



# AGENDA AND NOTICE OF MEETING

## Kiwanis Regional Trail Authority

of the Cities of Adrian and Tecumseh, and Charter  
Townships of Adrian and Raisin

**9:00 AM - Tuesday, June 10, 2025**

City of Adrian

City Commission Chambers (back conference room)

159 East Maumee Street

Adrian, MI 49221

Page

1. CALL TO ORDER  
City of Adrian is inviting you to a scheduled Zoom meeting.  
Join Zoom Meeting  
<https://us02web.zoom.us/j/82892458064?pwd=x4H0lvAJUdZAbqrtjix9waVtlobU0p.1>  
  
Meeting ID: 828 9245 8064  
Passcode: 401310
2. ROLL CALL / ESTABLISHMENT OF A QUORUM
3. APPROVAL OF AGENDA
  - 3.1. Approval of the June 10, 2025 agenda
4. APPROVAL OF MEETING MINUTES
  - 4.1. Approval of the April 8, 2025 meeting minutes 3 - 7  
[KRTA - 08 Apr 2025 - Minutes - Pdf](#)
5. PUBLIC COMMENT RE: ITEMS ON THE AGENDA
6. TREASURERS REPORT
  - 6.1. Treasurer's Report 8 - 9  
[Balance Sheet - 5-31-25](#)  
[Revenue and Expenditures - 5-31-25](#)
7. NEW BUSINESS:
  - 7.1. KRTA Millage Survey Proposals 10 - 27  
[ARF-25-163 KRTA Millage Survey Proposals - Pdf](#)
  - 7.2. Invoice for the Kiwanis Regional Trail Authority from the City of Adrian 28 - 30  
[ARF-23-303 City of Adrian Invoice Q1 2025 - Pdf](#)
  - 7.3. E-Bike Trail Usage
    - A. Use Guidelines
    - B. Speed Limit
  - 7.4. Maintenance - Existing Trail
8. KRTA MEMBER COMMENTS

- 8.1. KRTA Priority Projects
  - A. Promedica Campus Connection
  - B. Heritage Park Connection
  - C. Village of Clinton Connection
- 8.2. Police Tricycle Grant Update
- 9. PUBLIC COMMENT RE: ITEMS NOT ON THE AGENDA
- 10. NEXT MEETING: JULY 8, 2025  
Tuesday, July 8, 2025, at 9:00AM.
- 11. ADJOURNMENT



# Draft Meeting Minutes

## Kiwanis Regional Trail Authority

of the Cities of Adrian and Tecumseh, and Charter  
Townships of Adrian and Raisin

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**9:00 AM - Tuesday, April 8, 2025**

Adrian City Chambers

The Kiwanis Regional Trail Authority met on Tuesday, April 8, 2025 at 9:00 AM in the Adrian City Chambers.

**1 CALL TO ORDER**

Chair Steele called the meeting to order at 9:00 a.m.

**2 ROLL CALL / ESTABLISHMENT OF A QUORUM**

Roll call was taken. A quorum was established.

**3 APPROVAL OF AGENDA**

3.1. Approval of the April 8, 2025 agenda

Moved by Tom Hawkins

Seconded by Dan Swallow

Motion to approve the April 8, 2025 KRTA Agenda as presented.

**Yes:** Dusty Steele, Dan Swallow, Jim Koehn, Tom Hawkins, and Vincent Emrick

**MOTION CARRIED 5-0 on a recorded vote**

**4 APPROVAL OF MEETING MINUTES**

4.1. Approval of the March 11, 2025 meeting minutes

Moved by Tom Hawkins

Seconded by Dan Swallow

Motion to approve the March 11, 2025 KRTA Minutes as presented.

**Yes:** Dusty Steele, Dan Swallow, Jim Koehn, Tom Hawkins, and Vincent Emrick

**MOTION CARRIED 5-0 on a recorded vote**

**5 PUBLIC COMMENT RE: ITEMS ON THE AGENDA**

There were no public comments regarding items on the agenda.

**6 TREASURERS REPORT**

6.1. Treasurer's Report

Moved by Dan Swallow

Seconded by Tom Hawkins

Motion to approve and place on file the April 8, 2025 Treasurer's Report.

**Yes:** Dusty Steele, Dan Swallow, Jim Koehn, Tom Hawkins, and Vincent Emrick

**MOTION CARRIED 5-0 on a recorded vote**

**7 NEW BUSINESS:**

7.1. Snow Removal Policy and Maintenance Guidelines

- Limited after-hours services at the City of Adrian's discretion
- The trail is the last to be cleared. Member Koehn questioned if KRTA is always picking up the OT each time there is snow.
- The City of Adrian responded that City roads are always a priority. Everything in town is rarely done by 4:00 p.m.
- Chair Steele commented that the question becomes, does the Authority leave the trail until the next day? And if it's Friday, will the trail be left until next week to be cleared?
- Member Swallow noted that the KRTA's intent is to try to avoid OT to the greatest extent possible.
- If the situation regarding snow after hours presents itself, the City of Adrian can contact Chair Steele for the recommendation.
- Member Hawkins offered to post the policy on the KRTA website.

Moved by Dusty Steele

Seconded by Dan Swallow

Motion to adopt the Snow Removal Maintenance Policy and Guidelines.

**Yes:** Dusty Steele, Dan Swallow, Jim Koehn, Tom Hawkins, and Vincent Emrick

**MOTION CARRIED 5-0 on a recorded vote**

7.2. Presentation to the County Board of Commissioners Talking Points

- Member Swallow recommended that they provide the highlighted overview to the County Commission, starting with how the KRTA arrived at a shortfall, which included engineering changes to the trail location,

project oversight costs, post-bid award construction changes, including additional tree removal work and additional drainage work. Swallow will put the dollar figures for each of those items for the presentation to the county and outline that KRTA raised over \$370,000 in donations.

- The requests being presented include three options: 1) partial forgiveness, 2) a loan with a repayment schedule, and 3) the County joining KRTA and waiving their membership dues. While the City of Adrian passed a resolution for the match, it was never the intent that the City of Adrian pay the final match. If the KRTA has to repay the loan immediately, it cannot complete its projects.
- After the highlighted talking points, provide some examples of other "county-based" trail projects, and take comments.
- Suggestion to Emerick to speak with Burke Castleberry.
- Steele wants to stress the names of those who committed to this project. Will be in front of the press, so what is said matters. Steele will seek comments from the donors.
- Swallow noted that the Commissioners do not have a complete background.
- Steele noted that County officials also had to work with the DNR for this project, which displays just one piece of the resources and commitment put forth for the project.
- Steele asked the question, "Can the Authority take on a \$180,000 loan?"
- Include names and comments from donors and a timeline in the talking points.
- The goal is to build a partnership, which needs to be presented upfront.
- If money were not the issue, would we still partner with the County? Hawkins would hope so based on the bigger picture of expanding the trail.
- There is a County plan out there for parks. Steele is going to locate that. Thinks it may be part of the Lenawee Connect project.
- Jeremiah—P&R is due this year to update its five-year plan, so this is the right timing/opportunity to explore this.
- Goal—Don't get into the numbers. Ask them to be partners at the table, maybe not members, but partners. From that point forward, the KRTA would be the applicant, not the County, like they were for this last one. Tell the story: where we came from, where we are at, and where we want to go.
- KRTA to finalize well before their meeting and to present to all KRTA members. The goal is to include this address of the KRTA in the May County meeting packet.
- The KRTA story needs to be told.

7.3. Maintenance - Existing Trail

- Slusarski quoted 870 sq feet (for four patches), roughly \$6,538

Moved by Dan Swallow

Seconded by Tom Hawkins

Motion to authorize the City of Adrian to proceed with the estimate from Slusarski to complete the four asphalt patches recommended on the trail.

**Yes:** Dusty Steele, Dan Swallow, Jim Koehn, Tom Hawkins, and Vincent Emrick  
**MOTION CARRIED 5-0 on a recorded vote**

## **8 KRTA MEMBER COMMENTS**

- 8.1. KRTA Priority Projects
  - A. Promedica Campus Connection
  - B. Heritage Park Connection
  - C. Village of Clinton Connection
- 8.2. Police Tricycle Grant Update
- 8.3. Bob Ford - RFP for Survey

- Outline/proposal for survey. Reached out to three organizations to perform a scientific survey including Capital Research Services, Marketing Resource Group, and Michigan State University Office of Survey & Research.
- Cross-section of who uses the trail. KRTA - possibly only a general QOL survey was done by the County about three years ago, but KRTA does not have one. This could be a good basis for the survey companies, generally speaking to get a feel for all users of the trail.
- Can the survey be isolated by township?
- Right now focused on generating an RFP.
- Steele - important for the firm to be able to assist in driving a millage?
- Swallow - even though it's an additional expense, a scientific survey is a good first start.
- Ford - identify the challenging regions, then there will be (marketing) steps to make those areas aware of the benefits of the trail before going right to a millage.
- Steele - hoping Ford to come back with a recommendation at the next meeting
- Swallow - supports using professionals for the crafting of questions.
- Swallow - do we want to potentially have an alternate scope for a county-wide survey.
- Koehn - this would be for the June meeting, not the May meeting as noted previously.

## **9 PUBLIC COMMENT RE: ITEMS NOT ON THE AGENDA**

Member Comments:

Swallow - there are questions regarding horses on the trail. City of Adrian is sending those questions to the City of Tecumseh, but the City of Tecumseh only has 100 feet of the trail.

Hawkins will take a look at other jurisdictional policies; and develop a specific area on the website to house all KRTA policies.

Steele - Priority projects are on hold right now.

Gordon Gauss - suggested that as the KRTA is reaching out to County Commissioners, contact Commissioner Daly.

- 10 NEXT MEETING: TUESDAY, MAY 13, 2025**  
10:00 a.m. at the County Commission chambers.

**11 ADJOURNMENT**

Moved by Tom Hawkins

Seconded by Dan Swallow

Motion to adjourn. The meeting adjourned at 9:52 a.m.

**MOTION CARRIED**

**KIWANIS REGIONAL TRAIL AUTHORITY  
BALANCE SHEET AS OF 05/31/25**

**ASSETS:**

Cash	\$	144,642.58
Accounts Receivable	\$	-
		<hr/>
Total Assets	\$	<u>144,642.58</u>

**LIABILITIES:**

Total Liabilities	\$	<hr/> -
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**FUND BALANCES:**

Unassigned	\$	<u>144,642.58</u>
Total Fund Balance	\$	<u>144,642.58</u>
Total Liabilities and Fund Balances	\$	<u>144,642.58</u>



FOR THE PERIOD 05/31/2025

**Notes:**



# Agenda Review Form

KRTA - June 10, 2025

- ☐ Informational  
☒ Action / Follow Up  
☐ Not Approved

<b>Prepared For</b> City Council	<b>Staff Contact</b> Madison Frisch,
<b>Date Submitted</b> May 29, 2025	<b>Department</b> KRTA

**Subject**  
KRTA Millage Survey Proposals

**Summary**  
Three bidders have submitted to Spalding DeDecker regarding the KRTA Millage Survey Proposal and a summary sheet has provided for the review of the KRTA Board. The bids are for the KRTA area, and they do not include the county.

**Budgeted**  
No

**Attachments**  
[EmmaWhiteResearch\\_Kiwanis Regional Trail Authority Millage Survey Proposal 4.15.25](#)  
[MSU\\_KRTA Millage Proposal](#)  
[EPICMRA\\_Kiwanis Regional Trail Authority Survey Research Proposal April 2025](#)  
[KRTA Survey\\_Company Comparisons](#)

Dan Swallow

Approved - 29 May 2025



## MEMO

To: Kiwanis Regional Trail Authority  
From: Emma White Research  
Re: Proposal for community survey  
Date: April 15, 2025

Thank you so much for the opportunity to propose research to assist the Kiwanis Regional Trail Authority in investigating the viability of a millage. This memo outlines a work plan, deliverables, and costs of a survey that Emma White Research may conduct on your behalf as well as describes our firm's background and experience. If you have any questions or adjustments for the proposed scope of work, please let us know.

As we understand it, you want to conduct a survey of voters in the Kiwanis Regional Trail Authority to help understand their willingness to increase property taxes to support trail construction and maintenance. To fully measure viability, you will want to understand voters' initial reaction to the proposal as well as how their support changes after hearing more information. We will also want to look at whether support is stronger among the kinds of voters who vote in off-year elections, or whether a millage would be more likely to succeed in a November general election with a broader electorate.

We propose conducting a scientifically representative survey of registered voters using text-to-web and live operator phone calls to landlines and cellphones to help you meet these objectives.

### Work Plan

After a kick-off conversation to make sure we understand your objectives and the improvements that would be funded by the millage, EWR would design the questionnaire, and work with you until we are all satisfied it will produce the results that we need. We anticipate that the survey will ask about conceptual support for a millage, specific aspects of the proposal and/or specific projects it would fund, reasons for

supporting or opposing the millage, and a number of demographic questions that would allow us to understand how support varies across the district.

Based off of the number of records available for voters in the Authority, we could achieve a sample size of 400 to 600 interviews among registered voters. The more interviews we are able to conduct, the lower the margin of error on the results, and the greater our ability to look at differences in attitude among subpopulations.

In order to achieve a higher response rate, we would plan to conduct 50% of the interviews on cell phones with live interviewers (which is more costly, but more effective at reaching people than text message invitations). We would recommend the survey length be no more than 15 minutes (approximately 40-50 question items including demographics), as surveys which take longer than this to administer can result in large numbers of respondents who begin the survey failing to complete it.

When the survey is complete, we would clean the data and weight it to match known characteristics of the population. We would provide topline responses (response totals for all questions in the survey) and crosstabs showing how different groups, such as men and women, answered each question. We would also draft an analytical report summarizing the findings and our conclusions.

## Deliverables

You should expect the following deliverables:

- Survey questionnaire;
- Toplines and crosstabs;
- A memo summarizing the research findings and recommendations; and
- Continued consultation on moving forward based upon findings.

## Timeline

We are ready to begin the work at any time. We estimate it would take five to eight weeks to complete the project.

## Costs

The cost below is an all-inclusive fee that represent everything necessary to complete the research, including consulting on the research findings.

Item	Item Costs
Voter survey, N=400, 15 minutes	\$28,500
Voter survey, N=600, 15 minutes	\$33,000

## About EWR

Founded in 2014, EWR is a woman-owned firm, based in Washtenaw County, that is a national destination for high-quality public policy-oriented opinion research. The firm serves a wide range of clients, including dozens of successful projects for non-governmental organizations, political campaigns, local governments, and labor unions, from California to Indiana to Vermont, and everywhere in between.

Our successes come from a philosophy of careful listening and deep engagement with the values that drive voters' attitudes. We spend the time and effort to really understand our clients' needs and objectives, and then to ask the right questions of the public that will produce data that goes deeper than a surface understanding. We are intentionally a small company where you would get the full attention of the firm principal and senior staff.

We also know Michigan as well or better than any other polling firm. Our Michigan clients have included the Michigan Environmental Council, the Michigan Education Association, the Michigan Nurses Association, the ACLU of Michigan, Launch Michigan, and many more. Some successful ballot measure projects in Michigan include:

- **Sustainable Michigan Fund Proposal 1**
  - In 2020, voters in Michigan were asked to decide on a constitutional amendment that would commit revenue from oil and gas development to land conservation and recreation in perpetuity. EWR worked with the campaign to understand what the public values about parks and recreation, and develop clear language to support the proposal's benefits.

The campaign used our recommendations to engage with the Board of Canvassers about the ballot language and to inform the campaign's messaging and strategy, including media. Ultimately, the campaign was an overwhelming success, passing with over 84% of the vote across Michigan.

- **Ludington Mass Transit Authority**
  - EWR conducted a mail survey of property owners on Route 10 between Ludington and Scottville. The route was not served by public transportation but there was interest in expansion, including the possibility of funding the expansion by a special assessment, which would require signatures from a majority of property owners on the route. Our research found strong support for such an assessment; LMTA was able to use the results of the survey to gain support for funding a pilot project.
- **Washtenaw County Mental Health and Public Safety**
  - In 2017 EWR conducted focus groups and a countywide voter survey exploring concerns and priorities for the county, willingness to pay higher taxes to fund mental health and public safety services, and reactions to information and messaging about the need for additional mental health funding. In part based on information gleaned through this research, the County Board of Commissioners voted to put a millage on the ballot to fund mental health services and public safety, which passed with over 70% of the vote.

Thank you again for the opportunity to propose this work. Please let us know if you have any questions or would like to discuss.

## General Description

A 4-page questionnaire will be developed covering voter behavior, interest in services covered under the millage, reasons voters would vote either for or against the millage, and other possible topics requested by the client. The questionnaire would be programmed in Qualtrics, and a paper version of the questionnaire would also be available.

A sample would be acquired of registered voters who reside in the City of Adrian, Adrian Township, the City of Tecumseh, or Raisin Township. The sample size used for these estimates was based on the number of completed interviews needed to reach a 95% confidence interval with a population of 43,441 (American Community Survey 2023 5-year estimate) for the four communities. It also assumed 4-5% response rate, 95% eligibility (still legally able to vote in one of the four communities), and 92% deliverable addresses.

Letters inviting the respondents to participate in the study would include a description of the survey, who it was being done for, a shortened web site address and a QR code that would take them to the Qualtrics questionnaire, a personal code to enter to prevent unselected individuals from participating in the study, and a mention of the incentive (if offered).

The postcard would be multi-colored and sent to all respondents. It would thank those who completed it and remind those who did not. It would again include the personal code, shortened web address, and QR code to access the questionnaire.

For the scenarios where questionnaires were mailed to the respondents, data will be entered into CASES software, which allows double blind entry for quality control.

Data from the web questionnaires and the paper questionnaires will be combined and provided to the client in a format requested by the client, and a frequency codebook would be provided. A report with method description, graphic presentation of data, and analysis will also be provided to the client.

This estimate is based on current prices (includes announced postage cost increase). The final cost of specific items may differ from this estimate.

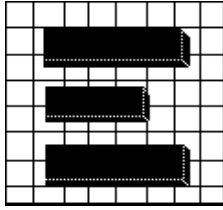
Topic in Cost Spreadsheet	Activities
Project Design	General planning, timetable development, determining the final methodology, and questionnaire development
Project Preparation	Questionnaire Qualtrics programming, paper questionnaire formatting, postcard design/format, sample creation/setup
Project Management	Oversight of daily project work
Data Processing/Reports	Cleaning and coding of data, writing of methodological/analytical report
Mailing Labor	Clerk labor involved with preparing all mailings other than postcards and tracking returned mailings
Data Entry/Verification	Entering paper questions and blind verification of 100% of the paper questionnaires
Sample Cost	Price of acquiring a sample. Currently set to purchase a sample from a company. We may switch to acquiring a list from the State of Michigan of all registered voters in the two cities and two townships.
Mailing supplies	Supplies, including watermark paper, envelopes (outgoing and business reply depending on mailing), printing of materials (letters, questionnaires, postcards), and address labels. Assumes the questionnaire is no larger than 4 pages
Study Stickers for Envelopes	Custom-made stickers that draw attention to the envelopes, and people are more likely to open them

Postage	First-class postage for all outgoing mailings and business reply postage for all returning questionnaires. Assumes questionnaire is no larger than four pages.
Incentives	Post incentives to over 100 different companies. Incentives are e-gift cards. Price includes a surcharge for each e-gift card based on the cost.
Computing and Operation Costs	General costs associated with the Institute are spread across all projects, such as the software used for projects
Indirect Costs	Fees associated with general costs – currently only includes payment processing fees

	Includes	Excludes
Scenario 1	Invitation letter to the web questionnaire and a postcard reminder, data cleaning, and report writing	Mailing of questionnaires, unless requested by the respondent, stickers to bring attention to the envelope, and post-incentives. The sample is larger due to the expected lower response rate
Scenario 2	An invitation letter to the web questionnaire, a postcard reminder, and paper questionnaires mailed to non-respondents who were identified as being 65 and older (less likely to complete by web). Also includes custom stickers on envelopes and a \$5 post-incentive e-gift card.	Mailing of questionnaires to those under the age of 65.
Scenario 3	An invitation letter to the web questionnaire, a postcard reminder, and paper questionnaires mailed to all non-respondents. Also includes custom stickers on envelopes and a \$5 post-incentive e-gift card.	



	<b>Scenario 1</b>	<b>Scenario 2</b>	<b>Scenario 3</b>
<i>Project Design</i>	2050	2050	2050
<i>Project Preparation</i>	3876	3876	3876
<i>Project Management</i>	6636	6712	7071
<i>Data Processing/Report</i>	3901	3901	3901
<i>Mailing Labor</i>	2000	2353	4014
<i>Data Entry/Verification</i>		22	108
<i>Sample cost</i>	1545	1473	1473
<i>Mailing supplies - invite letter</i>	2365	2247	2247
<i>Mailing supplies - Questionnaire</i>		1811	9057
<i>Mailing supplies - Postcard</i>	1927	1831	1831
<i>Study Stickers for envelopes</i>		1843	2957
<i>Postage - Invite letter</i>	7515	7140	7140
<i>Postage - Postcard</i>	5974	5675	5675
<i>Postage - Questionnaire outgoing</i>		1278	6390
<i>Postage - Questionnaire returning</i>		8	38
<i>Incentives</i>		2056	2225
<i>Computing and Operations Cost</i>	849	1009	1751
<i>College of Social Science Indirect Cost</i>	773	906	1236
<b>Total</b>	<b>39411</b>	<b>46191</b>	<b>63040</b>
<i>Complete Questionnaires</i>	385	397	430



## EPIC ▪ MRA

4710 W. Saginaw Highway  
Suite 2C  
Lansing, MI 48917  
O: 517-886-0860  
C: 517-449-4648  
E: [kelly@epicmra.com](mailto:kelly@epicmra.com)  
W: [www.epicmra.com](http://www.epicmra.com)

April 8, 2025

Robert Ford  
Lead Landscape Architect  
Spalding DeDecker Associates  
905 East South Blvd  
Rochester Hills, Michigan 48307

Mr. Ford:

Thank you for reaching out to EPIC ▪ MRA to inquire about the possibility of conducting a statistically valid survey of voters residing within the taxable boundaries of the Kiwanis Regional Trail Authority, consisting of the City of Adrian, Adrian Charter Township, Raisin Charter Township, the City of Tecumseh, and a representative from the Kiwanis Club of Adrian, about perceptions of the area, and the potential willingness of voters to support a future millage proposal. For nearly three decades, as you may already know, educational, county, and municipal entities have used our firm's research services to assist in measuring policy direction, guidance for strategic planning, budgeting priorities, public outreach and education efforts, and to gauge voter sentiment on millage proposals and/or other ballot issues.

Such a survey can also measure – among other things - the fundamental reasons why voters may support or oppose a proposal, as well as voter perceptions of: the quality of services and amenities provided locally; the level of taxes and funding devoted to the same; perceptions of financial management; how voters may feel about the way past funding related proposals were implemented; what components/proposed improvements funded by a potential future millage proposal are most supported or opposed; what information resonates the most among various demographic and geographic segments of the community; what election date (an August primary election vs. a November general election, for example) may prove most advantageous should a future millage be attempted; and where various segments of the population get the information that influences their opinions the most.

- Educational
- Political
- Industrial
- Consumer
  
- Market
- Research
- Analysis

Our constituent contact databases have also been widely used by our clients to help advance their objectives as a proven effective and efficient means to communicate information gleaned from the research to the general public, whether simply educational in nature, or to communicate directly to voters about a ballot issue.

Further to that conversation, I write to offer an outline of the typical process for conducting a public opinion survey. First, some brief background information about our company.

## **COMPANY BACKGROUND**

EPIC ▪ MRA is the assumed name for Michigan Researchers Associates, Inc., a for-profit corporation formed in 1991 with headquarters in Lansing, Michigan. It is the successor entity to the partnership, Michigan Research Associates, formed in 1985. The principal officers of EPIC ▪ MRA have been active in governmental, political, marketing, business, and health issues at the state and national levels for over 40 years. Since its inception, the firm has provided services to a broad range of clients, including: public school districts, intermediate school districts, school boards; community colleges and universities; state, county, township and municipal legislative bodies and planning commissions; non-profit organizations; financial institutions; transportation authorities; 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 takes great pride in the accuracy of our survey research. Nate Silver's 538 website has given us a B grade for the accuracy of our polling on statewide election races; a ranking and grading system for all polling firms that are recognized nationally. EPIC ▪ MRA ranks higher than any other Michigan-based polling firm, and also higher than all but a handful of much larger national polling firms. In the November 2022 election, EPIC ▪ MRA also held the distinction of being the most accurate polling firm in predicting the outcomes of the 2022 races for Governor, Attorney General, Secretary of State - and the three ballot proposals - in Michigan, on surveys conducted for our media clients, including the Detroit Free Press, WLNS TV 6, WOOD TV 8, and WJRT TV 12.

EPIC ▪ MRA provides a statistically valid and properly stratified sampling of residents, not only throughout the taxable boundaries of the authority as a whole, but also within any desired sub-regions - such as by municipality and/or Zip Code - as well as among several major demographic subgroups representative of the population, including parent status, race, gender, age, etc. In addition, should the placement of a proposal on a future election ballot be in question, survey participants can further be screened to include only respondents that are registered to vote within the taxable boundaries of the authority, and self-identify as being *at least* "likely" to cast a vote in any particular tested election(s). Consistent with the aim of providing a statistically valid

result, EPIC • MRA's *preference* is to utilize live operator telephone interviews as its exclusive methodology in order to offer properly stratified and actionable data.

We also do our best to stay ahead of the curve when it comes to keeping on top of the industry's best practices in polling and market research. We always include a *minimum* of 60 percent cell phone only respondents in our polling samples - and often much higher percentages when the project requires - in order to make sure that all age groups, especially younger respondents, are appropriately represented in our sample frame; without the need to re-weight data once survey data collection is complete. In this way, residents that have forgone traditional land line usage in favor of the exclusive use of mobile devices are able to be reliably reached. This practice mitigates - if not totally eliminates - the need to re-weight results once survey data collection is complete.

Because of its attention to sampling detail, its in-house capacity to generate customized telephone sample draws, and the incorporation of cell-only respondents, EPIC • MRA rarely finds it necessary to re-weight the results of its surveys. Post-data collection weighting usually involves replicating responses from a relative handful of target respondents in one or more demographic subsets in order to match those subsets' proportion of the population tested – thus somewhat diminishing the influence of responses from the remaining subsets. While sparing use of this technique is appropriate in some circumstances, the practice carries the potential of producing findings that can be misleading, and at worst, wildly inaccurate; an outcome that becomes increasingly likely when multiple subsets are subject to even moderate post-data-collection weighting.

## PROCEDURAL PROCESS

Once a survey has been commissioned, we begin close consultation with the client to develop a survey instrument. The initial draft is then presented to the client for review and comment; with the review and re-draft process continuing until a questionnaire that is satisfactory to all parties is developed. Typically, this phase consumes the lion's share of what is normally a *six-week* timeline for completion of the research, from initial consultation through presentation of the final deliverables. However, presuming the construction and finalization of the survey instrument to be used can be expedited, a more contracted timeline can often be accommodated.

Regardless of when the survey research is desired, a potential timeline for the survey research contemplated in this proposal could be:

<u>DATE</u>	<u>ACTIVITY</u>
Week 1	Contract Award
Weeks 1 through 2	Initial and ongoing consultation with designated staff
	Presentation of 1 <sup>st</sup> questionnaire draft for review and comment
	Receive final comments and suggested amendments to questionnaire
Weeks 2 through 3	Live operator calls/data collection
Weeks 3 through 4	Process data, present frequency report (top line results)
Weeks 3 through 4	Present cross-tabulation report
Weeks 5 through 6	Analyze data; develop and present textual report with recommendations
TBD	Oral presentation of survey findings; if desired

The presentation of the draft questionnaire would include an estimate of the average interview length. As can be seen from the price chart 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 completed, is the other main variable that determines the cost of a survey.

Once a survey instrument is completed and approved, we set about conducting the interviews. Typically, for example, the interview administration of a 400 sample, 15-minute survey, takes approximately five-to-seven days to complete. As each shift's production is completed, data entry is performed, so that by the end of the phoning, the data is ready to apply to our aggregation and tallying software.

The results of the tabulations are known as:

- Frequency results - the percentage of all respondents saying "yes, no, undecided, don't know/refused, etc." or all other responses to survey questions; and,
- Cross tabulation tables - the tabulation of responses to individual questions by segment (that is, demographic and geographic subgroup) such as; parents vs. non-parents, gender, age, education level, race, geographic location, 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 population are as a whole. The cross tabulations are beneficial in getting a handle on how particular segments (e.g. lower-income residents, homeowners, non-parents, men under age 50, etc.) of the population react to any given question in comparison to the entire sample. The comparison of frequency results with the cross tabulations is useful in analyzing the attitudes of subgroups toward various issue questions and questions about a millage proposal. Moreover, if the survey includes detailed questions about the rationale behind pursuing or not pursuing certain specific ventures, one is able to see what information, and even which messages, resonate the most with all voters, as well as within specific subgroups and geographies.

EPIC • MRA is well aware of the fact that the survey, its cost, and its results, are subject to the Freedom of Information Act when commissioned by a public entity, and thus, 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 an unbiased survey instrument and present results in a manner that justifies the expenditure of public dollars. Moreover, our services include offering an oral presentation of results, if desired, which, more often than not, can be delivered as part of a regularly scheduled board meeting; a feature that goes a long way toward calming any concerns that may arise in the community about the allocation of tax dollars for a public opinion survey.

## **SAMPLE FRAME**

To generate a sample, EPIC • MRA maintains an in-house database of published telephone numbers, both landline and cell, and regularly appends this database with the Secretary of State's Qualified Voter File and Bureau of the Census information to generate the desired sample pool. For example, if the survey is to be conducted *only* among registered voters residing within the taxable boundaries of the Kiwanis Regional Trail Authority, then the telephone file is matched against the voter file to identify addresses located within the geographic sub-areas of the authority from all voting precincts. From this matched file, telephone numbers are randomly pulled in a manner that ensures proper stratification (i.e., proportional to each subunit's contribution to the total) across the entire geography of the authority.

After our initial examination of the possible topics and lines of inquiry that ultimately may be examined in a live operator telephone survey and based on the size of the Kiwanis Regional Trail Authority, EPIC • MRA recommends a stratified N=400 sample (a margin of error of 4.9 points), as a larger sampling would likely prove neither efficient nor cost effective. However, pricing for N=300 samples (a margin of error of 5.7 points) is also presented for your consideration. Sample sizes refer to the number of interviews completed; regardless of the number of attempts (calls) required.

## Survey Research Services of EPIC▪MRA

As for interview length, from our experience with similar prior work and what is known at this time, it is our expectation that the interview will necessarily be at least 12 minutes, and could possibly range up to 18 minutes, in order to accurately cover the topics under consideration. Obviously, there are many possible permutations of sampling frames that could ultimately be chosen, and the same is true for the yet-to-be-determined lines of inquiry to be pursued. Ultimately, settling on an interview length and sample size is as much a balance between the reality of the available research budget as it is by the need for accurate, and actionable, information.

It is also noted that all EPIC ▪ MRA survey research services include an electronic voter contact database, which includes the name and address of all registered voters within the authority, along with other designations, such as individual vote history, absentee-voter status, and other information for mailing purposes. Voter contact databases are also available for purchase as a stand-alone product if survey research services are NOT commissioned (starting at \$500). In addition, parent and/or staff files, as well as commercially available telephone numbers (both landline and cell phone, if desired), can be appended to the voter contact database for an additional nominal fee.

With the foregoing given as a brief background primer, the following chart illustrates our firm's prices for live-operator, telephone survey research services:

**LIVE OPERATOR TELEPHONE INTERVIEW OF VOTERS**

<b>Survey Length</b>	<b>300 Samples</b> <i>(Margin of error of 5.7 points)</i>	<b>400 Samples</b> <i>(Margin of error of 4.9 points)</i>	<b>Typical Lines Of Inquiry</b>	<b>Approximate Number of Questions</b> <i>(Including screening and demographic questions)</i>
<b>Up to 12 Minute Interview</b>	\$15,175.00	\$18,000.00	Warm-up atmospheric questions, presentation of “informed” proposal info.	22 to 28
<b>13 to 15 Minute Interview</b>	\$18,500.00	\$21,750.00	Further includes presentation of itemized proposal components,	26 to 35
<b>16 to 18 Minute Interview</b>	\$21,725.00	\$26,000.00	testing multiple proposals, and/or message test battery.	32 to 42

The prices shown reflect the fee for all survey-related services, including:

- Pre-survey client consultation
- Ongoing telephone consultation to develop the questionnaire
- Final survey instrument drafting and programming
- Telephone sample draw and stratification
- A *minimum* of sixty percent cell-phone-only respondents as part of the sampling
- Telephone interview administration and supervision
- Data entry of results
- Coding and grouping of any open-ended responses
- Frequency Report and Cross Tabulation tables
- Registered Voter Database
- Textual Executive Report with recommendations
- PowerPoint Presentation of results; if desired
- Post-survey oral presentation of results; if desired



**Survey Research Services of EPIC•MRA**

It is hoped that the foregoing information is helpful, and on behalf of all of us at EPIC • MRA, we appreciate the opportunity to offer our services to meet the research needs of the Kiwanis Regional Trail Authority. Of course, should you have any questions, the need for further detail or clarification, pricing for additional services beyond those contained in this proposal, or require a list of prior client references, please do not hesitate to contact me at your convenience.

Yours truly,

Kelly Sullivan, Project Director  
EPIC • MRA

### KRTA Millage Survey Proposal - Costs

Cold Call Options	Epic MRA	Emma White
300 Samples-12 Minute Interview - 22-28 Questions	\$ 15,175.00	
300 Samples-13-15 Minute Interview - 26-35 Questions	\$ 18,500.00	
300 Samples-16-18 Minute Interview - 32-42 Questions	\$ 21,725.00	
400 Samples-12 Minute Interview - 22-28 Questions	\$ 18,000.00	
400 Samples-13-15 Minute Interview - 26-35 Questions	\$ 21,750.00	
400 Samples-15 Minute Interview - 40-50 Questions		\$ 28,500.00
400 Samples-16-18 Minute Interview - 32-42 Questions	\$ 26,000.00	
600 Samples - 15 minutes - 40-50 Questions		\$ 33,000.00

Mail Options	MSU-College of Social Science		
1 - Invitation letter to web questionnaire, postcard reminder, data cleaning, report writing - Complete Questionnaires - 385			\$ 39,411.00
2 - Includes Option 1 PLUS paper questionnaires mailed to non-respondents 65+, custom envelope stickers, \$5 post incentive e-gift card - Complete Questionnaires - 397			\$ 46,191.00
3 - Includes Option 1 PLUS paper questionnaire mailed to all non-respondents, custom envelope stickers, \$5 post incentive e-gift card - Complete Questionnaires - 430			\$ 63,040.00







# Agenda Review Form

KRTA - June 10, 2025

- ☐ Informational  
☒ Action / Follow Up  
☐ Not Approved

<b>Prepared For</b> KRTA	<b>Staff Contact</b> Madison Frisch,
<b>Date Submitted</b> June 4, 2025	<b>Department</b> Administrative

## Subject

Invoice for the Kiwanis Regional Trail Authority from the City of Adrian

## Summary

An invoice from the City of Adrian for labor and overhead in the amount of \$4,192.32 is presented for trail maintenance.

<b>Budgeted</b>	<b>Amount:</b>
Yes	\$4,192.32

## Recommendation

To approve payment of the invoice from the City of Adrian in the amount of \$4,192.32 for Kiwanis Trail maintenance.

## Attachments

[3-31-25 invoice](#)

Dan Swallow

Approved - 04 Jun 2025

## CITY OF ADRIAN

135 E MAUMEE STREET  
ADRIAN MI 49221  
(517) 264-4832

## INVOICE

CUST #:2066  
INVOICE #:0000265967  
SERVICE DATE:03/31/2025  
INVOICE DATE:05/06/2025  
DUE DATE:06/05/2025

KIWANIS REGIONAL TRAIL AUTHORITY

PROPERTY ADDRESS

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1.00	LABOR	2,832.6500	2,832.65
1.00	OVERHEAD	1,359.6700	1,359.67
		TOTAL INVOICE	4,192.32
YOU WILL RECEIVE NO OTHER NOTICE OF THIS CHARGE			4,192.32

Remit Payment To:

RETURN THIS PORTION WITH PAYMENT

**CITY OF ADRIAN**  
135 E MAUMEE STREET  
ADRIAN MI 49221

(517) 264-4832

**LABOR**

CUST #:2066  
INVOICE #:0000265967  
SERVICE DATE:03/31/2025  
INVOICE DATE:05/06/2025  
DUE DATE:06/05/2025

Amount Due: 4,192.32

PROPERTY ADDRESS

KIWANIS REGIONAL TRAIL AUTHORITY



Employee	Pay Code	Hours	Approx Amount
101-751.00-702.293			
03920 - BARTH, TEIGE A	HOURLY	4.00	92.44
25775 - GARZA, BRAXTON R	HOURLY	8.00	190.44
25775 - GARZA, BRAXTON R	HOURLY	8.00	190.44
25799 - GAUNA, VICENTE	HOURLY	8.00	184.88
03920 - BARTH, TEIGE A	HOURLY	8.00	184.88
37906 - HUBBARD, KRISTEN R	HOURLY	2.00	49.04
68010 - SARABIA, MICHAEL A	HOURLY	2.00	49.04
03920 - BARTH, TEIGE A	HOURLY	4.00	92.44
25775 - GARZA, BRAXTON R	HOURLY	3.00	107.12
37906 - HUBBARD, KRISTEN R	HOURLY	5.00	122.60
37906 - HUBBARD, KRISTEN R	HOURLY	4.00	98.08
25775 - GARZA, BRAXTON R	HOURLY	8.00	190.44
50980 - MURRY, JOEL W	HOURLY	8.00	184.88
03920 - BARTH, TEIGE A	HOURLY	8.00	184.88
25775 - GARZA, BRAXTON R	HOURLY	8.00	190.44
03920 - BARTH, TEIGE A	HOURLY	8.00	184.88
44686 - LOLLEY, DOUGLAS C	HOURLY	2.50	95.66
50980 - MURRY, JOEL W	HOURLY	3.50	121.33
37906 - HUBBARD, KRISTEN R	HOURLY	9.00	220.66
37906 - HUBBARD, KRISTEN R	HOURLY	4.00	98.08
Totals For: 101-751.00-702.293		115.00	2,832.65
Grand Totals:		115.00	2,832.65