



Administration Building
40555 Utica Rd. / P.O. Box 8009
Sterling Heights, MI / 48311-8009

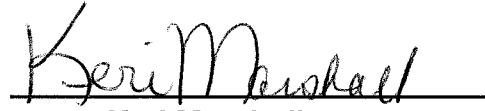
TEL 586.446.CITY (2489) / FAX 586.276.4077
cityhall@sterling-heights.net / www.sterling-heights.net
www.facebook.com/cityofsterlingheights / www.twitter.com/sterling_hts

CITY COUNCIL	
<i>Mayor</i>	Richard J. Notte
<i>Mayor Pro Tem</i>	Michael C. Taylor
<i>Councilwoman</i>	Deanna Koski
<i>Councilman</i>	Joseph V. Romano
<i>Councilwoman</i>	Maria G. Schmidt
<i>Councilman</i>	Paul Smith
<i>Councilwoman</i>	Barbara A. Ziarko
CITY MANAGER	Mark D. Vanderpool

REQUEST FOR PROPOSALS

RFP-SH12-008

The City of Sterling Heights, Michigan, is accepting sealed proposals for 2012
STERLING HEIGHTS RESIDENTIAL SURVEY until THURSDAY, JULY 26, 2012
AT 4:00 P.M. in the Office of the City Clerk, 40555 Utica Road, Sterling Heights,
MI 48313.


Keri Marshall
Purchasing Specialists

Office of Purchasing
586-446-2740

REQUEST FOR PROPOSALS
2012 STERLING HEIGHTS RESIDENTIAL SURVEY
RFP-SH12-008

CITY OF STERLING HEIGHTS
40555 UTICA ROAD
STERLING HEIGHTS, MI 48313

CONTACT PERSON: KERI MARSHALL, PURCHASING SPECIALISTS
PHONE: 586-446-2742
FAX: 586-276-4062
EMAIL: kmarshall@sterling-heights.net

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2012 STERLING HEIGHTS RESIDENTIAL SURVEY

I. INSTRUCTIONS

Please read these instructions carefully. All information requested shall be entered in the appropriate space on the forms. *Your proposal may be disqualified if it is not submitted as detailed below.*

All information shall be entered in ink or typewritten. Mistakes may be crossed out and corrections inserted before submission of your Proposal. Corrections shall be initialed in ink by the person signing the Proposal.

Five (5) complete copies of the proposal shall be enclosed in a sealed envelope or carton and delivered no later than 4:00 P.M. on THURSDAY, JULY 26, 2012, at which time proposals received, will be publicly opened. Only the names of the companies submitting proposals, not pricing, will be read aloud. Your proposal may be mailed or hand delivered (NO fax submissions will be accepted). Late proposals will be rejected and destroyed after fourteen (14) days, unless otherwise notified to return to the sender, at sender's expense.

If the proposal is to be express mailed, "Proposal Documents Enclosed" must be conspicuously marked on the package. All proposals, regardless of method used for delivery, are to be delivered to the following address:

City of Sterling Heights
Office of the City Clerk
Attn: Walter Blessed, City Clerk
40555 Utica Road
Sterling Heights, MI 48313

Your proposal packaging must be clearly marked and delivered with the following information:

Proposal should be marked as follows:

Company Name

RFP-SH12-008: 2012 STERLING HEIGHTS RESIDENTIAL SURVEY

Date Due: THURSDAY, JULY 26, 2012, at 4:00 p.m.

DO NOT deliver your proposal to the requesting department or to the Office of Purchasing. Both envelopes *must* be delivered to the Office of the City Clerk before the due date and time so they can be stamped received and filed appropriately. Proposals are considered received when in the possession of the City Clerk. If your proposal is not received before the due date and time, it will be disqualified and will not be opened or considered.

The City of Sterling Heights is part of an organization called the Michigan Inter-governmental Trade Network (MITN), a group of agencies that joined forces to create a Regional Bid Notification System to notify companies of new bid opportunities. All bids, quotations and proposals are now being posted online. All vendors are encouraged to visit <http://www.mitn.info> and click on the "The Michigan MITN System" link in order to register their company and gain access to new bids and proposals. If you do not have Internet access, please call 1-800-835-4603 to speak to a representative at BidNet®, the technical support group that handles the MITN system.

If you did not receive this proposal directly from the MITN website, please notify us. Proposals from members of MITN are to be posted ONLY on the MITN website. Any other use is prohibited. The City of Sterling Heights cannot guarantee the accuracy of any information not obtained from the MITN website and is not responsible for any errors contained by information received from alternate sources.

The City of Sterling Heights reserves the right to postpone the proposal opening for its own convenience, reject all proposals, waive any informality in the proposals received, negotiate fees and services, and to accept any proposal, which it shall deem to be in the most favorable interest of the City of Sterling Heights.

Proposals may be withdrawn in person by an authorized representative of the proposer, provided their identity is made known and a receipt is signed for the proposal, but only if the withdrawal is made prior to the stated proposal deadline.

All questions should be directed ***in writing*** to Keri Marshall, Purchasing Specialists via fax at 586-276-4062, or via e-mail at kmarshall@sterling-heights.net. All questions must be received within seven (7) days of the proposal opening date to be given consideration. Any interpretation made to prospective proposers will be expressed in the form of an addendum to the specifications, which, if issued, will be sent to all prospective proposers no later than three (3) days before the date set for receipt of proposals. Oral responses will not be authoritative.

The last day to submit questions is Thursday July 19, 2012.

2012 STERLING HEIGHTS RESIDENTIAL SURVEY

II. SPECIFICATIONS / SCOPE OF WORK

The City of Sterling Heights is requesting sealed proposals to prepare, conduct, tally, and review a statistically relevant survey. The City would like all interested vendors to submit a proposal containing their ability to accomplish the project and estimated costs associated with the project. Sterling Heights' estimated population is 129,000 residents.

The 2012 timetable for this survey project is as follows:

- JULY 9 - Requests for Proposal Issued
- LATE JULY-EARLY AUGUST – Project Interviews
- AUGUST 15 – Contract Issued
- SEPT. 1 – Survey development
- OCT. 1 – Surveys Distributed
- NOV. 1 – Surveys Due Date
- DEC. 1 – Final Results Presented to City Council/Public

For the purposes of this RFP, vendors shall assume the City has a survey budget not to exceed \$7,000.

The successful proposer must be readily available to carry out terms of the Contract.

In submitting this proposal, it is understood that the right is reserved by the City of Sterling Heights to reject any or all proposals. It is agreed that this proposal may not be withdrawn for ninety (90) days from the closing date and time.

SPECIFICATIONS / SCOPE OF WORK

For purposes of this proposal the City of Sterling Heights will hereby be referred to as "City" and the individual vendor will hereby be referred to as "Vendor."

The City of Sterling Heights is requesting sealed proposals to prepare, conduct, tally, and review a statistically relevant survey. The City would like all interested vendors to submit a proposal containing their ability to accomplish the project and estimated costs associated with the project. Proposals shall include the complete project management of a statistically valid, customizable, citywide citizen survey.

The successful vendor will provide:

- Project management
- Survey development
- Printing (pre-, survey, biz reply, and post-)
- Distribution of survey
- Data processing/coding/tabulations
- Analysis and formal reporting

The city is hoping to target a sample size of 3,000 with a +/- error rate of 4%. The city is looking for similar returns as the last city survey that garnered a random sample of more than 1,500 respondents allowing the overall survey results a total error margin of +/- 2.4% at the 95% confidence level.

The city is open to utilizing traditional printed/mailed surveys, phone, or electronic surveys (or a combination therein) to obtain statistically valid responses. Vendor may recommend any source/technology as a means to achieve the city's goal to issue and conduct survey given expressed.

The successful vendor will allow the city is issue non-random survey packets to those residents not selected in the official survey operation. The vendor will process and tally surveys from these non-random respondents and include the results in an Appendix included in, but separate from, the final report.

The successful vendor will work city representatives to formulate questions desired and to craft questions appropriately compare responses given by residents to those given by residents in the past two citizen surveys (1999 & 2006). See attached Exhibits.

Vendors submitting a proposal shall include samples and results of similarly proposed surveys conducted on behalf of their clients.

PROPOSAL RESPONSE FORMAT

Proposals should be prepared and submitted as simply as possible in written narrative form and provide a straight forward, concise description of the Vendor's capabilities to satisfy the requirements of the RFP. All parts, pages, figures, and tables must be numbered and labeled clearly. The proposal should be organized into the following major parts:

1. Executive Summary
2. Company Background
3. Project Task Plan and Timeline
4. Terms and Conditions
5. Cost Quotations
6. Client References
7. Additional Information (optional) and Attachments

Instructions relative to each part of the response to this RFP are defined in the remainder of this section.

LATE PROPOSALS

Proposals received by the City after the time specified for proposal opening will not be considered.

COMPLETENESS

All information required by the Request for Proposal shall be supplied to constitute an acceptable proposal. Failure to submit a complete proposal may result in the disqualification of your proposal. If the Proposer omits from their proposal submission any of the requirements described herein, the City will retain the right to eliminate the proposal from consideration.

EXECUTIVE SUMMARY (SECTION 1)

This part of the response to the RFP should be limited to a brief narrative describing the proposed design. The summary should contain as little technical language as possible and should be oriented toward non-technical personnel. The Executive Summary should not include cost quotations.

COMPANY BACKGROUND (SECTION 2)

Vendors must provide the following information about their company so that the City can evaluate the Vendors' stability and ability to support commitments set forth in the response to the RFP. The City of Sterling Heights, at its option, may require a Vendor to provide additional documentation to support and/or clarify requested information.

The Vendor should describe the company's background including:

- How long the company/organization has been in business.
- A brief description of the company/organization, including past history, present status, future plans, etc.
 - Note any parent/subsidiary relationships.
 - Note any name changes/acquisitions.
- Company size and organization.
- Identification of any relevant business partners or sub-contractors.

PROJECT TASK PLAN (SECTION 3)

The Vendor must provide, as part of the response, a detailed task plan for the entire project. It should include analysis, evaluation, design process, development, testing, conversion, project management, and timeline on expected completion date of project.

TERMS AND CONDITIONS (SECTION 4)

- A. The City reserves the right to reject any or all proposals or to award the project to the next most qualified Vendor if the successful Vendor is unable to fulfill the terms of the proposal.
- B. The City reserves the right to request clarification of information submitted and to request additional information of one or more applicants.

- C. Any proposal may be withdrawn up until the date and time set above for the opening of the proposals. Any proposals not so withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days.

COST QUOTATIONS (SECTION 5)

Vendors submitting a proposal shall include on vendor / company letterhead the fees and costs associated with the provision on the services requested. The cost quotation shall be signed and dated by an authorized representative of the vendor / company submitting the proposal.

CLIENT REFERENCES (SECTION 6)

Vendors must provide a complete client listing. Information must include the following information:

- Name, address, phone, and email address of client;
- Description and date of service that Vendor provided.

Vendors must also include a listing of at least three client references, preferably governmental clients within the state of Michigan, that are currently using or have within the last year used the service you provided.

ADDITIONAL INFORMATION AND ATTACHMENTS (SECTION 7)

Provide any additional information the City may find helpful in evaluating the Vendor or the proposed Vendor's qualifications.

INDEMNITY

The attached Hold Harmless and Indemnity form must be completed and returned as part of your proposal.

NON-DISCRIMINATION

The Vendor shall, when applicable, comply with the requirements of all Federal, State, and local laws and ordinances and regulations relating to minimum wages, social security, unemployment compensation insurance, and Worker's Compensation, and shall not discriminate against any employee or applicant for employment because of race, sex, creed, color, or national origin.

NON-ASSIGNABILITY

There shall be no change, modification, or alteration of the agreement, except in writing, signed by both of the parties. Neither party shall assign any of the rights under the agreement without prior approval, in writing, of the other.

Official Proposal specifications are available at www.mitn.info, or call the Office of Purchasing at 586-446-2740.

III. SELECTION PROCESS

Proposal Criteria: This document is a Request for Proposals. It differs from a Request for Bid/Quotation in that the City is seeking a solution as described herein, not a bid/quotation meeting firm specifications for the lowest price. As such, the lowest price proposed will not guarantee an award recommendation. Competitive sealed proposals will be evaluated based upon criteria formulated around the most important features of the service of which, qualification, experience, capacity, and proposed method of approach may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards for the desired requirements and needs of the City. The City reserves the right to select, and subsequently recommend for award the proposed service which best meets its required needs, quality levels, and budget constraints.

Award of Proposal: Proposals will be evaluated and ranked. The City reserves the right to reject any and all proposals, to make an award based directly on the proposals, or to negotiate further with one or more companies. The City is not obligated to accept the highest ranked proposal.

Proposers are advised that the RFP is considered to be under evaluation until contract award or cancellation. Companies submitting proposals that did not receive further consideration will not receive preliminary notification of their status. The Office of Purchasing and other City staff are restricted from giving any information relative to the proposals or “progress” of the evaluation during this time, except as described in this RFP and as required to administer the evaluation process. An award will be posted on the MITN site.

Oral Interviews: Based on the results of the preliminary evaluation, a select few proposers may be invited to oral interviews conducted by the City for the purposes of clarifying proposal contents and to respond to questions. The City’s Office of Purchasing will notify all proposers of oral interview dates and times. It is anticipated that interviews will take place two or three weeks after the proposal opening.

If the Department of Purchasing did not contact you, then your proposal was not selected for further consideration. Only after the completion of all interviews and award of a contract, if any, companies submitting a proposal will be notified that their proposal was not accepted.

HOLD HARMLESS AND INDEMNITY

To the fullest extent permitted by law, the contractor expressly agrees to indemnify and hold the City of Sterling Heights (City), its elected and appointed officials, employees and volunteer and others working on behalf of the City, harmless from and against all loss, cost, expense, damage, liability or claims, whether groundless or not, arising out of the bodily injury, sickness or disease (including death resulting at any time therefrom) which may be sustained or claimed by any person or persons, or the damage or destruction of any property, including the loss of use thereof, based on any act or omission, negligent or otherwise, of contractor or anyone acting in its behalf in connection with or incident to this contract or the work to be performed hereunder, except that the contractor shall not be responsible to the City on indemnity for damages caused by or resulting from the City's sole negligence; and the Contractor shall, at its own cost and expense, defend any such claim and any suit, action, or proceeding which may be commenced hereunder, and the Contractor shall pay any and all judgements which may be recovered in any such suit, action or proceeding, and any and all expense, including, but not limited to, costs, attorneys' fees and settlement expenses which may be incurred therein.

PLEASE PRINT:

CONTRACTOR NAME_____

AUTHORIZED REPRESENTATIVE_____

SIGNATURE_____

CONTRACTOR ADDRESS_____

CITY/STATE/ZIP_____

EMAIL_____

PHONE_____

WITNESS_____

DATE_____

This form **must** be completed and returned with your Proposal.

IV. EXHIBITS – 1999 & 2006 SURVEY RESULTS