



## MEMORANDUM

**To:** Mayor and City Council

**From:** Traci E. Leach, Deputy City Manager

**Date:** February 25, 2025

**Reference:** Consider approval of Request for Proposal #213 Facilitation Services for Vision 2040 Plan Check-In to Berry, Dunn, McNeil & Parker, LLC in an amount not to exceed \$74,500.00, as budgeted in the General Fund, and authorizing the City Manager to sign all necessary documents.

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

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### Introduction:

This item is presented for Council consideration to award Request for Proposal (RFP) #213 Facilitation Services Vision 2040 Plan Check-In to Berry, Dunn, McNeil & Parker, LLC (Berry Dunn) in an amount not to exceed \$74,500. This project will use the existing Vision 2040 Strategic Plan to achieve the two primary objectives below:

1. Demonstrate and communicate progress made in support of the Plan; and
2. Explore whether this plan, in its current iteration, still reflects the community's priorities.

The consultant will facilitate the community conversation around both key discussion objectives. This community engagement effort will refine, not wholly re-create, the future vision for the community as reflected by today's Coppell. Recommendations based on community and stakeholder feedback will be presented to the City Council for consideration.

### Background:

#### *Current Strategic Plan:*

In April 2019, the City Council accepted the Vision 2040 Strategic Plan from the Council-appointed resident Executive Committee. In the intervening years, the City has successfully implemented major elements of this plan. Over \$75 million has been expended since 2019 by the City Council for projects and initiatives that support this Strategic Plan.

#### *Berry Dunn Proposal Highlights:*

Robust Community Engagement:

- Forty-five engagement opportunities ranging from presence at established community events to pop-up events to one-on-one sessions to larger community forums
- Proven success reaching and connecting to difficult to engage segments of a community's population to ensure equitable representation

**Robust Team Expertise:**

- Berry Dunn has assigned a team of experts to our project that will be matched to our various audiences, formats, and schedule to maximize the effectiveness of every interaction

*RFP Process:*

RFP #213 was released on January 10, 2025. The City received four submittals, which were evaluated by team members representing the City Manager's Office, Community Development, and Strategic Financial Engagement. Two finalists were selected to interview with the evaluation team. Evaluation criteria was:

- Project Approach (40%)
- Project Team (20%)
- Past Project Experience & References (20%)
- Project Schedule (10%)
- Proposal Cost (10%)

Berry Dunn was rated the highest among the four submittals and is recommended as the firm that will provide the total best solution for this scope of work.

**Benefit to the Community:**

The Council and staff rely heavily on the goals identified in the Vision 2040 Strategic Plan to guide every core function that serves the community. The Vision 2040 Strategic Plan serves as the foundation for all budget and service delivery decisions. Aligning the vision for the Strategic Plan is critical to ensuring that the Council and staff are working towards the vision that represents our community.

**Legal Review:**

The Procurement Division reviewed the RFP.

**Fiscal Impact:**

This item is currently budgeted in the FY25 General Fund in the amount of \$75,000.

**Recommendation:**

Staff recommends awarding RFP #213 Facilitation Services Vision 2040Plan Check-In to Berry, Dunn, McNeil & Parker, LLC in an amount not to exceed \$74,500.