



## MEMORANDUM

**To:** Mayor and City Council

**From:** Mindi Hurley, Director of Community Development

**Date:** January 28, 2025

**Reference:** Consider approval of award RFP #212 Development Strategy and Financial Analysis to Verdunity, Inc., in the amount of \$154,700 as provided for by the American Rescue Plan Act (ARPA) fund; and authorizing the City Manager to sign any necessary documents.

**2040:** Create Business and Innovation Nodes, Enhance the Unique ‘Community Oasis’ Experience, Future Oriented Approach to Residential Development, Implement Innovative Transportation Nodes, Sustainable Government

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### Introduction:

This item is to consider approval of award RFP #212 Development Strategy and Financial Analysis to Verdunity, Inc., in the amount of \$154,700 as provided for by the American Rescue Plan Act (ARPA) fund.

### Background:

The City will begin an update to the Comprehensive Land Use Plan (Comp Plan) for Coppell in 2025. As discussed with City Council on multiple occasions, staff believes hiring a consultant to complete an in-depth fiscal analysis of current and future development patterns in advance of the Comp Plan process would be beneficial for staff, elected officials and residents. This analysis will be used to educate all stakeholders on ways that the city can redevelop in a way that is financially sustainable.

Many cities in North Texas, including Coppell, are transitioning from growth mode to redevelopment and infill development. As costs to maintain aging infrastructure are increasing and cities are encouraging continued investment in aging commercial and residential properties to keep them relevant, the City needs to ensure there will be sufficient revenue to provide public services in the future while also keeping costs manageable for residents and businesses. Therefore, staff believes hiring a consultant to complete an in-depth fiscal analysis of current and future development patterns is the appropriate step to take prior to embarking on the Comp Plan update. This information and education will help all stakeholders make informed decisions throughout the community engagement process for the Comp Plan update so that the City can redevelop in a financially sustainable way.

Staff created an RFP for this project. RFP #212 was uploaded to Bidnetdirect on November 22, 2024. A pre-proposal meeting was held on December 3, 2024. The RFP was opened on December 10, 2024. The City only received one proposal from Verdunity, Inc. (Verdunity).

Verdunity is a Texas-based consulting firm that helps city leaders align vision, policy, and investments. Verdunity has completed land use fiscal analysis, education efforts and fiscally informed plans for cities

throughout Texas. Staff contacted several of those cities, and they all provided positive references for the work Verdunity performed in their respective municipalities. With their experience and strategic approach in assembling their analysis, staff believes Verdunity is the best total solution to provide the desired services and recommends approval of this contract.

**Benefit to the Community:**

This study and education will help stakeholders make informed decisions on how to develop and redevelopment in a financially sustainable manner.

**Legal Review:**

The City's standard form of agreement was utilized and is reviewed periodically by the City Attorney.

**Fiscal Impact:**

The fiscal impact of this item is \$154,700.00, as provided for by the American Rescue Plan Act (ARPA) fund.

**Recommendation:**

Staff recommends approval of this item.