



## MEMORANDUM

**To:** Mayor and City Council

**From:** Vanessa Tarver, Assistant Director of Strategic Financial Engagement

**Via:** Kim Tiehen, Director of Strategic Financial Engagement

**Date:** February 10, 2026

**Reference:** Consider awarding of RFP #221 User Fee Cost Recovery and Revenue Generation to Willdan Financial Services; authorizing the City Manager to sign any necessary documents.

**2040:** **Sustainable Government**

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### **Introduction:**

The purpose of this agenda item is to seek approval to award RFP #221 User Fee Cost Recovery and Revenue Generation to Willdan Financial Services.

### **Background:**

Over the past decade, State of Texas legislation has placed increasing constraints on municipal revenue by limiting property and sales tax growth. As a result, cities must look inward and rely more heavily on locally controlled revenue sources through policy decisions. In response, the City is pursuing opportunities to improve cost recovery for existing services and identify new, sustainable revenue options.

RFP #221 for User Fee Cost Recovery and Revenue Generation was advertised for two weeks, from December 6 through December 19, 2025, consistent with best practices. Seven (7) consultants submitted proposals. All City departments participated in the evaluation process, as they are best positioned to assess their respective revenue streams and service costs. Using a best-value approach, Willdan Financial Services was identified as the top-ranked proposer.

Willdan Financial Services is based in Plano, Texas, and has extensive experience working within Texas' legislative and regulatory environment. The firm has provided financial consulting services to more than 800 public agencies nationwide. The proposed project team consists of four professionals with 10 to 26 years of experience. The Project Director, Jason Gray, brings 15 years of experience as

a City Manager and Assistant City Manager, providing valuable practical insight into municipal operations and finance.

Willdan provided a clear and thorough approach to both components of the scope of work and demonstrated a strong understanding of the City's objectives. This will allow Council to review findings and recommendations as part of its strategic planning discussions.

**Benefit to the Community:**

This comprehensive study will generate the data and analysis needed to evaluate cost recovery goals, consider updates to the master fee schedule, and make informed decisions regarding long-term revenue generation strategies.

**Legal Review:**

The City Attorney reviewed the item.

**Fiscal Impact:**

The fiscal impact is \$116,529, which will be funded from the General Fund's Strategic Reserve assigned fund balance and will be included in the budget amendment brought forward in the May/June timeframe.

**Recommendation:**

The Strategic Financial Engagement Department recommends approval of this item.