

CITY OF BETHLEHEM
INTER-DEPARTMENTAL CORRESPONDENCE

SUBJECT: Request for Approval by City Council of Contract Award or Contract Price Increase Pursuant to City Ordinance, Article 121.05 (a)

Project or Contract Reference:

TO: City Council, all members, and Council Solicitor

FROM: Kristen Wenrich

DATE: 9/27/2024

On behalf of the Administration, pursuant to City Ordinances, Article 121.05, I request City Council's approval of the following recommendation of the referenced contract award or price increase.

- Check Type of Contract or Change:

_____ The contract is for over \$50,000 and required to be bid under the Third Class City Code. We have advertised the above referenced project and received qualified bids. We recommend award of the contract to the bidder identified and for the reasons stated below.

_____ The recommendation is for a price increase of 10% or more for an existing contract over \$50,000 that was previously bid and awarded under the Third Class City Code.

 x The contract is for the engagement of professional services. We have received a proposal for professional services in connection with above referenced project.

- Is the contract appropriation or price increase included in this year's budget? x yes no

- Identify contract funding sources (general fund, grants, loans, etc.....):
Workforce Development Grant

- The name and address of the recommended Contractor/Professional Service Provider:
Tactical Data Group
148 Falling Creek Drive
Stafford, VA 22554

- Term of contract or estimated completion date, subject to standard extensions:

June 30, 2025

- Description of project or scope of services to be provided:
The consultant will assist with developing a comprehensive communication plan for the City of Bethlehem.
The scope of work consists of the following types of communication: crisis communication, non-emergency communication, and branding. The consultant will be tasked with the following:
 1. Conduct an audit of the current communication tools the various City departments utilize.
 2. Conduct a SWOT analysis with key stakeholders.
 3. Conduct a resident survey and focus groups with key committees affiliated with the City to identify the best communication channels to reach specific audiences.
 4. Identify gaps, weaknesses, and opportunities for improvement.
 5. Assist with developing communication policies and procedures that adhere to the Public Health Accreditation Standards.
- State the actual or estimated price to the City or the proposed Department budget allowance for the initial term; and state payment rate per unit of service if applicable:
\$100,000
- Number of renewal term options and duration of each renewal, if any:
N/A
- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:
- Reasons for recommendation of Administration and Council approval of contract:
Three RFPs were submitted and Tactical Data Group scored the highest among the review panel.

Please approve this recommendation by passing the accompanying resolution. A vote of final approval is requested at the first City Council agenda listing of this matter.

By: _____
Department Head

Copies To: Mayor
Director of Administration
Director of Budget and Finance
Law Bureau
Purchasing Bureau
Controller
Project Manager
Attachment: proposed resolution

RESOLUTION NO. 2024-_____

Authorization for Contract or Amendment under Article 121.05(a)

BE IT RESOLVED by the Council of the City of Bethlehem that the Mayor and the Controller and/or such other City officials as deemed appropriate by the City Solicitor, are hereby authorized to execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the following named contractor, for the uses and purposes indicated in the supporting Recommendation of Award of Bid or Contract.

1. Name of Contractor: Tactical Data Group LLC
2. Project or Contract Reference: 2024 04P Communication Plan

Sponsored by _____

ADOPTED by Council this _____ day of _____, 2024.

President of Council

ATTEST:

City Clerk