



**ALLIANCE GROUP PROPOSAL
TO
THE CITY OF JONESBORO, GEORGIA
FOR**

**Consulting Services to Develop a Request for Proposal
(RFP) and Provide Procurement Lifecycle Support**

**Submitted: Tuesday, July 14, 2026
Attention: Mayor Pro Tem, Asjah Miller
amiller@jonesboroga.gov**

Tuesday, July 14, 2026

City of Jonesboro Georgia
City Hall
1859 City Center Way
Jonesboro, GA 30236

ATTN: Ms. Asjah Miller, Mayor Pro Tem

RE: GreenRush Compliance, Inc. dba **Alliance Group**, proposal to the City of Jonesboro, GA to
Develop a Request for Proposal (RFP) and Provide Procurement Lifecycle Support

Dear Mayor Pro Tem Miller,

GreenRush Compliance, Inc. dba **Alliance Group**, appreciates the opportunity to submit a formal proposal to develop a Request for Proposal (RFP) and provide procurement lifecycle support to the City of Jonesboro, GA. Alliance Group will leverage our significant expertise and experience to deliver the desired services and product.

For your convenience, the following is Alliance Group's corporate information:

Company Name:	GreenRush Compliance, Inc. dba Alliance Group
Company Address:	<u>Headquarters:</u> 195 14 th Street, NE, Suite 1703, Atlanta, GA 30309
Website:	https://www.allianceatl.com/
CEO/Authorized Negotiator/ Signature Authority Contact Info:	Lesia Adeboye', President & CEO Phone: (678)230-6090 Email: lesia@allianceatl.com
EIN:	47-4543335
Company Size/Status:	Small Business Administration (SBA) Certified 8(a) & Woman Owned Small Business (WOSB), Georgia DOAS Certified WOSB

Our Firm Fixed Price (FFP) quote is valid for 30 days from the submission date.

If there are any questions regarding our proposal, please do not hesitate to contact me at via cell phone at (678)230-6090 or via email at lesia@allianceatl.com.

Respectfully,

Lesia Adeboye', President & CEO



GreenRush Compliance, Inc. dba **Alliance Group**

1. EXECUTIVE SUMMARY

Alliance Group understands the City of Jonesboro Mayor, City Council, and Executive Leadership's commitment to fostering a work environment where employees at all levels are positioned for success and can thrive. The City has identified a need to assess employee engagement, satisfaction, and organizational culture through a formal *Employee Climate Assessment*. To ensure a fair, transparent, and legally compliant vendor selection process, the City requires consulting support to develop the Request for Proposal (RFP) and manage the procurement process through contract award.

Alliance Group proposes a three-phase engagement:

- **Phase 1 — RFP Development:** Needs discovery, scope of work drafting, evaluation criteria design, and finalization of a legally sound, procurement-ready RFP document.
- **Phase 2 — Solicitation & Evaluation:** Management of the public solicitation period, vendor questions and addenda, proposal intake, evaluation committee facilitation, scoring.
- **Phase 3 — Negotiation & Award:** Reference checks, finalist interviews, contract negotiation, and support through council/administrative award.

This engagement is designed to minimize the administrative burden on City staff while preserving the City's full authority over evaluation criteria, committee composition, and final vendor selection.

Alliance Group will serve as a project manager and technical advisor throughout — the City retains all decision-making authority.

2. ALLIANCE GROUP'S APPROACH

Organizations increasingly rely on structured employee climate assessments to identify engagement gaps, retention risks, and organizational culture issues before they manifest as turnover, grievances, or service delivery problems. For the City of Jonesboro, a well-run assessment can provide leadership with objective, department-level data to guide workforce policy, training investment, and management practices.

Because the assessment will touch every department and involve the collection of sensitive employee feedback, the City requires a vendor with demonstrated expertise in survey design, confidentiality protocols, data analysis, and reporting to elected officials and executive leadership.

Alliance Group has provided similar consulting services to public and private sector clients to include:

- ★ U.S. Health and Human Services
- ★ Centers for Disease Control and Prevention (CDC)
- ★ U.S. Transportation and Security Administration (TSA)
- ★ Veterans Affairs (VA)
- ★ Fulton Dekalb Hospital Authority (FDHA)
- ★ Cobb County Sheriff's Office
- ★ City of Jonesboro
- ★ The Saunders Law Firm

Alliance Group will serve as the City's procurement project manager and subject-matter advisor throughout the engagement, collaborating with the City Attorney and the Procurement Division. All final decisions, including release of the RFP, composition of the evaluation committee, scoring, and award remain with the City.

The following is our project approach:

Phase 1: RFP Development

Task	Description
Kick-off Meeting/Stakeholder Discovery	Meet with the City to review the requirements, define assessment objectives, target population, and desired outcomes, discuss nuances of the organization, introduce key stakeholders, and refine the project schedule.
Scope of Work Drafting	Develop a detailed scope of work with defined deliverables, period of performance, confidentiality standards, participation targets, data analysis, and reporting deliverables.
Evaluation Criteria Design	Design of a weighted scoring rubric (e.g., methodology, firm experience, staffing, cost, references).
RFP Document Assembly	Drafting of the full RFP package: instructions to offerors, minimum qualifications, submission requirements, sample contract terms/insurance requirements, and evaluation criteria.
Legal & Compliance Review Coordination	Coordination with the City Attorney and Procurement Department to confirm compliance with the City's procurement policies.

Phase 2: Solicitation & Evaluation

Task	Description
Solicitation Management	Coordination of RFP posting, public notice, and distribution through the City's designated procurement channels and vendor outreach to qualified firms. Support Q&A period; drafting of written addenda responses.
Proposal Intake & Compliance Screening	Logging of submitted proposals and initial screening for responsiveness and responsibility (minimum qualifications, required forms, signatures).
Evaluation Committee Facilitation	Formation guidance, orientation, and facilitation of the City's evaluation committee; distribution of scoring materials and conflict-of-interest documentation.

Task	Description
Scoring & Shortlisting	Compilation of individual scorer results, consensus scoring session facilitation, and identification of a shortlist for interviews or oral presentations.

Phase 3: Negotiation & Contract Award

Task	Description
Finalist Interviews	Scheduling and facilitation of finalist interviews/oral presentations if applicable.
Reference & Past-Performance Checks	Structured reference checks of comparable work with clients of the top-ranked firm(s).
Negotiation Support	Support in negotiating final scope, fees, timeline, and contract terms with the top-ranked vendor, in coordination with the City Attorney.
Award Recommendation Package	Preparation of a written award recommendation memo and supporting documentation for City Council or City Manager approval, as required by the City's Procurement Policy.
Contract Execution Support	Coordination of final contract routing, execution, and transition/kickoff handoff to City and the awarded vendor.
Contract Closeout Support	Collection of all deliverables, support the coordination of final presentation and other closeout activities.

3. PROJECT SCHEDULE

The full procurement lifecycle is estimated at approximately 10 weeks. This timeline may be adjusted based on discussions with the City during the kick-off meeting.

Timeframe	Milestone	Key Activities
Weeks 1–3	Phase 1: RFP Development	Stakeholder interviews, draft scope of work, draft evaluation criteria, finalize RFP document, legal review
Week 4	RFP Release	City posts RFP; Alliance Group manages distribution and outreach
Weeks 6	Solicitation Period	Vendor Q&A, addenda, proposal submission deadline
Weeks 7-8	Phase 2: Evaluation	Compliance screening, committee scoring, shortlisting

Timeframe	Milestone	Key Activities
Week 8	Finalist Interviews	Interviews, reference checks
Weeks 9-10	Phase 3: Award	Negotiation, award recommendation, contract execution

4. BUDGET

The following is Alliance Group's proposed Firm Fixed Price (FFP)* for RFP development and procurement life-cycle support:

LINE ITEM	FIRM FIXED PRICE (FFP)
RFP Development (Phase 1)	\$15,000.00
Procurement Life-Cycle Support (Phase 2 – 3)	\$9,000.00
TOTAL	\$24,000.00
Optional Service(s):	
Project Management – Oversight of Employee Assessment Project	\$10,000.00
Employee Climate Assessment Development, Delivery, Analysis, and Recommendation Report	\$32,500.00

**Our Firm Fixed Price (FFP) quote is valid for 30 days from the submission date.*

Payment Schedule

- 50% due upon Consultant Agreement execution
- 25% due upon end of Phase 1 – Delivery of Final RFP Document
- 25% due upon end of Phase 3 - Contract Award / Engagement Close-Out

Optional Service

Option 1

- 50% upon engagement for Project Management / Oversight of Employee Assessment Project
 - 50% upon completion of Employee Assessment Project

Option 2

- 25% upon engagement of Consultant
- 25% for Milestone 1 - Survey Design Completion & Approval
 - 25% for Milestone 2 – Survey Deployment Completion
- 25% for Completion - Delivery of Findings Report/Recommendations

4. ABOUT US

Alliance Group, established in 2010, is a management consulting and professional services firm with core capabilities that include organizational efficiency & change management, procurement, contracts negotiations and administration, and project management. Alliance Group has provided value to clients in the public and private sectors and is committed to superior technical performance, professionalism, compliance, ethics, and financial diligence.

Lesa Adeboye, Founder/President/CEO

The founder and principal consultant, Lesa Adeboye, an alumnus of Georgia State University, Andrew Young School of Public Policy, is a corporately trained contract negotiator, with decades of experience in the corporate and government contracting space. Before founding the Alliance Group roles held by Ms. Adeboye include Director of Contract & Procurement, Program Director, Compliance Officer, Small Business Advocate, Proposal Manager, and Director of Business Development. Lesa has served on boards including the advocacy and policy organizations Women Impacting Public Policy (WIPP) Board of Directors, a Washington, D.C. based non-partisan organization advocating for business opportunities and policy improvements for women owned small businesses and currently serves as Board Chair for Women Entrepreneurial Opportunity Project (WEOP) a non-profit organization committed to advancing economic progress for women.

Angela Massey, Human Resources Principal Consultant

Angela M. Massey is a seasoned Human Resources leader with more than 15 years of experience, aligning people strategies with organizational objectives across global, multi-disciplinary environments. Recognized for her strategic mindset and collaborative leadership style, Angela has supported business units across the U.S., Canada, the U.K., Chile, and beyond—driving performance, enhancing employee engagement, and strengthening organizational culture.

As a Human Resources Business Partner for a large corporation, Angela led HR programs for Engineering, Operations, Product Management, Quality, Legal, and Sales, overseeing the full talent management lifecycle, workforce planning, performance management, global mobility, and cross-functional initiatives that advanced organizational effectiveness. Previously, as a Strategic HR Business Partner with she guided HR strategy in the Aerospace market, directing recruitment, compensation, benefits, DE&I initiatives, and operational improvement projects that supported a high-performing manufacturing environment.

She has built a reputation for cultivating strong business partnerships, leading complex employee relations initiatives, managing large-scale HR operations, and driving change that enhances workforce capability and organizational results.

Angela holds a Bachelor of Arts in Organizational Management from Oglethorpe University and a Certificate in Diversity, Equity & Inclusion from the University of South Florida. She is known for her integrity, critical thinking, and ability to design people-centric solutions that enable business growth and long-term success.

Sable Ryan, Human Resources Development, Senior Consultant

For over 20 years, Sable Ryan has provided human capital consulting to organizations in the private and public sectors. Sable focuses on supporting clients in aligning their people strategy with organizational strategic goals. She serves as a DEI and HR technical consultant for senior and executive leaders to operationalize strategic goals, formulate policy, and provide advisory services. Projects include:

- For US Federal Government Agencies -
 - Implemented Diversity, Equity, Inclusion, and Accessibility (DEIA) programs, which yielded an increase in diverse talent pipelines and improved inclusive cultures.
 - For HHS organizations, hosts listening and learning sessions on the Agency's Diversity, Equity, and Inclusion (DEI) strategy while introducing DEI principles to staff for work integration and increased inclusiveness.
 - Led a virtual recruitment program that attracted 4000+ potential applicants from underrepresented communities.
 - For both the Federal Government and private sector clients, designed and implemented DEI curriculum to educate staff on DEI principles.

Sable is a 10,000-woman Goldman Sachs scholar, a nominee for Yale Visiting Women Executive Exchange Program (YVWEEP), and a certified mentor by the International Finance Corporation (IFC). She holds a B.Sc. in Marketing from Long Island University and an M.Sc. in Strategic and Functional Human Resources from Walden University.

5. CONCLUSION

Alliance Group appreciates the opportunity to submit a proposal to the City of Jonesboro and are confident that we can provide the level of support desired by City Leadership. We will work collaboratively with the City to deliver on time and within budget.