



City of Stonecrest, GA
Procurement Department
3120 Stonecrest Blvd.
Stonecrest, Ga 30338

Web: www.stonecrestga.gov

Office: (770) 224-0200

Email: Procurement@stonecrestga.gov

SOLE BRAND/ SOLE SOURCE/ SINGLE SOURCE
NON-COMPETITIVE PROCUREMENT
JUSTIFICATION FORM

DATE: 4/29/2026

TO: TANISHA BOYNTON, PROCUREMENT OFFICIAL, PROCUREMENT DEPARTMENT

REQUESTED BY: David Graves DEPARTMENT: Communications

PHONE NO.: 678-672-9209 E-MAIL ADDRESS: dgraves@stonecrestga.gov

DEPARTMENT DIRECTOR: David Graves SIGNATURE: David Graves DATE: 4/29/2026

SPECIFIED SUPPLIER (COMPANY NAME): Ascendant VENDOR ID. NO.: _____

SUPPLIER CONTACT PERSON: Joseph Mendebar PHONE NUMBER: 424-622-6140

TOTAL COST: \$ 10,000

Please check the appropriate section and provide detailed justification:

☒ **Sole Source/Sole Brand:** The specified supplier is the ONLY provider of goods/services. A quote/proposal/estimate and certified letter from the supplier is required and **MUST** be attached. The quote/proposal/estimate must address the prices/terms set forth and be deemed reasonable for the values presented. The certified supplier letter must address trademark agreements, warranties, and proprietary ownership (patented or copyrighted products or services).

Justification for Sole Source: Provide a detailed description of goods/services to be provided. Describe what is unique about the product, particular style, model, type, manufacturer, service or source and how it meets City needs. Include what steps taken to confirm unavailability of competition as appropriate. If the space provided below is not sufficient, please attach a justification memorandum.

See attachment

☐ **Single Source:** The specified supplier and its authorized dealers/providers are the ONLY ones authorized to provide the requested good/services. The supplier/authorized dealer(s)/providers were selected to complement /support the following business decision (i.e. standardization, compatibility reasons). A quote/proposal/estimate and certified letter from the supplier is required and **MUST** be attached. The certified letter must include a list of authorized dealers/providers, address any active warranties, proprietary ownership (patented or copyrighted products or service). The quote/proposal/estimate must address the prices/terms set forth and be deemed reasonable for the value presented. If the space provided below is not sufficient, please attach a justification memorandum.

Please check the appropriate box and provide additional explanation.

☐ Standardized System ☐ Parts provided by "OEM" ☐ Other (Please explain)

Purchasing Coordinator/Purchasing Specialist: _____

Date: _____

The Procurement Department has reviewed the request and has completed its due diligence per the Purchasing Policy and in accordance with State Purchasing Act (Official Code of Georgia Annotated in (O.C.G.A.) Section 50-5-50 et seq.). The Procurement Official has conducted a good faith review of the request. A record of sole source procurements shall be maintained as a public record and shall list each contractor's name, the amount and type of each contract, a listing of the item(s) procured under each contract, and the identification numbers of each contract file.

If Approved: A contract/agreement may be awarded, or a Purchase Order may be issued without competition when the governing approvers have approved the request.

Note: Requests exceeding the City Managers award authority, will require City Council approval.

Procurement Official: Tanisha Boynton

Date: 5/11/2026

Request: ☒ APPROVED ☐ DENIED

Non-Competitive Sourcing Method to obtain the goods and/or services: ☐ Sole Brand ☐ Sole Source ☐ Single Source

☐ Negotiations Appropriate (Price, Delivery, and Terms)

Additional Comment: _____



CITY OF STONECREST – PROCUREMENT MEMORANDUM

TO: TANISHA BOYNTON, PROCUREMENT MANAGER/PROCUREMENT OFFICIAL

FROM: DAVID GRAVES, DIRECTOR OF COMMUNICATIONS

DATE: APRIL 29, 2026

SUBJECT: SINGLE SOURCE JUSTIFICATION: ASCENDANT APP TO PROVIDE DIRECT COMMUNICATION TO RESIDENTS AND COMMUNITY STAKEHOLDERS USING TEXT MESSAGING.

Background:

Ascendant App provides constituent-specific data access (names, phone numbers, mailing addresses, region breakdown), enabling the City of Stonecrest to communicate directly with residents, taxpayers, and community stakeholders using SMS text messaging as a modern, best-in-class communication method. SMS provides immediate, accessible, and inclusive outreach to residents for critical updates such as city news, public notices, project updates, service interruptions, community events, and emergency alerts. This method meets constituents where they are and helps ensure timely dissemination of information, which has been a major concern of key leadership and residents themselves.

Ascendant App is uniquely designed to serve government entities such as Stonecrest, not commercial businesses, which charges higher fees. Unlike mainstream business marketing platforms that are built for business-to-consumer purposes, Ascendant App focuses on public-sector communication needs, ensuring that messaging, data access, and engagement tools align with municipal goals rather than retail sales objectives.

A primary advantage of Ascendant App is its affordability. Ascendant's fee structure is significantly more reasonable than business marketer tools, which often include features designed to maximize retail conversions, advertising spend, return-on-investments, and consumer purchasing analytics. These retail-oriented metrics add cost without providing value to a municipal government. Ascendant App eliminates these excess costs by offering a platform tailored to two-way public communication and enhancing awareness and messaging outreach, making it a cost-effective and viable solution for the City of Stonecrest.

David Graves

4/29/26



Ascendant Agreement |

City of Stonecrest, Georgia

Prepared for:
David Graves
Communications Director,
City of Stonecrest, Georgia

Zain Khan
Founder
Ascendant App, Inc.
730 Arizona Ave Ste 200
Santa Monica, CA 90401-1702
m: (310) 867-4453
e: zain@ascendantapp.com
w: ascendantapp.com

Date:
December 17, 2025

Ascendant Platform

- Web-form, integrated into the Ascendant CRM
- Inbound texting (local area code)
- Outbound/Mass texting (local area code)
- Pay-as-you-go pricing. Pay for text credits only when you need them.
- 22,293 constituent records (including full name, address, appended to mobile numbers) in the City of Stonecrest, GA.

ADDITIONAL CITIES INCLUDE

- Lithonia - 23,395 Mobile Numbers
- Candler-McAfee & Panthersville 6,512 Mobile Numbers

TOTAL MOBILE NUMBERS: 52,200

Customer Service and Support

- Training (included)
- Set-up (included)
- Mobile number registration (included)
- Support (included)
- Consulting (included)

Service	Price	QTY	Annual Subtotal
Ascendant Platform (One time set-up Fee)	INCLUDED	1	ZERO
Ascendant SMS Unlimited Text Credits	\$10,000.00	Unlimited	\$10,000.00

Subtotal **\$10,000.00**

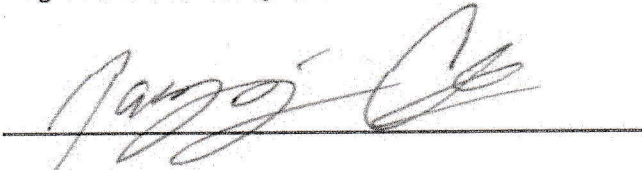
TOTAL \$10,000.00

Agreement

This is an authorization to begin processing, setup, and development of goods named above, subject to the conditions noted below as well as any current contract vehicles with your organization.

Voter files for official office use will be modified to remove political party affiliation, as well as remove any fields that are not allowed by the rules of the U.S. House of Representatives, U.S. Senate, or local jurisdictions.

Agreed to and accepted:

A handwritten signature in dark ink, appearing to read "Jazmin Cobble", is written over a horizontal line.

Signature

Jazmin Cobble, Mayor, 5-21-24

Print Name/Title/Date

ASCENDANT APP, INC.

730 Arizona Avenue, Suite 200
Santa Monica, California 90401
(310) 867-4453 | zain@ascendantapp.com
www.ascendantapp.com

December 29, 2025

City of Stonecrest
Attn: David Graves, Communications Director
3120 Stonecrest Blvd
Stonecrest, Georgia 30038

RE: Certified Sole Source/Sole Brand Justification Letter – Citizen Engagement Platform

Dear Mr. Graves and Procurement Officials:

This letter serves as official certification that Ascendant App, Inc. is the sole source and sole brand provider capable of delivering the citizen engagement and SMS notification platform services as specified in the attached Service Agreement for the City of Stonecrest, Georgia.

Proprietary Technology and Trademark Ownership

The Ascendant platform is proprietary software developed and owned exclusively by Ascendant App, Inc. The platform architecture, codebase, and associated intellectual property are proprietary and protected under U.S. copyright laws. No other vendor is authorized to license, distribute, or replicate this technology.

Proprietary Data Asset Unique to Stonecrest

Ascendant App, Inc. maintains an exclusive, verified database of 22,293 authenticated resident mobile numbers within the City of Stonecrest, Georgia, complete with full names and addresses. This proprietary data asset has been compiled, validated, and enriched through Ascendant's unique data aggregation processes and is not available through any other vendor or public source. Additionally, our database includes coverage of neighboring communities including Lithonia (23,395 mobile numbers) and Candler-McAfee/Panthersville (6,512 mobile numbers), providing the City with the capability to reach a total of 52,200 verified residents across the greater Stonecrest area.

This data is a core differentiator of Ascendant's offering—no competitor can provide this level of localized, pre-authenticated resident contact data ready for immediate deployment.

Custom Pricing Tailored to Stonecrest's Needs

The pricing structure in the attached Service Agreement has been specifically tailored to meet the City of Stonecrest's unique requirements and budget considerations. The \$10,000 annual fee for unlimited SMS text credits represents a customized package that accounts for

the City's constituent population, anticipated usage volume, and multi-area coverage needs. This pricing includes complimentary setup, training, mobile number registration, ongoing support, and consulting services—a comprehensive value proposition designed exclusively for this engagement.

Trusted by Government Entities Nationwide

Ascendant App, Inc. is trusted by over 50 government agencies across the United States at the federal, state, and local levels. Our clients include state legislatures, city governments, county administrations, and special districts. Notably, DeKalb County Government—the county in which Stonecrest is located—relies on Ascendant's platform to effectively reach and engage with constituents. Other government clients include Los Angeles County Board of Supervisors, Los Angeles City Council, San Joaquin County, City of Norwalk, Monterey County, North Carolina Department of Justice, and Queens Borough (New York), among others.

Service Warranties and Support Commitment

Ascendant App, Inc. warrants that its platform will perform substantially in accordance with its documentation and specifications. We maintain 99.99% uptime reliability and provide comprehensive customer support, training, and consulting services as part of our standard service offering. Our dedicated government services team ensures rapid response times and ongoing technical assistance throughout the contract term.

Sole Source Conclusion

Based on the proprietary nature of the technology, the exclusive verified resident database for Stonecrest and surrounding areas, customized pricing, and our established track record serving government entities including DeKalb County, Ascendant App, Inc. certifies that it is the only source capable of providing the specified citizen engagement platform and SMS notification services to the City of Stonecrest.

We are pleased to provide any additional documentation, demonstrations, or information required to support this procurement. Please do not hesitate to contact me directly with any questions.

Respectfully submitted,



Zain Khan

Founder & CEO

Ascendant App, Inc.

(310) 867-4453 | zain@ascendantapp.com