



LAWRENCEVILLE

GEORGIA

AGENDA REPORT

MEETING: WORK SESSION, APRIL 1, 2026

AGENDA CATEGORY: GENERAL CITY BUSINESS

Item:	Contract Award - Strategic Plan Development and Implementation Framework (RP003-26)
Department:	Communications
Date of Meeting:	Wednesday, April 1, 2026
Fiscal Impact:	\$107,800.00 from Fund Balance Budget Amendment
Presented By:	Melissa Hardegree, Chief Communications and Marketing Officer
Action Requested:	Approval to award contract for RP003-26 Strategic Plan Development and Implementation Framework to highest scoring proposal from Berry, Dunn, McNeil & Parker, LLC in the amount of \$107,800.00 with final contract documents to be prepared by staff and submitted to the City Clerk for City Attorney review and approval prior to execution.

Summary: The City issued Request for Proposals RP003-26 for Strategic Plan Development and Implementation Framework, a Communications and Marketing Department project. The project calls for a vendor to partner with the city in a five-phase project that ultimately will develop a Strategic Plan for the City's use to further bring into alignment its mission, priorities and identified pillars and structurally mirroring these cornerstones in the city's budget, operations, and critical functions.

The Request for Proposals was advertised and conducted in compliance with the City's Purchasing Ordinance. Sixteen (16) Proposals were received and publicly opened. A Scoring Committee consisting of City Key Leadership Team Members from the City Manager's Office, Finance, and Communications and Marketing Departments reviewed and graded proposals for responsiveness, qualifications, experience, understanding of the project, capacity, their understanding of the city and its needs, communication and stakeholder approach, and cost. Four (4) of the original sixteen (16) proposals graded at or above a score of 80 and were invited for a final determination interview.

Finalist interviews were held on Monday, March 16th and hosted at City Hall by the Proposal Scoring Committee. Finalist firms Baker Tilly, Berry, Dunn, McNeil & Parker (Berry Dunn), Carter Development Group (CDG), and Raftelis were sent a final arrangement of interview questions and given one (1) hour to present remaining project clarifications and facilitate a panel question and answer session with the committee. All firms were given the option to attend in person or remotely via Microsoft Teams.

Following review and grading of the proposals along with final scoring input following finalist interviews, Berry, Dunn, McNeil & Parker (Berry Dunn) was determined to have submitted the highest scoring proposal, with a total cost of \$107,800. Staff from the Communications and Marketing Department and the Purchasing Division have reviewed the score tabulation, confirmed compliance with all bid requirements, and determined the pricing to be reasonable and competitive for the scope of work.

Fiscal Impact: The proposed action results in a one-time expenditure of \$107,800 funded through the General Fund.

Concurrences: Other departments, agencies, personnel, who agree and have formally supported.

Attachments/Exhibits:

- RP003-26ScoreTab.pdf
- RP003-26Certification.pdf