



CITY OF NOVI CITY COUNCIL
MARCH 10, 2025

SUBJECT: Consideration to approve the recommendation from the Long-Range Strategic Planning Committee to approve BerryDunn as consultant for the Facilitation of a Community Strategic Planning Process.

SUBMITTING DEPARTMENT: City Manager's

KEY HIGHLIGHTS:

- A competitive bid was advertised, and nineteen (19) firms submitted
- A staff team reviewed the proposals and scored BerryDunn the highest
- BerryDunn offers a three-phase approach, one to for initial Project Planning and Management, the second phase for extensive community and stakeholder outreach/engagement, and the third for serving as the creation of the Strategic Plan document.
- An optional fourth phase was offered, at additional cost, to assist with the implementation of the Strategic Plan
- The Long Range Strategic Plan Committee recommend Berry Dunn at their March 5, 2025 meeting.

FINANCIAL IMPACT

	FY 24/25	FY 25/26	Total
EXPENDITURE REQUIRED	\$ 50,000	\$100,000	\$ 150,000
BUDGET			
1. 2050 Strategic Plan (101-101.00-816.XXX)	\$ 50,000	\$100,000	\$ 150,000
APPROPRIATION REQUIRED	\$ 0		\$ 0
FUND BALANCE IMPACT	\$50,000	\$100,000	\$150,000
• Budget Amendment #2025-4, also on the March 10, 2025 City Council agenda, accounts for the adjustments needed for the 2050 Strategic Plan			

BACKGROUND INFORMATION:

Following instruction from the Long-Range Strategic Planning Committee a Request for Proposal (RFP) was advertised, seeking a facilitator to assist The Long-Range Strategic Planning Committee, Council Members, City staff, and community members in conducting the Novi Community Strategic Planning Process, also referred to as "Novi 2050". An unusually high number of responses were received, with a total of nineteen (19) firms submitting proposals. Following evaluation by a team of City staff, the two highest-rated firms were BerryDunn and SBrand Solutions, with Berry Dunn receiving the highest overall rating.

Due to several factors, BerryDunn was rated as the most qualified firm to assist the city with this process. The firm is well established, with 50 years of history, and as a result, it has extensive resources in its workforce, tools, and practiced strategic planning processes. They also displayed an extensive portfolio of references for similar projects across the nation and with local agencies (cities of Ann Arbor, Detroit, Saline, Bloomfield Township, etc.). In their proposal, BerryDunn has offered a fixed-fee services cost for their three-phase process, which covers initial planning and management, an extensive community engagement process, data analysis, and the final strategic plan, to cost \$119,800 minus an estimated travel expense allocation of \$9,500 (with the City only invoiced for actual travel expenses incurred, where possible hybrid methodologies will be used to limit travel expense as appropriate). The proposal also included an optional Phase 4 for plan implementation and action assistance at \$20,600.

The Long-Range Strategic Planning Committee met on February 19, 2025 to interview the two highest-rated firms who submitted bids for the consultant for the Facilitation of a Community Strategic Planning Process. After gathering some additional information and examples of completed plans by said consultants, the Committee met again on March 5, 2025 to make their final decision. Following the discussion, Councilmember Gurumurthy made a motion to recommend that the City Council move forward with BerryDunn as a Strategic Plan Consultant, and Councilmember Staudt and Mayor Pro-Tem Casey supported this.

RECOMMENDED ACTION: Approve the recommendation from the Long-Range Strategic Planning Committee to approve BerryDunn as consultant for the Facilitation of a Community Strategic Planning Process.