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October 7, 2016

Mr. Roderick J. Weersing, Assistant Superintendent
Georgetown Charter Township
1515 Baldwin Street
P.O. Box 769
Jenison, MI 49429-0769

Dear Mr. Weersing:

As a follow-up to our recent conversation, I've prepared some specifications and prices for a survey of qualified Georgetown Township residents using a live operator telephone interview methodology. Generally speaking, the price of a survey is based on two main variables: interview length; and, sample size. In our earlier discussion, we focused on a survey that would sample 400 residents using a questionnaire producing an average interview length of either eight or ten minutes. In keeping with that understanding, I have included pricing based on those specifications. However, since the precise scope of the project has yet to be completely determined, I have also included other options.

It is possible that during the course of developing a questionnaire it is discovered that the township's information needs exceed that which can be obtained in a ten-minute interview. As a nod to that possibility, I have also included pricing for surveys of greater interview length but smaller sampling, so as to stay in the range of pricing that has so far been discussed. With any of the options selected, the price includes all survey-related services; from initial consultation and development of the questionnaire through administration of the interviews, concluding with delivery of tabular and textual reports and an on-site presentation of findings (if a formal presentation is your wish).

With the foregoing offered as a brief background, the following prices are offered for the surveys of varying sample sizes and interview lengths:

	300 Samples ±5.7%	350 Samples ±5.23%	400 Samples ±4.9%
8-9 Minute			\$12,225.00
10-12 Minute		\$13,150.00	\$14,170.00
13-15 Minute	\$13,800.00	\$14,200.00	\$16,400.00

Please Note: All samplings incorporate 30 percent of the interviews being completed via cell phone respondents.

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

It is hoped this information is helpful in your deliberations. Of course, if you have any questions about this memo, please do not hesitate to contact me.

Yours truly,

Bernie Porn, President



PROPOSAL

To: Georgetown Township
 From: Steve Mitchell
 Regarding: Survey Research
 Date: October 6, 2016

I. Background

The Georgetown Township Board of Trustees would like to determine what voters perceive as the best use for a 3 acre parcel of land at one of the gateways to the township near a new Veterans Plaza.

The two visions for the site are 1) to have the township develop it or 2) to sell the land to a private company to develop it.

In order to determine voter attitudes and opinions on the use of the land, the township has asked Mitchell Research to submit a bid to conduct an operator assisted survey of Georgetown.

II. Pricing

In terms of operator assisted phoning, the following are included in the price:

- Purchase of the sample of likely November 2016 voters.
- Sample selection
- Questionnaire Drafting (in consultation with client)
- All phoning
- Field Copy with aggregate percentages
- Analysis with crosstabs
- Executive summary with conclusions and recommendations
- Preparation of PowerPoint presentation if requested

Given the population size, we recommend a survey of N=200 likely November 2016 Voters of 8, 10, or 12 minutes in length. If we can get sufficient cell phone numbers, at least ¼ of all calls will be completed to cell phones.

Prices of the surveys are:

N=200	8 minutes	\$ 6,900
N=200	10 minutes	\$ 8,500
N=200	12 minutes	\$10,900

In ALL polling, filter questions are used to determine we are surveying a likely voter in the 2016 November General Election.

Please let me know if you have any questions.



Proposal for Georgetown Township Public Opinion Survey

About MRG

Founded in 1979, Marketing Resource Group (MRG) is a comprehensive, full service communications firm, providing public relations, political campaign and public policy management, survey research, and crisis management services. Our mission is to provide our clients with clear, effective communication that motivates the public and influences policy.

With more than 30 years of dedicated experience – representing corporate, local and state government, association, nonprofit, political, and private clients – MRG has long been Michigan's premier communications and public affairs consulting firm.

Georgetown Township Demographics

Georgetown Township is a chartered community located in Ottawa County southwest of Grand Rapids, Michigan, and includes the unincorporated city of Jenison. As of the 2010 Census, Georgetown Township has roughly 47,000 residents and almost 17,000 households. Seventy-seven percent of all households are family households, and 35 have children under the age of 18. Thirteen percent of all residents are 65 years old or older, and 95 percent Caucasian / white. Eighty-three percent of occupied housing units are owner-occupied.

Georgetown Township Project Background and Objectives

Georgetown Township has been acquiring vacant land and blighted buildings on Baldwin Street just west of 196 Expressway. Discussions have been underway to create a "Gateway to the Community" in this area, however, the township has received an offer from a developer. The township is seeking community input as to its opinions, priorities and wishes for this area.

MRG is proposing a 400-person (household) survey of residents 18 years and older. The survey would consist of about six substantive questions and six demographic questions taking about 8-10 minutes to administer via live-operator over the telephone. A random sample of all households will be drawn from a listed sample of landline phones and cell phones. With a community such as Georgetown Township (homeowners, families, relatively young), MRG suggests 30 percent of the interviews be conducted with cell phone only households. A 400-person sample with 30 percent cellphone will yield a margin of error of approximately ± 4.9 percent with a 95 percent confidence interval.

Pricing

Below are two pricing options depending on the length of the survey in minutes. Pricing includes questionnaire design, survey programming, sample selection, phone interviews, data entry, data analysis and cross tabulations, and a final written report.

Sample Size	Cell Phone %	Margin of Error	Minutes	Price
400	30%	+/- 4.9%	8	\$8,550
400	30%	+/- 4.9%	10	\$9,625

Thank you for this opportunity. MRG looks forward to assisting the township in its quest for public input. If you have any questions, please contact Tom Shields at toms@mrgmi.com or 517-372-4400.