



Merit Network, Inc.
880 Technology Drive, Suite B
Ann Arbor, MI 48108
t.734-527-5700 f.734-527-4125
www.merit.edu

July 16, 2021

Broadband Access & Availability Data Collection Services Fee Schedule Livingston County

Member:

ATTN: Kris Tobbe
Livingston County
200 East Grand River
Howell MI 48843-7041

Prepared By:

Rob McSwain
989.419.6577
rmcswain@merit.edu

Broadband Access Data Collection		
Service Agreement Number: 20210716-PROSERV-37538-RM-1		
	One-Time	Recurring
BASE DATA COLLECTION SCOPE OF WORK		
Data Collection & Marketing Support		
Consumer communication & promotions plan		
Community Partner Program		
Project Management: Logistics, Engagement coordination, weekly progress updates		
Output: Cleaned, merged database, basic visualizations	\$ 7,000	
Standardized Web Survey - Served (Online)		
Standardized Web Survey - Unserved Served (Mobile responsive)		
Public Participation Digital Dashboard		
Customized Landing Page Website	\$ 1,000	
Marketing Support - Ad Placement logistics	\$ 1,500	
Local Media and Ad Purchases	\$ 10,000	
Postcards	\$ 6,000	
Additional Services - Survey Augmentation	\$ 1,250	
Data Collection Outputs		
Executive Findings Report		
Data Analysis findings	\$ 19,000	
Full visualizations (Qty 15-20) maps, graphs, charts		
Community Findings Presentation		
Subtotal	\$45,750	\$0

Notes:

* This quote is valid for 90 days from the date issued
**Companion survey pricing is dependent on method selected. Web surveys are included in base pricing as quoted. *Pricing Per Household:*
Web Survey \$0, SMS Text - \$0.18 per HH,
Postcards - \$0.30 per HH, Phone - \$0.50 per HH,
Mail - \$1.10 per HH

Service Discount (if applicable) - \$8,000

Total Merit Service Fees \$37,750

COMPANION SURVEYS

*** Companion surveys are imperative to engage unserved communities, though they add significant expense to the data collection process. As part of the base data collection quoted above - lightweight web surveys (mobile responsive) are INCLUDED in the base pricing. Provided below are additional companion surveys, we've provided assumed figures for supportive companion surveys via mailed paper surveys, postcards and phone. Refined figures to be scoped accordingly, once awarded. All prices are one-time. NOT ALL MEDIUMS WILL BE USED, pricing provided as a suggested quantity that would be effective in promoting participation from unserved community members that cannot/will not engage with a digital survey only.*

Mail Survey Qty 10,000: Setup & deployment	\$ 11,000
Text Qty 10,000: Setup & deployment	\$ 1,800
Phone Survey Qty 0: Setup & deployment	\$ 5,000
Anticipated medium overlap	\$ -

Total Project, Not to Exceed Costs \$55,550