

Contract Renewal Evaluation Form

Date:	December 4, 2024
Department:	External Affairs
Contract Number:	23RFP139170A-CJC
Contract Title:	Communications & Engagement Services

Instructions:

It is extremely important that every contract be rigidly scrutinized to determine if the contract provides the County with value. Each renewal shall be reviewed and answers provided to determine whether services should be maintained, services/scope reduced, services brought in-house or if the contract should be terminated. Please submit a completed copy of this form with all renewal requests.

1. Describe what efforts were made to reduce the scope and cost of this contract.

The Department of External Affairs continues to work with this vendor to achieve efficiencies in the work to strengthen Fulton County's communications and branding.

2. Describe the analysis you made to determine if the current prices for this good or service is reflective of the current market. Check all applicable statements and provide documentation:

Internet search of pricing for same product or service:

	Date of search:	December 2, 2024
	Price found:	\$386,000
Different features / Conditions:	Fulton County's scope of work is more comprehensive and includes additional services, including both public relations and communications support.	
Percent difference between internet price and renewal price:	\$21,875	

Explanation / Notes:

Fulton County's engagement with TopRight includes both public relations support and branding and communications strategy.

Market Survey of other jurisdictions:

Date contacted:	Click here to enter a date.
Jurisdiction Name / Contact name:	Click here to enter text.
Date of last purchase:	Click here to enter a date.

Price paid:	Click here to enter text.
Inflation rate:	Click here to enter text.
Adjusted price:	Click here to enter text.
Percent difference between past purchase price and renewal price:	Click here to enter text.
Are they aware of any new vendors?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are they aware of a reduction in pricing in this industry?	<input type="checkbox"/> Yes <input type="checkbox"/> No
How does pricing compare to Fulton County's award contract?	Click here to enter text.

Explanation / Notes:

Click here to enter text.

Other (Describe in detail the analysis conducted and the outcome):

Click here to enter text.

3. **What was the actual expenditure (from the AMS system) spent for this contract for previous fiscal year?**

\$407,875

4. **Does the renewal option include an adjustment for inflation?** Yes No
(Information can be obtained from CPI index)

Was it part of the initial contract? Yes No

Date of last purchase:	Click here to enter a date.
Price paid:	Click here to enter text.
Inflation rate:	Click here to enter text.
Adjusted price:	Click here to enter text.
Percent difference between past purchase price and renewal price:	Click here to enter text.

Explanation / Notes:

Click here to enter text.

5. **Is this a seasonal item or service?** Yes No

6. **Has an analysis been conducted to determine if this service can be performed in-house?** Yes
 No **If yes, attach the analysis.** This contract is intended to supplement in-house services.

7. What would be the impact on your department if this contract was not approved?

The purpose of the agreement with TopRight is to strengthen Fulton County's branding and communication services. In 2024, the team worked with Fulton County to develop plans to amplify Fulton County's brand. In 2025, plans will be implemented.