 1,000,000																																				
GENERAL AGGREGATE	\$ 2,000,000																																				
PRODUCTS - COMMOD AGG	\$ 2,000,000																																				
COMBINED SINGLE LIMIT (if accident)	\$ 1,000,000																																				
BODILY INJURY (per person)	\$																																				
BODILY INJURY (per accident)	\$																																				
PROPERTY DAMAGE (per accident)	\$																																				
EACH OCCURRENCE	\$ 1,000,000																																				
AGGREGATE	\$ 1,000,000																																				
PER STATUTE	\$																																				
PER ACCIDENT	\$ 500,000																																				
PER EMPLOYEE - PER EMPLOYEE	\$ 500,000																																				
PER POLICY - POLICY LIMIT	\$ 500,000																																				
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)																																					
<b>CERTIFICATE HOLDER</b>		<b>CANCELLATION</b>																																			
For information Purposes		SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 																																			

ACORD 25 (2016/03)

© 1988-2015 ACORD CORPORATION. All rights reserved.

The ACORD name and logo are registered marks of ACORD

COMPANY NAME: EPIC ▪ MRA



CITY OF TROY  
OAKLAND COUNTY, MICHIGAN  
NON-COLLUSION AFFIDAVIT

TO WHOM IT MAY CONCERN:

JOHN F. CAVANAGH, being duly sworn deposed, says that he/she  
(Print Full Name)

is SECRETARY-TREASURER. The party making the foregoing proposal or bid,  
(State Official Capacity in Firm)

that such bid is genuine and not collusion or sham; that said bidder has not colluded, conspired, connived, or agreed, directly or indirectly, with any bidder or person, to put in a sham bid or to refrain from bidding and has not in any manner directly or indirectly sought by agreement or collusion, or communication or conference, with any person to fix the bid price or affiant or any other bidder, or to fix any overhead, profit, or cost element of said bid price, or that of any other bidder, or to secure the advantage against the City of Troy or any person interested in the proposed contract; and that all statements contained in said proposal or bid are true.

John F. Cavanagh  
SIGNATURE OF PERSON SUBMITTING BID

Pamela M. Halfmann  
NOTARY'S SIGNATURE

Subscribed and sworn to before me this 29th day of January, 2019 in and for Ingham  
a/i Eaton County.

My commission expires:

December 31, 2019



**CERTIFICATION REGARDING  
DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS**

The prospective participant certifies, to the best of its knowledge and belief, that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in transactions under any non-procurement programs by any federal, state or local agency.
2. Have not, within the three year period preceding, had one or more public transactions (federal, state, or local) terminated for cause or default; and
3. Are not presently indicted or otherwise criminally or civilly charged by a government entity (federal, state, or local) and have not, within the three year period preceding the proposal, been convicted of or had a civil judgment rendered against it:
  - a. For the commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public transaction (federal, state, or local), or a procurement contract under such a public transaction;
  - b. For the violation of federal, or state antitrust statutes, including those proscribing price fixing between competitors, the allocation of customers between competitors, or bid rigging; or
  - c. For the commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.

I understand that a false statement on this certification may be grounds for the rejection of this proposal or the termination of the award. In addition, the general grant of this authority exists within the City's Charter, Chapter 12, Section 12.2-Contracts.

☒ I am able to certify to the above statements.

MICHIGAN RESEARCHERS ASSOCIATES, INC dba EPIC-MRA  
Name of Agency/Company/Firm (Please Print)

JOHN F. CAVANACH, SECRETARY-TREASURER  
Name and title of authorized representative (Please Print)

John F. Cavanach 01-29-2019  
Signature of authorized representative Date

☐ I am unable to certify to the above statements. Attached is my explanation.



**VENDOR CERTIFICATION  
THAT IT IS NOT AN  
"IRAN LINKED BUSINESS"**

Pursuant to Michigan law, (the Iran Economic Sanctions Act, 2012 PA 517, MCL 129.311 et seq.), before accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must first certify that it is not an "IRAN LINKED BUSINESS", as defined by law.

Vendor	
Legal Name	MICHIGAN RESEARCHERS ASSOCIATES, INC. dba ERIC MRA
Street Address	4710 W. SAGINAW Hwy, STE 2C
City	LANSING
State, Zip	MICHIGAN 48917
Corporate I.D. Number/State	800517208 - MICHIGAN
Taxpayer I.D. #	38-3003680

The undersigned, with: 1.) full knowledge of all of Vendors business activities, 2.) full knowledge of the requirements and possible penalties under the law MCL 129.311 et seq. and 3.) the full and complete authority to make this certification on behalf of the Vendor, by his/her signature below, certifies that: the Vendor is NOT an "IRAN LINKED BUSINESS" as require by MCL 129.311 et seq., and as such that Vendor is legally eligible to submit a bid and be considered for a possible contract to supply goods and/or services to the City of Troy.

Signature of Vendor's Authorized Agent:

John F. Cavanagh

Printed Name of Vendor's Authorized Agent:

JOHN F. CAVANAGH

Witness Signature:

Helly D. Sullivan

Printed Name of Witness:

HELLY D. SULLIVAN

G:\BidLanguage\_IranLinkedBusiness



**Proposer's Sworn and Notarized Familial Disclosure**  
(to be provided by the Proposer)

The undersigned, the owner or authorized officer of EPIC-MRA (the "Proposer"), pursuant to the familial disclosure requirement provided in the Request for Proposal, hereby represent and warrant, except as provided below, that no familial relationships exist between the owner(s) or any employees of MICHIGAN RESEARCHERS ASSOCIATES, INC. dba EPIC-MRA and any member of the City of Troy City Council or City of Troy management.

**List any Familial Relationships:**

**BIDDER:**

EPIC-MRA

By: John F. Ravanelli

Its: SECRETARY - TREASURER

STATE OF MICHIGAN )

) ss.

COUNTY OF Eaton )

This instrument was acknowledged before me on the 29th day of January, 2019, by

Connie M. Halfmann



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

## 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 87,000 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](http://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.



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

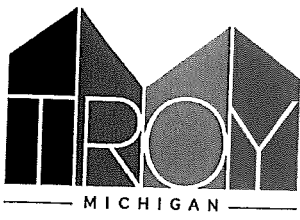
## CITY COUNCIL AGENDA ITEM

### 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.



500 West Big Beaver  
Troy, MI 48084  
troymi.gov

## CITY COUNCIL AGENDA ITEM

### **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 are budgeted and available in the General Fund under the City Manager's Budget, account number 101.172.7801.100 – Professional Services for the 2019 fiscal year.

### **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.



**STANDARD PURCHASING RESOLUTION 8 – Best Value Award – Community Survey Consulting Services**

RESOLVED, That Troy City Council hereby **AWARDS** a contract for 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.

BE IT FURTHER RESOLVED That Troy City Council AGREES to schedule a City Council Study Session with representative(s) from *EPIC-MRA of Lansing, MI* in order to have a discussion on Community Survey topics, survey design and preparation.

BE IT FINALLY RESOLVED, That the award is CONTINGENT upon the contractor's submission of properly executed bid and proposal documents, including insurance certificates and all other specified requirements.

Resolution #2019-  
Moved by  
Seconded by

RESOLVED, That Troy City Council hereby SCHEDULES a Special Study Session with representative(s) from *EPIC-MRA of Lansing, MI* in order to have a discussion on Community Survey topics, survey design and preparation, to be held on Monday, March 18, 2019, at 6:00 PM in the Council Boardroom.

Yes:

No:

**STANDARD PURCHASING RESOLUTION 8 – Best Value Award – Community Survey Consulting Services**

RESOLVED, That Troy City Council hereby **AWARDS** a contract for 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 for a residential survey.

BE IT FURTHER RESOLVED, That Troy City Council hereby **AWARDS** a contract for 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 \$22,000.00 for a business survey.

BE IT FURTHER RESOLVED That Troy City Council AGREES to schedule a City Council Study Session with representative(s) from *EPIC-MRA of Lansing, MI* in order to have a discussion on Community Survey topics, survey design and preparation.

BE IT FINALLY RESOLVED, That the award is CONTINGENT upon the contractor's submission of properly executed bid and proposal documents, including insurance certificates and all other specified requirements.



MICHRES-01

KSMITH

**CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY)

3/7/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER  
The Shinberg Agency  
2163 University Park Drive  
Suite 200  
Okemos, MI 48864

CONTACT NAME: Kimberly Smith

PHONE (A/C, No, Ext): (517) 913-2924

FAX (A/C, No): (517) 337-8416

E-MAIL ADDRESS: kims@shinbergagency.com

INSURER(S) AFFORDING COVERAGE

NAIC #

INSURER A: Sentinel Insurance Company, Ltd

11000

INSURER B: Hartford Accident and Indemnity Company

22357

INSURER C:

INSURER D:

INSURER E:

INSURER F:

INSURED

Michigan Researchers Associates, Inc. DBA EPIC/MRA  
4710 W Saginaw Hwy  
Suite 2C  
Lansing, MI 48917

**COVERAGES**

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	X		81SBAZN9800	1/27/2019	1/27/2020	EACH OCCURRENCE \$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000
							MED EXP (Any one person) \$ 10,000
							PERSONAL & ADV INJURY \$ 1,000,000
							GENERAL AGGREGATE \$ 2,000,000
							PRODUCTS - COMP/OP AGG \$ 2,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY						
	<input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS	X		81SBAZN9800	1/27/2019	1/27/2020	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
	<input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						BODILY INJURY (Per person) \$
							BODILY INJURY (Per accident) \$
							PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB						
	<input type="checkbox"/> EXCESS LIAB			81SBAZN9800	1/27/2019	1/27/2020	EACH OCCURRENCE \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE						AGGREGATE \$ 1,000,000
	DED <input checked="" type="checkbox"/> RETENTION \$ 10,000						
B	<input checked="" type="checkbox"/> WORKERS COMPENSATION AND EMPLOYERS' LIABILITY						
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	Y/N	N/A	81WECBM3483	7/12/2018	7/12/2019	PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/>
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. EACH ACCIDENT \$ 500,000
							E.L. DISEASE - EA EMPLOYEE \$ 500,000
							E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The City of Troy shall be named as Additional Insured on a Primary & Non Contributory Basis with respect to the General Liability and Auto Liability coverage.

A 30 Day Notice of Cancellation Endorsement is in place in favor of The City of Troy.

**CERTIFICATE HOLDER****CANCELLATION**

City of Troy  
Purchasing Manager  
500 West Big Beaver  
Troy, MI 48084

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

## **NOTICE OF CANCELLATION TO DESIGNATED CERTIFICATE HOLDER**

**Policy Number:** 81 WEC BM3483

**Effective Date:** 03/07/19

**Named Insured and Address:** MICHIGAN RESEARCHERS ASSOCIATE  
4710 W SAGINAW HWY STE 2C  
LANSING MI 48917

**Endorsement Number:** 1

Effective hour is the same as stated on the Information Page of the policy.

This policy is subject to the following additional Conditions when a number of days are shown in the schedule for any of the below Parts:

- A. If this policy is cancelled by the Company, other than for non-payment of premium, notice of such cancellation will be provided to the certificate holder in the schedule, at least the number of days in advance of the cancellation effective date, as shown in Part A.
- B. If this policy is cancelled by the Company for non-payment of premium, notice of such cancellation will be provided to the certificate holder in the schedule within the number of days notice of the cancellation effective date, as shown in Part B.
- C. If this policy is cancelled by the insured, notice of such cancellation will be provided to the certificate holder in the schedule, within the

number of days notice of the cancellation effective date, as shown in Part C.

If notice is mailed, proof of mailing notice to the certificate holder's mailing address as shown in the schedule will be sufficient proof of notice. If the number of days notice in the schedule for any Part is left blank or is shown as zero, no notice will be provided to the scheduled certificate holder under that Part.

Any notification rights provided by this endorsement apply only to active certificate holder(s) who were issued a certificate of insurance applicable to this policy's term.

Failure to provide such notice to the certificate holder(s) will not amend or extend the date the cancellation becomes effective, nor will it negate cancellation of the policy. Failure to send notice shall impose no liability of any kind upon the company or its agents or representatives.

### **Schedule**

**Number of Days Notice:**

Part A: 30  
Part B: 10  
Part C: 30

### **Name and Mailing Address of Certificate Holder**

CITY OF TROY PURCHASING MANAGER  
500 WEST BIG BEAVER RD, TROY, MI 48084

POLICY NUMBER: 81 SBA ZN9800

CHANGE NUMBER: 002



**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

**ADDITIONAL INSURED - OWNERS, LESSEES OR  
CONTRACTORS - SCHEDULED PERSON OR  
ORGANIZATION**

This endorsement modifies insurance provided under the following:

**BUSINESS LIABILITY COVERAGE FORM**

**SCHEDULE**

**Name Of Additional Insured Person(s) Or Organization(s):**

CITY OF TROY PURCHASING MANAGER

**Location(s) Of Covered Operations:**

500 WEST BIG BEAVER RD TROY, MI 48084

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

**A. Section C. – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by:

1. Your acts or omissions; or
2. The acts or omissions of those acting on your behalf;

in the performance of your ongoing operations for the additional insured(s) at the location(s) designated above.

**B.** With respect to the insurance afforded to these additional insureds, the following additional exclusions apply:

This insurance does not apply to "bodily injury" or "property damage" occurring after:

1. All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or
2. That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.

POLICY NUMBER: 81 SBA ZN9800

CHANGE NUMBER: 002



**THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.**

## **ADDITIONAL INSURED - OWNERS, LESSEES OR CONTRACTORS - COMPLETED OPERATIONS**

This endorsement modifies insurance provided under the following:

### **BUSINESS LIABILITY COVERAGE FORM**

#### **SCHEDULE**

**Name Of Additional Insured Person(s) Or Organization(s):**

CITY OF TROY PURCHASING MANAGER

**Location And Description Of Completed Operations:**

500 WEST BIG BEAVER RD TROY, MI 48084

Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

**Section C. – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury" or "property damage" caused, in whole or in part, by "your work" at the location designated and described in the schedule of this endorsement performed for that additional insured and included in the "products-completed operations hazard".

POLICY NUMBER: 81 SBA ZN9800



THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

30 DAY NOTICE OF CANCELLATION

IN CONSIDERATION OF NO CHANGE PREMIUM, IT IS HEERBY AGREED AND  
UNDERSTOOD THAT FORM SS1228 IS ADDED PER THE ATTACHED