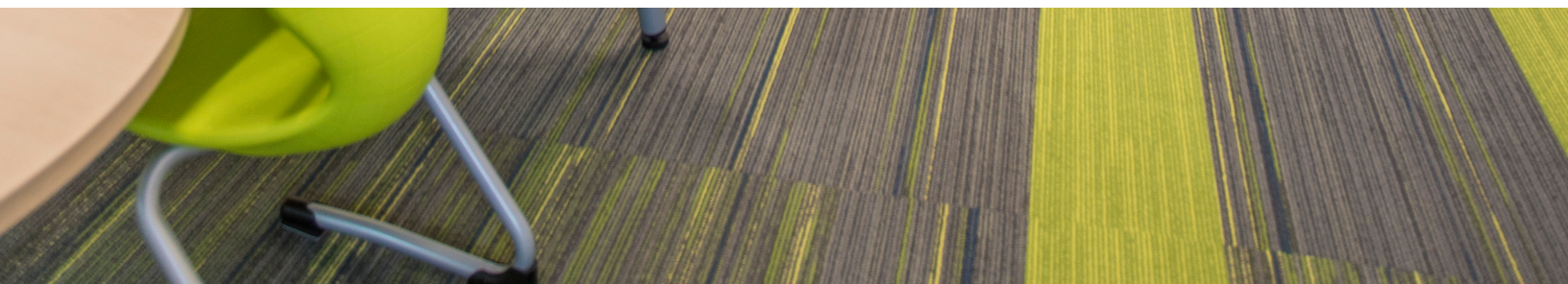




MIDLAND PUBLIC SCHOOLS

FACILITY ASSESSMENT AND PRE-BOND/PLANNING +
COMMUNICATION SERVICES REQUEST FOR PROPOSALS

September 23, 2025





September 23, 2025

Midland Public Schools
ATTN: Facility Assessment RFP 600 E Carpenter St
Midland, MI 48640

Re: Facility Assessment and Pre-Bond/Planning + Communication Services

Dear Selection Committee Members:

Barton Malow, in partnership with French Associates and our extended team of community engagement and technical experts, is honored to submit our proposal in response to Midland Public Schools' Facilities Assessment and Bond Planning RFP. This opportunity represents more than a project to us, it represents unfinished business and a shared commitment to securing the future of Midland's students, staff, and community.

We know from experience that passing a successful bond is about more than identifying facility needs. It requires a transparent process, meaningful engagement, and a compelling story that resonates with the community. Our team is deeply passionate about helping Midland deliver a bond program that not only addresses critical facility priorities but also earns broad community support. We bring proven expertise in facility assessment, capital program development, campaign support, and technology planning, all delivered through a process that is collaborative, inclusive, and grounded in the district's educational mission.

What sets Barton Malow apart is our ability to assemble the best team for the district's needs. Together with French Associates, Byron and Fisk, K12 Media, and specialty consultants such as Strategic Energy Solutions, Spalding DeDecker, Foresite, and Roofing Technology Associates, we are prepared to deliver a comprehensive solution that integrates technical precision with strategic communication and community trust-building. Our Technology Design Services Group further ensures that Midland's facilities will be future-ready, with infrastructure and systems aligned to instructional goals.

We also bring a track record of results. Across Michigan, our teams have helped districts secure successful bond elections by combining rigorous planning with authentic community engagement. We understand the stakes and the challenges, and we know how to guide a district through the process of building confidence with stakeholders. The path we are proposing: culminating in a **November 2026 election**, is intentional, allowing ample time for assessment, planning, and transparent communication. This timing positions Midland not only to pass a bond but to deliver a plan that the community understands, supports, and takes pride in.

For Barton Malow, this is more than a proposal. It is a commitment to Midland Public Schools and its community, a commitment to deliver a bond program that will stand the test of time, strengthen educational opportunities, and secure the resources needed to inspire students for years to come. We are eager to continue our relationship and be your partner in this effort and look forward to working side by side to turn vision into reality.

Thank you for your consideration. We are excited by the opportunity to continue our partnership with Midland Public Schools and to deliver the results that your students and community deserve.

Warmest regards,

A handwritten signature in black ink, appearing to read "Mike E. Stobak".

Michael E. Stobak
Vice President
Barton Malow

A handwritten signature in black ink, appearing to read "Daryl Dombrow".

Daryl Dombrow
Project Executive
Barton Malow

A handwritten signature in blue ink, appearing to read "Dale C. Jerome".

Dale C. Jerome, Ed.D., AIA, ALEP
President
French Associates



1 + 2: FIRM NAME(S), ADDRESS, CONTACT INFORMATION, OFFICE LOCATION AND CONTACT INFORMATION.



#1 TOP EDUCATION CONTRACTORS

Engineering News-Record Top Midwest Contractors 2024

TYPES OF PROJECTS



NEW CONSTRUCTION



BUILDING ADDITIONS



BUILDING RENOVATIONS



TECHNOLOGY + SECURITY DESIGN



BOND PLANNING + COMMUNITY ENGAGEMENT SUPPORT



FACILITY ASSESSMENTS + PLANNING

BUILDING TODAY FOR A BETTER TOMORROW

PEOPLE. PROJECTS. COMMUNITIES.



INTEGRITY



PARTNERSHIP



EMPOWERMENT

WHO WE ARE

Barton Malow has been committed to positively impacting people and communities through the projects we build for over 100 years. With more than 3,000 strategically positioned team members, our enterprise is passionately dedicated to revolutionizing the construction industry through innovation and increased efficiencies in the building process.

Barton Malow has earned a reputation as an industry leader since our establishment in 1924. Our services include construction management with extensive preconstruction services, guiding projects from planning through closeout. Our experience spans a multitude of markets, including education, healthcare, sports + entertainment, commercial, and heavy industrial contracting, such as manufacturing, automotive, energy, renewables, and industrial facilities.

Barton Malow continually refines our processes to meet evolving industry standards. Our exemplary track record of adhering to critical project budgets and timelines instills confidence in our ability to carry out these priorities for any project owner.

Barton Malow's position in the industry is a direct result of the high caliber of our dedicated team members who work tirelessly to provide exceptional value to our clients.



FIRM NAME

Barton Malow Builders, LLC



French Associates

ADDRESS

26500 American Drive
Southfield, MI 48034

2851 High Meadow Circle | Suite 100
Auburn Hills, MI 48326

CONTACT

Daryl Dombrow
Project Executive
m 810.420.2002
daryl.dombrow@bartonmalow.com

OFFICE

26500 American Drive
Southfield, MI 48034

SERVICES PROVIDED

- Bond Planning + Support
- Facility Assessments + Planning
- Technology + Security Design
- New Construction
- Building Additions
- Building Renovations



BARTON MALOW

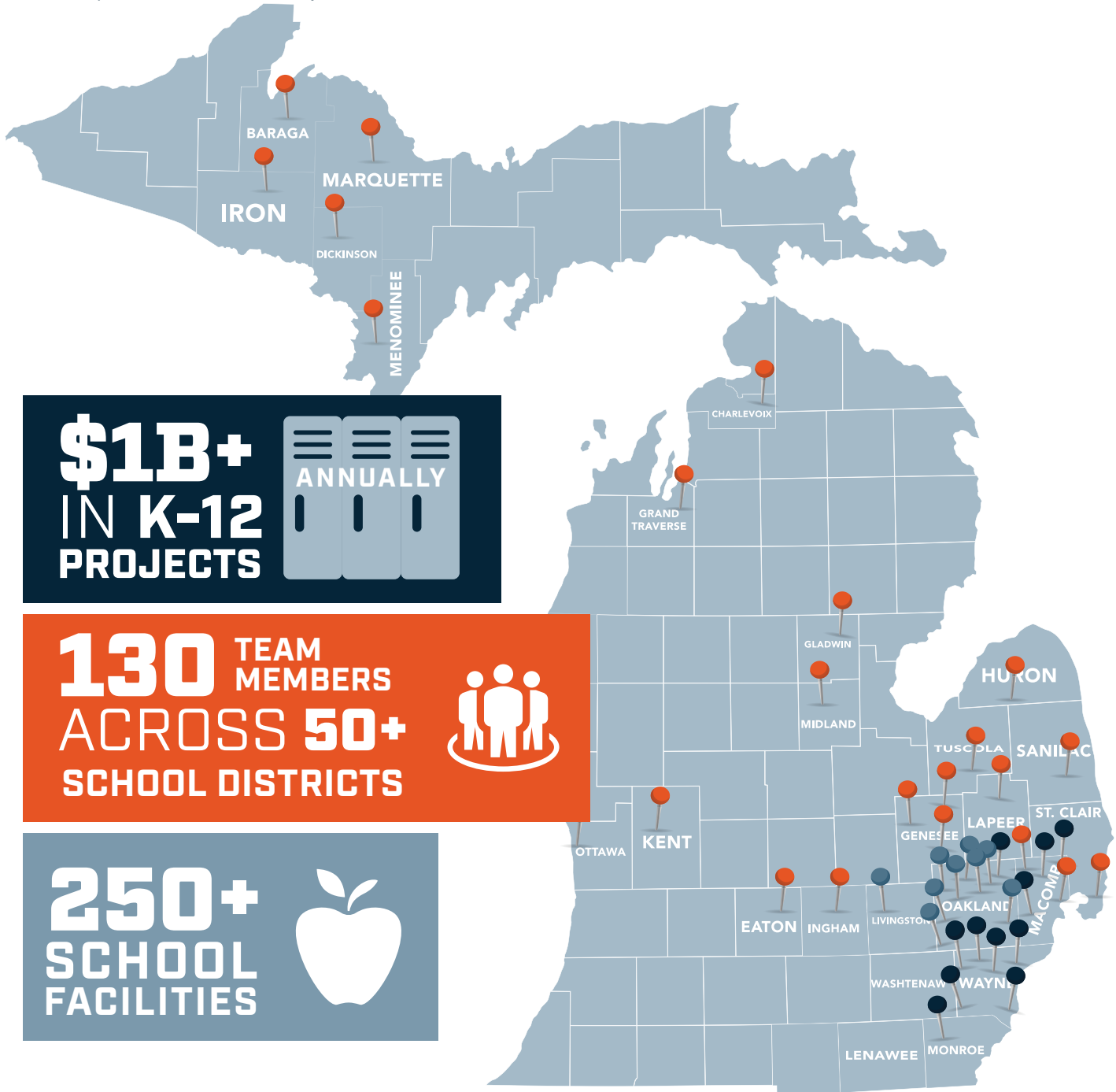
FACILITY ASSESSMENT AND PRE-BOND/PLANNING + COMMUNICATION SERVICES PROPOSAL | SEPTEMBER 23, 2025

SPECIALISTS FOR ALL YOUR SPECIALTIES

Barton Malow is proud to present a dedicated team prepared to fully commit to supporting Midland Public Schools through its upcoming facility assessment, bond planning, and election efforts. We understand what it takes to not only deliver a comprehensive assessment and strategic plan but also to build the community trust and support necessary for a successful bond election.

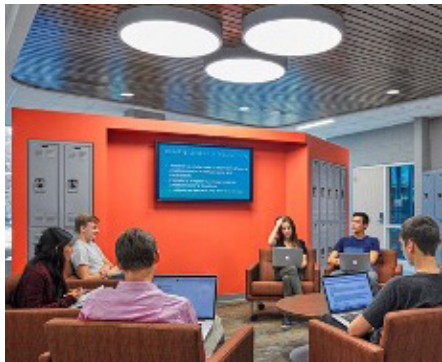
With over 130 professionals specializing in K-12 education, Barton Malow offers unmatched expertise across all disciplines required for this initiative. Our team includes assessment and planning specialists, bond campaign strategists, and facility design experts who will partner closely with district leadership to develop a clear, actionable roadmap for improvements.

To further strengthen our support, we are aligned with **French Associates**, a trusted architectural partner with deep experience in K-12 facility design and educational environments. Together, Barton Malow and French Associates bring a unified approach that blends technical expertise, creative design solutions, and a shared commitment to educational excellence. This partnership ensures Midland Public Schools will benefit from a holistic plan that is not only technically sound but also responsive to the needs and aspirations of the community.



THE ONLY CONSTRUCTION MANAGER WITH A STATEWIDE RECOGNIZED TECHNOLOGY DESIGN GROUP

At our educational client's request Barton Malow began providing technology services in 1993 initially to resolve their technology issues after summer construction projects. School districts began asking us to get involved earlier in the process ultimately asking for our involvement with technology planning and design. In 1997 Barton Malow's Technology Services group was formalized and has steadily grown in volume completing over \$500,000,000 in K-12 technology planning, design, and management projects. Our team includes security, AV, infrastructure, and education specialists as well as certified Google Trainers. Frequent solutions include:



LEARNING SPACES

- Classroom Learning Systems
- Collaborative Learning
- STEM + Maker Spaces
- Professional Development



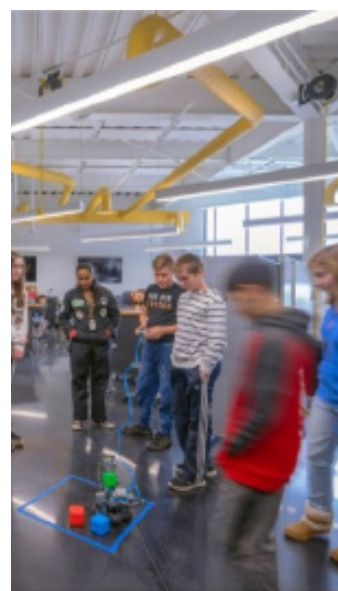
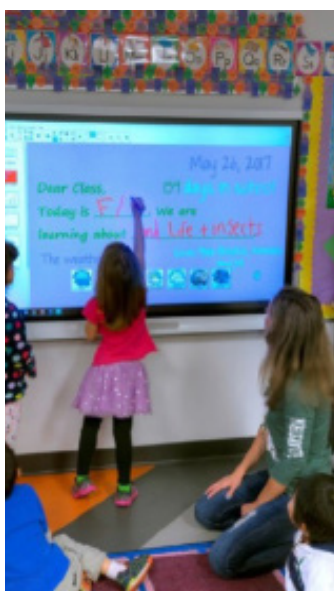
SCHOOL SECURITY

- Video Surveillance
- Access Control
- Secure Entrances
- Emergency Alert
- Mass Notifications
- Police Notifications
- Bus Security



TECHNOLOGY INFRASTRUCTURE

- Network + Wireless Infrastructure
- Structured Cabling
- Outside Private Fiber
- Server, Storage, + Disaster Recovery
- Unified Communication
- Clock + PA Systems



3. FIRM'S HISTORY FOR THE LAST 5 YEARS PROVIDING ASSESSMENT AND CAMPAIGN SERVICES, INCLUDING PASSAGE RATES.

DISTRICT / ELECTION	OUTCOME
Lanse Cruse Public Schools Spring 2024 Bond	Not Approved
Lanse Cruse Public Schools Fall 2024 Bond	APPROVED
Midland Public Schools Spring 2025 Bond	Not Approved
Armada Area Schools 2025 Bond Program	Not Approved
The Lamphere Schools 2025 Bond Program	Not Approved
Romeo Community Schools 2024 Sinking Fund	APPROVED
Utica Community Schools 2023 Bond Program	APPROVED
Anchor Bay School District Bond Program	APPROVED
Troy School District 2022 Bond Program	APPROVED
Southfield Public Schools 2022 Bond Program	APPROVED
Lapeer Community Schools Bond Program	APPROVED
Lake Shore Public Schools Bond Program	APPROVED
Birmingham Public Schools Technology Program	APPROVED
Flat Rock 2022 Bond Program	APPROVED
Allen Park Public Schools 2021 Bond Program	APPROVED
Waterford Schools 2020 Bond Program	APPROVED
Garden City Schools 2020 Bond Program	APPROVED
South Redford School District 2021 Bond Program	APPROVED
Bloomfield Hills Schools Technology Program	APPROVED
Mt. Morris 2020 Bond Issue	APPROVED
Linden Community Schools Bond Program	APPROVED
Beacon Day Treatment Center	APPROVED
South Lyon Community Schools 2020 Bond Program	APPROVED
Hartland Consolidated Schools 2020 Bond Program	APPROVED



Barton Malow Builders has a strong history of collaboration with French Associates, working together to support numerous school districts in achieving successful bond and sinking fund elections. Our partnership brings together Barton Malow's construction expertise with French's architectural and planning experience, creating a proven team that delivers both on the campaign trail and in the community. The highlighted projects reflect our joint efforts, which have consistently resulted in approved initiatives that bring lasting value to students, staff, and taxpayers.



4. LIST PROFESSIONAL SERVICES OUTSIDE YOUR TEAM YOU PROPOSE TO PROVIDE THAT ARE NOT AVAILABLE WITHIN YOUR FIRM(S).

At Barton Malow, we believe that every district deserves a tailored team built around its unique needs. Our philosophy is rooted in collaboration – not only within our own staff of K-12 experts, but also through strategic partnerships with specialized consultants who share our commitment to student-centered environments.

We do not take a “one-size-fits-all” approach. Instead, we assemble the right mix of professionals to align with the district’s priorities, whether that means strengthening community engagement for a bond campaign, advancing sustainability goals, or addressing specific facility challenges like roofing or technology integration. By working hand-in-hand with our partners: French Associates, Byrum + Fisk, K12 Media, Strategic Energy Solutions (SES), Spalding DeDecker, Foresite, and Roofing Technology Associates, we create a seamless team that functions as an extension of the district itself.

Our collaborative model ensures that Midland Public Schools will benefit from the combined expertise of industry leaders, while maintaining a single, integrated project team focused on one shared goal: supporting the success of Midland students, staff, and community.



BYRUM + FISK | Strategic communications and community engagement specialists, providing public relations, campaign messaging, and stakeholder outreach to build trust and support for successful bond and sinking fund initiatives.



K12 MEDIA | Community engagement and communications strategies tailored to support successful bond planning and election campaigns.



STRATEGIC ENERGY SOLUTIONS (SES) | Expertise in energy modeling, efficiency strategies, and sustainable design solutions that reduce operational costs and align with long-term district goals.



SPALDING DEDECKER | Civil engineering, land surveying, and site design services to ensure infrastructure improvements are fully integrated and compliant.



FORESITE | Athletic facility planning, site planning, and landscape architecture services that create functional, innovative, and inspiring spaces for school communities.



ROOFING TECHNOLOGY ASSOCIATES | Independent roof consulting and assessment services to guide the district in making cost-effective, long-term facility decisions.



5. FOR EACH IN-HOUSE TEAM MEMBER WHO WILL BE ACTIVELY ASSIGNED TO THE PROJECT, PLEASE PROVIDE THEIR NAME, PROJECT ROLE AND RESPONSIBILITIES, QUALIFICATIONS, AND PROJECT EXPERIENCE.



23 YEARS OF
EXPERIENCE

**EDUCATION +
REGISTRATIONS**

Bachelor of Arts, Public Affairs,
Minor in Economics, Wayne State
University

OSHA 30-Hour Certified

MIOSHA 10-Hour Safety Training

Safe2Work Certified

Certified Storm Water Management
Operator, Michigan Department of
Environmental Quality

Asbestos Designated Person, State
of Michigan

Extensive Geothermal Project
Experience

DARYL DOMBROW
PROJECT EXECUTIVE



CLIENT-FOCUSED LEADER



COLLABORATIVE PARTNER

PROJECT ROLE + PROFILE

As Project Executive, Daryl provides management and direction to multiple projects and develops new business opportunities relative to the education market. He fosters a positive working relationship with owners, architects, and staff to ensure projects are completed to Owner's satisfaction. Daryl manages overall project performance through qualified personnel and finances/funding. He also provides administrative direction to Project Managers and coaches team members. Daryl monitors and reviews schedules, budgets, and the overall cost-effectiveness of the project and represents Barton Malow in top-level management/Owner meetings.

Daryl's scheduling expertise ensures material delivery dates meet construction requirements and applies lessons from previous projects to provide clients with a well-constructed and cost-effective facility.

RELEVANT PROJECT EXPERIENCE

Anchor Bay School District, 2017 Bond Program | Casco, Michigan

Anchor Bay School District, Anchor Bay School District | Casco, Michigan

Bloomfield Hills Schools, Sinking Fund + Bond, Bloomfield, Michigan

Chippewa Valleys Schools, Chippewa Valley Schools 2018 Bond Program | Clinton Twp, Michigan

Imlay City School District, Imlay City, Michigan

L'Anse Creuse Public Schools, L'Anse Creuse Public Schools | Clinton Twp, Michigan

Lake Shore Public Schools, Lake Shore Public Schools | St. Clair Shores, Michigan

Lansing School District, Lansing Schools Technology, Lansing, Michigan

Lapeer Community Schools, Lapeer Community Schools | Lapeer, Michigan

Macomb ISD, Macomb Intermediate School District | Sterling Heights, Michigan

Memphis Community Schools, Memphis Community Schools Renovations | Memphis, Michigan

Midland Public Schools, 2015 Bond & Technology Program | Midland, Michigan

Saline Area Schools, Saline Schools 2022 Bond Technology | Saline, Michigan

Troy School District, 2013 Bond Program | Troy, Michigan



5. FOR EACH IN-HOUSE TEAM MEMBER WHO WILL BE ACTIVELY ASSIGNED TO THE PROJECT, PLEASE PROVIDE THEIR NAME, PROJECT ROLE AND RESPONSIBILITIES, QUALIFICATIONS, AND PROJECT EXPERIENCE.



43 YEARS OF
EXPERIENCE

**EDUCATION +
REGISTRATIONS**

Doctor of Education, Ethical
Leadership, Olivet Nazarene
University

Master of Science, Information,
Management and Communications,
Walsh College

Bachelor of Science Architecture,
Lawrence Technological University

American Institute of Architects

Association for Learning
Environment

Architect, State of Michigan

Accredited Learning Environment
Professional

DALE C. JEROME, ED. D., AIA, ALEP, LEED AP, P.E.
PRESIDENT, FRENCH



PASSIONATE PLANNER



THOUGHTFUL LEADER

PROJECT ROLE + PROFILE

As President of French, Dale brings more than 40 years of experience guiding K-12 clients through successful bond planning, facility assessments, and design solutions. He has overseen more than \$3.9 billion in school facility improvements across 85+ Michigan school districts. Dale's doctoral research on educational facility planning, combined with his leadership expertise, makes him a trusted advisor to superintendents, boards, and communities in shaping long-term strategies for student-centered learning environments.

RELEVANT PROJECT EXPERIENCE

Allen Park Public Schools, Allen Park, Michigan

Frankenmuth School District, Frankenmuth, Michigan

Gibraltar School District, Gibraltar, Michigan

Grosse Ile Township Schools, Grosse Ile, Michigan

Midland Public Schools, Midland, Michigan

Romeo Community Schools, Romeo, Michigan

Trenton Public Schools, Trenton, Michigan

Spring Arbor University, Spring Arbor, Michigan

Rochester University, Rochester, Michigan

St. Clair Community College, Port Huron, Michigan



5. FOR EACH IN-HOUSE TEAM MEMBER WHO WILL BE ACTIVELY ASSIGNED TO THE PROJECT, PLEASE PROVIDE THEIR NAME, PROJECT ROLE AND RESPONSIBILITIES, QUALIFICATIONS, AND PROJECT EXPERIENCE.



30 YEARS OF
EXPERIENCE

EDUCATION +
REGISTRATIONS

Master of Architecture, University of
Michigan

Bachelor of Science Architecture,
University of Michigan

American Institute of Architects

LEED Accredited Professional

Architect, State of Michigan

SUZANNE S. CARLSON, AIA, LEED AP
VICE PRESIDENT, FRENCH



PASSIONATE PLANNER



THOUGHTFUL LEADER

PROJECT ROLE + PROFILE

Suzanne serves as Vice President at French with more than 30 years of experience leading K-12 architectural projects throughout Michigan. She has played a key role in large-scale district initiatives, including work for Bloomfield Hills Schools, Midland Public Schools, and Allen Park Public Schools. Suzanne brings a comprehensive approach to each project, integrating safety, functionality, and long-term flexibility into the design. Her ability to manage multi-phase planning and communicate effectively with school stakeholders ensures successful outcomes that support student learning and community engagement.

RELEVANT PROJECT EXPERIENCE

Bloomfield Hills School District, Bloomfield Hills, Michigan

A comprehensive update and reconfiguration of all district facilities to allow for district-wide catchment and grade-level changes. The square footage varies across 13 facilities with an estimated cost of \$94 million.

Frankenmuth School District, Frankenmuth, Michigan

Upgraded of all existing district facilities, including the addition of a classroom wing and new cafeteria at the elementary school, media center and makerspace additions at middle school and high school, as well as development of a new soccer complex.

Midland Public Schools, Midland, Michigan

A comprehensive upgrade of all existing district facilities, including the design and construction of a new STEM elementary school, cafeteria/gymnasium/stage additions at all other elementary schools, creation of new STEM and makerspace, at middle schools and high schools, stadium and athletic facility improvements.

Gibraltar School District, Gibraltar, Michigan

Grosse Ile Township Schools, Grosse Ile, Michigan



5. FOR EACH IN-HOUSE TEAM MEMBER WHO WILL BE ACTIVELY ASSIGNED TO THE PROJECT, PLEASE PROVIDE THEIR NAME, PROJECT ROLE AND RESPONSIBILITIES, QUALIFICATIONS, AND PROJECT EXPERIENCE.



20 YEARS OF
EXPERIENCE

EDUCATION +
REGISTRATIONS

Master of Business Administration,
Lawrence Technological University

Graduate Certificate, Project
Management, Lawrence
Technological University

Bachelor of Science, Construction
Management, Lawrence
Technological University



LARRY BUKOWSKI, LEED AP
DIRECTOR OF PLANNING



FISCALLY STRATEGIC THINKER



SCHEDULE STRATEGY

PROJECT ROLE + PROFILE

Larry has 20 years of experience in the construction industry which includes project management, estimating and preparing plans and specifications. Larry provides overall administrative and technical direction for the project. He fosters a sense of community and establishes team relationships, administers progress throughout program duration and manages costs and schedules while overseeing total construction effort.

RELEVANT PROJECT EXPERIENCE

Armada Area Schools, Armada 2023 Bond Program | Armada, Michigan

Armada Area Schools, Armada Area Schools - BP5 Armada High School | Armada, Michigan

Beecher Community School District, Beecher Community School District | Flint, Michigan

Beecher Community School District, 2013 Bond Program | Flint, Michigan

Davison Community Schools, 2013 Bond Program | Davison, Michigan

Ecorse Public Schools, Ecorse High School Athletic Field | Ecorse, Michigan

Fraser Public Schools, Fraser 2023 Bond Program, Fraser | Michigan

Lake Shore Public Schools, Lake Shore Public Schools | St. Clair Shores, Michigan

Linden Community Schools, Linden Community Schools | Linden, Michigan

Macomb ISD, Macomb Intermediate School District | Sterling Heights, Michigan

Royal Oak Schools, Royal Oak Schools - 2022 Sinking Fund | Royal Oak, Michigan

South Redford School District, 2021 Bond Program, Redford, Michigan

South Redford School District, Thurston High School Cafeteria Expansion, Redford Charter Twp, Michigan

South Redford School District, South Redford Sinking Fund, Redford, Michigan

South Redford School District, 2016 Sinking Fund, Redford Township | Michigan

Southfield Public Schools, Southfield Public Schools - 2022 Bond | Southfield, Michigan

Southfield Public Schools, Sinking Fund Roofing | Southfield, Michigan

Southfield Public Schools, Southfield Public Schools 2020 Sinking Fund | Southfield, Michigan

Troy School District, Troy School District - 2022 Bond | Troy, Michigan



5. FOR EACH IN-HOUSE TEAM MEMBER WHO WILL BE ACTIVELY ASSIGNED TO THE PROJECT, PLEASE PROVIDE THEIR NAME, PROJECT ROLE AND RESPONSIBILITIES, QUALIFICATIONS, AND PROJECT EXPERIENCE.



15 YEARS OF
EXPERIENCE

**EDUCATION +
REGISTRATIONS**

Degree in Computer Aided Design

Certified Technology Specialist

Crestron DMC-D Certification

Kramer KCD Certification

OSHA 30-Hour Certified

BRIAN JESSIE, CTS
SR. TECHNOLOGY DESIGNER



FORWARD THINKER



SKILLED COORDINATION

PROJECT ROLE + PROFILE

Brian works with the School's technology staff, facility staff, building administration, to produce design documents and ensure technology is integrated into the facility aesthetics. He directs and coordinates the entire technology effort and administers design progress throughout the program, managing project cost and design schedule. Brian meets with the Owner to ensure the project is designed to their satisfaction while reducing cost and the time required for installation. He tracks total technology design effort to ensure the project is in accordance with budget and schedule while also analyzing the total cost of ownership of each solution.

Brian is a degreed CAD professional skilled in providing both design and implementation services on projects. He keeps up with technology trends by conducting market research, attending manufacturer trade shows, and attending local training courses to keep up with evolving technology trends. While Brian has extensive experience in infrastructure and network installations, he specializes in video surveillance, security and audiovisual design.

RELEVANT PROJECT EXPERIENCE

Ann Arbor Public Schools, Technology Bond – Infrastructure | Ann Arbor, MI

Bloomfield Hills Schools, Multiple Bond Programs | Bloomfield Hills, MI

Brighton Area Schools, Multiple Bond Programs | Brighton, MI

Comstock Park Public Schools, Bond + Technology Program | Comstock Park, MI

Flint Cultural Center Academy, Charter School Technology + Security | Flint, MI

Fowlerville Community Schools, Bond Program | Fowlerville, MI

Grosse Ile Schools, Bond Program | Grosse Ile, MI

Lakeville Community Schools, Bond + Technology Program | Otisville, MI

Lansing School District, Bond Program | Lansing, MI

Midland Public Schools, Bond + Technology Program | Midland, MI

Milan Area Schools, Bond + Technology Program | Milan, MI

Northview Public Schools, Bond + Technology Program | Grand Rapids, MI

Oakland Community College, Security System | Bloomfield, MI

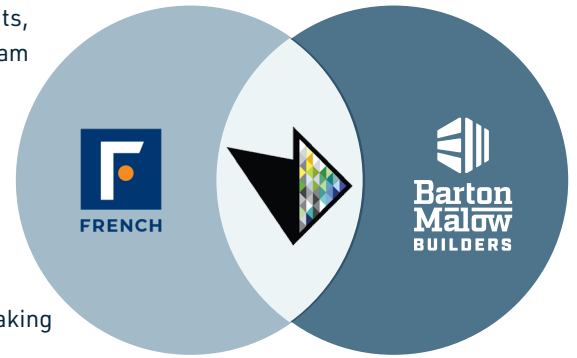
Plymouth-Canton Community Schools, Multiple Bond Programs | Plymouth, MI



6. DESCRIBE YOUR FIRM'S APPROACH TO DELIVERING THE SERVICES OUTLINED.

Barton Malow, in partnership with French Associates and our specialty consultants, offers a comprehensive and collaborative approach to facility assessment, program development, and election support. Our process is designed to give Midland Public Schools (MPS) a clear, fact-based roadmap for decision-making – and just as importantly, the community trust and support needed to achieve success on Election Day.

We know from decades of experience that winning a bond is not just about identifying needs; it is about telling a compelling story to the community, demonstrating fiscal responsibility, and building confidence that the district is making the right investments for its students.



STEP 1: COMPREHENSIVE FACILITY ASSESSMENT

The first step is to create a transparent and accurate understanding of MPS's facilities, both as they are today and as they must be to support students tomorrow. Our team will:

- ✓ Conduct interior and exterior evaluations of every facility, including roofs, sites, building envelopes, and all major mechanical/electrical/plumbing systems.
- ✓ Provide a safety and security review to identify opportunities for physical improvements aligned with current best practices.
- ✓ Undertake an energy use benchmarking study, analyzing historical utility consumption to identify inefficiencies and potential savings.
- ✓ Perform a technology assessment (see more in Step 2) to evaluate infrastructure and instructional technology readiness.
- ✓ Carry out a utilization study using enrollment forecasts and demographic data to right-size facilities through renovations, additions, closures, or new construction.
- ✓ Develop a line-by-line budget, including both hard and soft costs, so the district has complete financial clarity.
- ✓ This work is not done in isolation. We actively engage administrators, principals, facility staff, and technology leaders to make sure the assessment reflects both operational realities and instructional goals.

STEP 2: TECHNOLOGY PLANNING SERVICES

One of Barton Malow's strongest differentiators is our Technology Design and Planning Services Group. Technology is no longer a support function – it is a core component of teaching and learning. That is why our approach ensures that technology planning is fully integrated into the district's long-term facility strategy. Our technology services include:

- ✓ Infrastructure Evaluation: Assessing district-wide network capacity, wireless coverage, and cabling infrastructure to ensure resiliency and scalability.
- ✓ Security Systems Planning: Reviewing access control, video surveillance, and emergency communication systems to align with safety protocols.
- ✓ Instructional Technology Alignment: Developing strategies to support 1:1 initiatives, interactive classrooms, and digital curriculum delivery.
- ✓ Future-Ready Strategy Development: Designing with flexibility in mind so MPS can adapt to evolving tools and instructional methods without costly retrofits.
- ✓ Budget Integration: Providing realistic budgetary figures for technology upgrades, replacements, and lifecycle management.
- ✓ Our team works directly with district technology leaders and the design team to develop comprehensive documents that not only meet current needs but also anticipate future instructional demands. This proactive integration of technology into facility planning ensures that students and teachers have the tools they need to thrive in a digital learning environment.



STEP 3: PROGRAM DEVELOPMENT AND PRIORITIZATION

With facility and technology data in place, Barton Malow and French Associates will guide MPS leadership, the Board of Education, and advisory committees through the program development process. This step focuses on aligning identified needs with district goals and community expectations. We facilitate:

- ✓ Prioritization workshops to weigh infrastructure, programmatic, and technology needs.
- ✓ Scenario planning to compare alternatives and balance scope with financial realities.
- ✓ Treasury prequalification support, preparing documents and coordinating with the Michigan Department of Treasury for Preliminary Qualification of Bonds.
- ✓ This process results in a Capital Improvement Plan that is fiscally responsible, educationally aligned, and transparent to the community.

STEP 4: COMMUNITY ENGAGEMENT AND CAMPAIGN SUPPORT

Our experience shows that bond success depends on one thing above all else: **community confidence**. To that end, Barton Malow partners with Byron and Fisk for community surveying and campaign strategy, and K12 Media for strategic communications and compelling storytelling.

Together, this team provides:

- ✓ Community surveys and focus panels to capture authentic feedback and guide messaging.
- ✓ Customized FAQs, fact cards, and social media content to answer questions before they are asked.
- ✓ Strategic campaign timelines and voter targeting, ensuring accurate and accessible information reaches likely voters.
- ✓ Rolling surveys that track community sentiment throughout the campaign, allowing the district to adjust messaging as needed.
- ✓ Professional design services for informational mailings, presentations, and campaign materials.
- ✓ Our approach is grounded in transparency and trust. The goal is not to “sell” a bond but to inform the community in a way that builds shared ownership of the district’s vision.

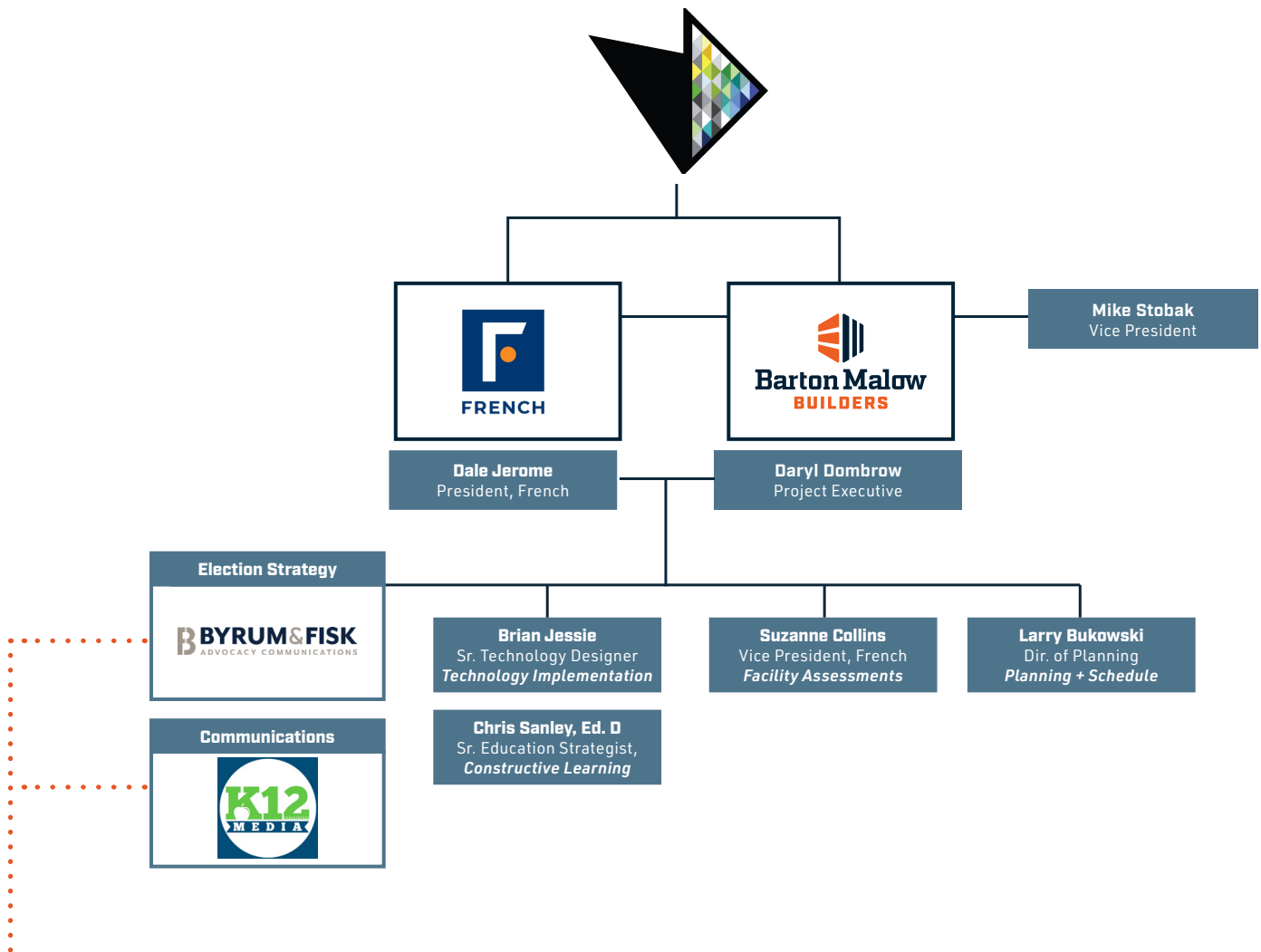


At Barton Malow, we believe no two districts are alike, and neither are their needs. That is why our approach is rooted in collaboration and custom team-building. For Midland Public Schools, we are bringing together not just Barton Malow and French Associates, but also trusted partners in community engagement, communications, engineering, and technology planning.

This collective expertise allows us to offer a truly holistic solution: one team, aligned behind one mission – the long-term success of Midland students, staff, and community.



7. PROVIDE AN ORGANIZATIONAL CHART SHOWING ALL THE TEAM MEMBERS AND THE FLOW OF INFORMATION.



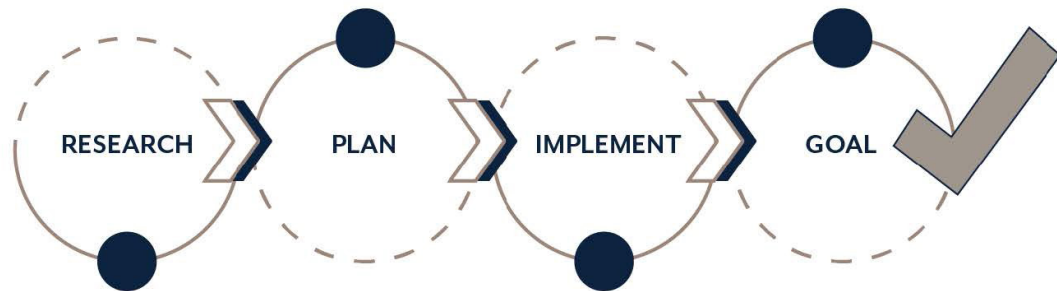
COMMUNICATIONS THAT INSPIRE CONFIDENCE AND WIN SUPPORT

To ensure Midland Public Schools continues to inspire excellence, we have aligned with partners who specialize in building the community trust and support needed to pass critical bond initiatives. Byrum & Fisk and K12 Media bring proven expertise in communications, campaign messaging, and engagement strategies that connect directly with families, staff, and the broader community. Their work ensures that complex bond proposals are clearly understood, and that stakeholders feel informed, valued, and part of the decision-making process. This thoughtful and intentional approach helps cultivate transparency and credibility throughout the campaign.

Together, these partners provide a powerful complement to our planning and design efforts. While facility assessments and construction expertise define the physical vision for Midland's schools, Byrum & Fisk and K12 Media create the pathway for that vision to become reality by securing community buy-in. Their efforts not only build momentum toward election success but also reinforce the district's long-term commitment to students, staff, and taxpayers. By uniting technical planning with expert communications, we are better positioned to deliver the resources and improvements that will continue to inspire excellence across the district.



ABOUT OUR PARTNERS



At Byrum & Fisk, we work with our clients to clearly define the goal, then work backward from that goal to research, plan and implement a strategy to achieve the goal.

Our detailed approach to planning and belief in data-driven metrics for success have been forged from our years of executing successful communications efforts at the state, regional and local levels. A winning communications effort begins with qualitative and quantitative research. Byrum & Fisk has deep experience partnering with public opinion firms to conduct thorough research. We also have extensive experience using data analytics tools to identify target demographics and using audience segmentation tools to tailor messaging and outreach strategies.

Working with the Midland Public Schools team, Byrum & Fisk can lead a qualitative and quantitative research effort to gauge the views, opinions and consensus of the Midland community at large about a potential bond proposal on the November 2026 ballot.



Working with Midland Public Schools, we will develop a communications “toolkit” based on the research that will include the following:

- ✓ Core messages
- ✓ Talking points
- ✓ News releases
- ✓ Media advisories
- ✓ Guest columns/LTEs
- ✓ Fact sheets
- ✓ Internal Q&A
- ✓ Presentations

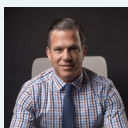


We partnered with Byrum & Fisk to help support our communications effort for a major bond proposal, and we were extremely pleased with their responsiveness, expertise, professionalism, drive to win and results. It is clear Byrum & Fisk are true experts in the public education communications space, and we would highly recommend any school district to include them as part of their strategic communications team.

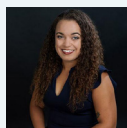
Heidie Ciesielski
Fenton Area Public Schools Superintendent 8

YOUR TEAM

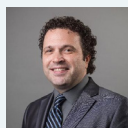
At Byrum & Fisk, we embrace a team approach, and Partner Mark Fisk is actively involved in all client work.



Mark Fisk
Partner



Dana Whyte
Communications
Strategist



Christopher Behnan
Senior Communications
Strategist



Byrum & Fisk has played a pivotal role in consistently promoting Holt Public as well as securing support for a recent successful bond initiative. Their expertise in crafting compelling narratives has helped us to effectively engage our learning community. The support we receive from Byrum & Fisk collectively contributes to a stronger, more connected, and well-supported school community. I highly recommend Byrum & Fisk for any communication needs.

Dr. David Hornak
Holt Public Schools Superintendent





ABOUT OUR PARTNERS



We know a school's success depends entirely on how well they communicate. Messages need to be engaging, informative and delivered at the right time and in the right place. K12 Media collaborates with your schools to handle traditional forms of communications like emails, press releases, or crafting the right speech for superintendents. We also handle all forms of digital communication because we know a cell phone or laptop is the first front door our community clicks open to check out our schools.

- ✓ Digital Communication
- ✓ Traditional Communication
- ✓ Enrolment Campaigns
- ✓ Social Media/Website Content
- ✓ Bonds/Sinking Funds
- ✓ School Branding
- ✓ Video and Graphics
- ✓ School Promotions
- ✓ Google/SEO

YOUR TEAM

Each bond campaign is powered by a 14-person crew of experts—most of us are former school staff and communicators. Our team includes:

- ✓ The Messaging consultants to help with legally sound, strategic copy
- ✓ 5 Project Managers for every section of the campaign, powering a smooth pre-bond, campaign, and post-bond rollout.
- ✓ Video pros, editors, and writers to bring your bond to life through storytelling Photographers and designers to build your visual campaign (flyers, motion graphics, print) Social media managers and ad specialists to target the right audiences
- ✓ Website and FAQ writers to build a one-stop hub for voters



Shawn Patterson | Founder & CEO. Former special education teacher and administrator with 20 years in public schools, Shawn helped bring \$52M to his district using creative content before founding K12 Media. He now mentors superintendents and leads K12 Media's team of school communicators, with extensive experience in traditional and digital strategy.



Cari Sinke | Chief Operating Officer. Cari brings over 10 years of experience in public schools, plus backgrounds in law and politics. She has managed schools, directed campaigns, and now drives operational excellence at K12 Media, ensuring projects run efficiently and strategically.



Dr. Catherine Cost | Chief Financial Officer. With 36+ years in public schools as a teacher, principal, and superintendent, Dr. Cost now manages financial strategy and communications planning for K12 Media. She is a trusted advisor to superintendents and district leaders across Michigan and beyond.



WATCH NOW



WATCH NOW



8. PROVIDE 1 EXAMPLE ON A FLASH DRIVE OF RECENT STUDIES SIMILAR TO THE DELIVERABLE YOU EXPECT TO PROVIDE TO MPS.

Enclosed in our proposal you will find a recent deliverable similar to what you can expect for MPS.

9. MULTIPLE EXAMPLES OF CAMPAIGN INFORMATION. INCLUDE ITEMS THAT ARE BUILDING-SPECIFIC AND GENERAL DISTRICT-WIDE INFORMATION.

Barton Malow, in partnership with our communications and engagement experts, develops campaign materials that are clear, accessible, and tailored to the unique needs of each district and community. Our approach is grounded in transparency and trust, ensuring that every stakeholder, from parents to taxpayers, has the information they need to make informed decisions.

The examples provided illustrate three key categories of materials we typically develop. You can see snap shots below but we have also included these examples on the enclosed flash drive for your reference.

BUILDING-SPECIFIC INFORMATION

- ✓ Fact sheets and one-page overviews that outline the improvements planned for each school.
- ✓ Graphics and visuals that make facility upgrades easy to understand at a glance.
- ✓ Content tailored to help each building community (parents, staff, students, and local residents) see the direct benefit to their school.



9. MULTIPLE EXAMPLES OF CAMPAIGN INFORMATION. INCLUDE ITEMS THAT ARE BUILDING-SPECIFIC AND GENERAL DISTRICT-WIDE INFORMATION.

DISTRICT-WIDE INFORMATION

- ✓ Mailers, social media content, posters, and informational handouts that communicate the bond program's overall goals.
- ✓ District-wide FAQs addressing common questions about scope, tax impact, and priorities.
- ✓ Messaging and branding that unify the campaign across multiple platforms and audience.

INFORMED MESSAGING

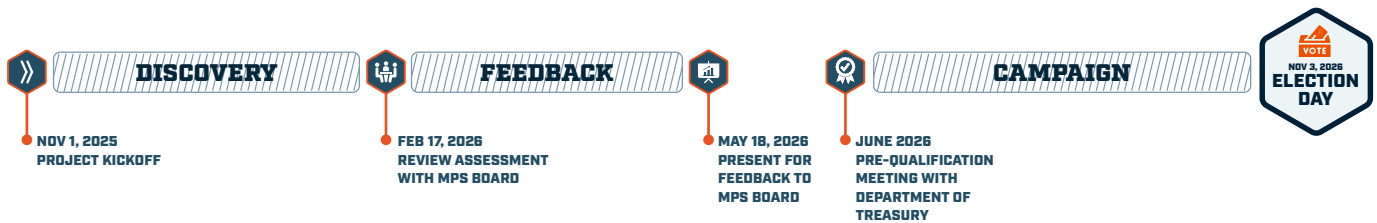
- ✓ Rolling surveys, focus panels, and stakeholder interviews guide the development of materials, ensuring that they directly address community priorities and concerns.
- ✓ Messaging is tested and refined based on feedback, allowing the district to anticipate and respond to questions before they arise.
- ✓ This data-driven approach ensures that both building-specific and district-wide materials are not only informative but also resonate with the community.

By combining district-wide messaging with building-specific detail – all shaped by authentic community feedback, we ensure that the campaign connects with voters at both the broad and personal level. Our experience has shown that when voters clearly see how proposed investments will benefit their own neighborhood schools and the district as a whole, community support grows significantly.



10. PROVIDE A COMPLETE TIMELINE FOR THE ENTIRE PROCESS FROM ASSESSMENT TO VOTE DAY. ESTIMATE THE NUMBER OF COMMITTEE MEETINGS YOU FEEL WE WILL NEED TO GET TO A FINAL PROGRAM.

Barton Malow and French Associates have structured a process that is intentional, data-driven, and aligned with Midland Public Schools' long-term vision. The timeline outlined below is designed to provide the district with the necessary time to complete a thorough facilities assessment, engage with the community in a meaningful way, and develop a bond program that reflects both district priorities and community expectations. By targeting a November 2026 election, the district maximizes the opportunity to share clear, transparent information with stakeholders, build widespread community support, and prepare for a successful campaign. Our phased approach ensures there is adequate time for data collection, program development, advisory committee input, and community engagement well in advance of election day.



DISCOVERY



FEEDBACK



CAMPAIGN



DETAILED TIMELINE

Below is a detailed timeline of our approach to a November 2026 election.

November 17, 2025
BOE Meeting

November 19, 2025
Bond Team (MPS/BMB/French) kick-off meeting
(review schedule, set dates, establish Bond Team
review roles & goals)

Mid December 2025
MPS attorney to call Treasury Department to set
up Pre-Qualification Meeting

Late December 2025
BMB + French to perform facility walkthroughs

Early January 2026
Bond Team Meeting

January 2026
BMB to assemble initial building work lists

January 2026
MPS provide student enrollment information

January 2026
BMB perform Utilization / Capacity Study

Late January
Bond Team Meeting

Early February 2026
Complete Prioritization Process

February 2026
BMB perform Site Analysis Study

February 2026
MPS establish goals / guiding principles for bond
program

February 2026
BMB to finalize Facilities Condition Assessment

February 2026
MPS establish User Groups (Athletics, Arts,
Academics, etc)

February 17, 2026
MPS Board Update (review
Facilities Condition Assessment)

Late February 2026
Bond Team Meeting

Early March 2026
Complete Focus Panels + Community Survey

March 2026
User Group Meetings (collect input)

March 2026
BMB start master planning for program
improvements

March 16, 2026
MPS Board Update (review schedule of activities)

Late March 2026
Bond Team meeting

Late March 2026
Spring Break

Early April
BOE Workshop Focus Panel + Survey Results
Review

Early April 2026
Bond Team meeting

April 2026
User Group meetings (review options/provide
feedback)

April 2026
BMB continue master planning concepts

April 20, 2026
MPS Board Update

Late April 2026
Bond Team meeting

Early May 2026
BMB develop cost estimates and logistical
impacts to master planning

Early May 2026
Bond Team meeting

Early May 2026
User Group meetings

May 18, 2026
MPS Board Meeting (present bond
plan for feedback)

Late May 2026
Bond Team meeting - finalize bond program

Early June 2026
BMB draft bond application, Bond Team meeting
(review bond app), BMB finalize bond application
+ send to Attorney, Attorney send bond application
to Department of Treasury (minimum of 3 days
prior to meeting)

June 2026
Attorney develop ballot language

June 2026
Pre-qualification meeting with
Department of Treasury

June 15, 2026
MPS Board Meeting (sign bond app)

June 2026
BMB Develop informational campaign materials

Late June 2026
MPS send signed bond application to Attorney,
Attorney send bond application to Department of
Treasury (30 day review process)

Early August 2026
Receive approval from Department of Treasury to
call for election

Early August 2026
Special MPS Board of Education call for election

Early August 2026
Kick off informational campaign after call for
election (press release, flyer/brochure, poster
boards, FAQ, etc)

August 12, 2026
Deadline to File For Election
(min 12 weeks prior to election)

Mid-September 2026
Absentee Ballots available

October 2026
Continue Informational Campaign

Mid-September 2026
Absentee Ballots available

October 2026
Continue Informational Campaign



11. PROVIDE 3 REFERENCES OF K-12 DISTRICTS WHERE YOU HAVE COMPLETED A STUDY AND A SUCCESSFUL CAMPAIGN.



Dr. Todd Robinson, Superintendent
Romeo Community Schools
P: 586.752.0235



Matt Wandrie, Superintendent
Lapeer Community Schools
P: 810.538.1604



Amy Conway, Superintendent
Gibraltar
P: 734.379.6351

12. INCLUDE A SEPARATE FEE PROPOSAL SHEET WITH PAYMENT TERMS OUTLINING THE TOTAL COST TO MPS FOR THE ENTIRE PROCESS OUTLINED IN YOUR PROPOSAL

We have included a separate cost proposal that is enclosed in this package for your review.



13. COMPLETED FAMILIAL DISCLOSURE FORM.

Affidavit of Bidder –Familial Relationships Form

The undersigned, the owner or authorized officer of Barton Malow Builders (the "Bidder"), pursuant to the familial disclosure requirement provided in the Midland Public Schools (the "School District") advertisement for fencing bids, hereby represent and warrant, except as provided below, that no familial relationships exist between the bidder(s) or any employee of Barton Malow Builders, and any member of the Board of Education of the School District or the Superintendent of the School District.

List any Familial Relationships:

BIDDER: Barton Malow Builders

By: Mike E. Stobak Michael Stobak

Its: Vice President, Education Group

STATE OF MICHIGAN)
)ss.
COUNTY OF Oakland)

This instrument was acknowledged before me on the 22 day of September, 2025, by Allison Edwards.



Allison Edwards, Notary Public
Oakland County, Michigan
My Commission Expires: 7-25-26
Acting in the County of: Oak

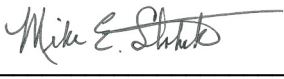


14. COMPLETED IRAN ECONOMIC SANCTIONS ACT CERTIFICATION.

Iran Economic Sanctions Act Certification

I am the Vice President (insert title) of Barton Malow Builders (insert bidder company name), or I am bidding in my individual capacity ("Bidder"), with authority to submit a binding bid for the provision of services to Midland Public Schools. I have personal knowledge of the matters described in this Certification, and I am familiar with the Iran Economic Sanctions Act, MCL 129.311, et seq. ("Act"). I am fully aware that the school district will rely on my representations in evaluating bids.

I certify that Bidder is not an Iran-linked business, as that term is defined in the Act. I understand that submission of a false certification may result in contract termination, ineligibility to bid for three (3) years, and a civil penalty of \$250,000 or twice the bid amount, whichever is greater, plus related investigation and legal costs.

Signature 



15. COMPLIANCE WITH SCHOOL SAFETY INITIATIVE LEGISLATION

Affidavit of Bidder-Compliance with School Safety Initiative Legislation

The undersigned, the owner or authorized officer of Barton Malow Builders (the “Bidder”), certifies to Midland Public Schools (the “School District”), that any and all persons who will work directly or indirectly for the Bidder, including, but not limited to, Bidder’s employees, agents, vendors, subcontractors or consultants, and who will work at or on any School District property, shall at all times be in compliance with MCL 380.1230, 380.1230a, 380.1230c, 380.1230d, and 380.1230g and have not been convicted of any “listed offenses”.¹ The Bidder further warrants and represents that all persons who will work directly or indirectly for the Bidder, including, but not limited to, Bidder’s employees, agents, vendors, subcontractors or consultants, and who will work at or on any School District property, shall at all times be in compliance with MCL 380.1230, 380.1230a, 380.1230c, 380.1230d, and 380.1230g. In this regard, Bidder agrees, without limitation, to report within 3 business days to the School District when any such person is charged with a crime listed in Section 1535a(1) of the Revised School Code² or a substantially similar law, and to immediately report to the School District if that person is subsequently convicted, plead guilty or plead no contest to that crime.

BIDDER: Barton Malow Builders

By: Mike Stobak

Its: Vice President



