



**City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS**

**1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
www.rochesterhills.org**

Legislative File No: 2005-0540

TO: Mayor and City Council Members
FROM: Ed Anzek, Director of Planning and Development
DATE: August 9, 2005
SUBJECT: Education Program for Local Road Millage

REQUEST:

City Council is requested to authorize a program budget for the development and implementation of an informational and educational program for the local road millage in the amount not-to-exceed of \$50,000. It is important to note that nearly 75% of this estimated program budget are costs associated with printing and mailing. The professional assistance obtained by the contractual use of a Public Relations/Advertising firm, as recommended by the Residential Street Ad Hoc Committee, is about 25% of this budget.

REASON FOR PURCHASE:

The objectives of an educational/informational program will be to increase community awareness of the history and current standing of the local road program and identify and develop a communications program through print materials and other media to convey the messages of the local road structure, maintenance, services and their funding.

The City Council in its resolution of August 3, 2005 relative to the graduated millage proposal for the Residential Street Program, authorized the City Administration to pursue the services of a professional firm to assist in the development of educational and informational materials. As all of Council is aware, the City can expend monies to inform and educate the public in regards to any ballot question. The City is however, prohibited from endorsing any position. In anticipation of this question, a Request for Proposals for Public Relations Consulting Services was solicited. After evaluation of the proposals and a telephone conference call and negotiations, Berg Muirhead, of Detroit, Michigan, was selected as the most qualified firm. Berg Muirhead's past experience in working with other communities on millage questions lead to their selection. The public relations firm will assist the City and the Road Committee in developing strategies for an effective informational program and appropriate communication materials regarding the City's Residential Street Program.

Again, it is important to note that about 25% of the requested monies will be used for contractual services with a professional firm. The bulk of the monies will be used for printing and mailing costs and will be done by the

City. It is also important to note that the costs for printing and mailing are only estimates at this time. Actual costs cannot be determined until the educational products are developed. The estimated cost breakdown for the development and implementation of the program follows:

Berg Muirhead/Public Relations Assistance	\$13,650 (Contracted)
Printing/Publishing	\$30,000 (City)
Mailing	\$ 6,350 (City)
Estimated Not-To-Exceed Total	\$50,000

PROCESS:

Vendor Name and Address:

Berg Muirhead and Associates
 3011 W. Grand Blvd, Ste 311
 Detroit, Michigan 48202

Various Print Vendors

Reason for Selection:

Most Qualified/Best Value

Method of Purchase:

Blanket Purchase Order/RFP

BUDGET:

A budget amendment is required for this project.

Fund Name	Department Account No	Account No. Description	Budget Amount	Cost	Remaining Budget
	494	801000	0	\$13,650	(\$13,650)
	494	740000	0	36,350	(\$36,350)

RECOMMENDATION:

It is recommended that City Council authorize a project budget for the development and implementation of an informational and educational program in support of the Residential Street Ad Hoc Committee for the local road millage. This Program includes the contracted public relations consulting services for Berg Muirhead and Associates for product development and printing and mailing costs to be done by the City in the amount not-to-exceed of \$50,000.

RESOLUTION

NEXT AGENDA ITEM

RETURN TO AGENDA

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Finance Director		
Purchasing Process: Supervisor of Procurement		
Mayor		
City Council Liaison		

Document4