



CITY OF MENIFEE

SUBJECT: Agreement with Berry Dunn McNeil & Parker, LLC for Strategic Visioning Plan Development

MEETING DATE: August 17, 2022

TO: Mayor and City Council

PREPARED BY: Rebekah Kramer, Senior Management Analyst

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve and authorize the City Manager to execute a professional services agreement with Berry Dunn McNeil & Parker, LLC (BerryDunn) for the development of the five-year strategic visioning plan (2024-2028) in an amount not-to-exceed \$69,900.

DISCUSSION

In July 2018, the Mayor and City Council adopted the current (2018-2023) Strategic Visioning Plan. This five-year plan establishes the City's vision for the future and sets a roadmap for meeting current and future needs. The implementation plan lists the projects identified to meet the goals and objectives established by the Mayor and City Council in the strategic plan. This document has continued to evolve as new projects are introduced, and existing projects are re-prioritized based on available resources, staffing, capital, operating costs, and changes in technology. Since the current five-year strategic plan was adopted in 2018, staff have continued to provide updates on the progress that has been made in completing the tasks outlined in the implementation plan with the last update provided on May 4, 2022.

The City is now in the final year of the current five-year strategic plan. As such, it is important that as an organization we are proactive in establishing the goals and objectives that will carry the City forward into the next five-year period. To ensure that the use of resources aligns with the goals and objectives established in the strategic plan extending from fiscal year 2023/24 through fiscal year 2027/28 (2024-2028) a new plan will need to be adopted prior to developing the budget for the next fiscal year (July 1, 2023-June 30, 2024).

The strategic plan will establish a long-term vision for the City and set a course of action for the next five years by establishing priorities, outlining actions to effectively achieve objectives, and setting a framework for reporting progress. As requested by the Mayor and City Council, the

strategic planning process will incorporate a community outreach and stakeholder engagement component to help inform the Mayor and City Council in the development of the 2024-2028 Strategic Visioning Plan. Building upon the existing plan, city departments will develop workplans in conjunction with the development of the City's operating and capital improvement program budgets that align with the goals and objectives established by the Mayor and City Council through the adoption of the 2024-2028 Strategic Visioning Plan.

RFP Process

On May 26, 2022, the City issued Request for Proposal (RFP) No. 2022-16 for strategic planning services from qualified firms to assist the City in developing a five-year strategic plan that incorporates measurable goals, timetables for achievement, and provides for a robust community visioning and stakeholder engagement process. A total of four proposals were received by the submittal deadline on June 20, 2022. Subsequently, a comprehensive evaluation of the proposals received was completed by the review committee comprised of City staff from the City Executive Office, Community Services, Economic Development, Finance, Police and Public Works departments. Proposals were reviewed and ranked based on the qualifications and experience of the firms and their project team in addition to the firm's understanding of the project, service delivery approach, and cost.

The top two finalist participated in an interview. The final averaged weighted results of the evaluation completed are summarized in Table 1 below.

TABLE 1 – RFP Response Summary

Firm	Average Score (100 possible point)	Prices
Berry Dunn McNeil & Parker LLC	87.60	\$69,900
Management Partners	75.80	\$67,700

The results of the evaluation identified BerryDunn, as the most competitive proposal. BerryDunn was selected based upon the technical knowledge and expertise of their project staff, understanding of the City's needs, proposed approach including a comprehensive community outreach and stakeholder engagement plan, and cost. BerryDunn has extensive experience developing consensus-based strategic plans for public agencies, facilitating public meetings, and soliciting input from the public and key stakeholders. The firm will work with the City to develop a five-year strategic plan that builds upon the current strategic plan and incorporates key elements from the City's other planning documents such as the Parks Master Plan, Information Technology Master Plan, Smart Cities and Broadband Master Plan, and Capital Improvement Program.

Next Steps

The strategic planning process will begin with community outreach and stakeholder engagement meetings conducted in the fall. This will be followed by City Council workshops and adoption of the plan early next year, prior to the development of the fiscal year 2023/24 budget.

STRATEGIC PLAN OBJECTIVE

The development of the five-year Strategic Visioning Plan encompasses all the strategic plan objectives.

FISCAL IMPACT

The total fiscal impact for the professional services agreement with BerryDunn, for strategic planning services in an amount not-to-exceed \$69,900, is fully funded within the fiscal year 2022/23 operating budget in account no. 100-4111-52800 (Professional Services). No additional budget appropriation action(s) would be required.

ATTACHMENTS

1. Agreement - BerryDunn