



VIRGINIA BEACH CITY PUBLIC SCHOOLS

CHARTING THE COURSE

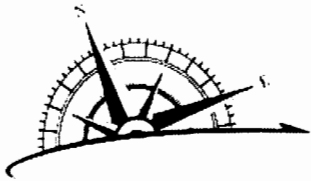
OFFICE OF PURCHASING SERVICES
2512 GEORGE MASON DRIVE
VIRGINIA BEACH, VA 23456
(757) 263-1175

PUBLIC NOTICE

SOLE SOURCE PROCUREMENT

Date:	1/28/2020
Vendor/Contractor:	XPLANE
Contract Amount:	\$32,500
Description of Services:	Design and management consultancy
Sole Source Determination:	Methods and resulting deliverables unique to the design and management services developing newly adopted strategic framework, Compass to 2025.

J. Kevin Beardsley
Director of Purchasing
1/28/2020 4:30 PM



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Office of the Chief of Staff
Planning, Innovation, and Accountability

MEMORANDUM

TO: J. Kevin Beardsley, Director
Office of Purchasing Services

FROM: Marc A. Bergin, Ed.D., Chief of Staff *MB*
Lisa A. Banicky, Ph.D., Executive Director *LAB*
Office of Planning, Innovation, and Accountability

SUBJECT: Sole Source Justification for XPLANE

DATE: January 24, 2020

NAME OF COMPANY: XPLANE

CONTRACT AMOUNT: Estimated \$32,500.00

The purpose of this memorandum is to provide a sole source justification for XPLANE. XPLANE is a design and management consultancy with expertise in visual thinking, co-creating, and people-centered design techniques that helps large organizations define and activate complex strategies. XPLANE works with organizations using a multidisciplinary team and design sprints to create a shared understanding of the vision, strategy, and key messages of the organization to develop a visual strategy map and activation plan to ensure that employees hear, believe, and eventually live the strategy. Our intent is to work with XPLANE to develop a visual strategy map that reflects our newly adopted strategic framework, *Compass to 2025*, and develop an activation plan to ensure all employees understand their contribution towards achieving the goals in the strategic framework. There are organizations that specialize in graphic design and organizations that specialize in management consultancy; however, XPLANE is the only organization that combines both functions into a single service. In addition, XPLANE provides services that go beyond developing a visual representation of an articulated framework. The people-centered design process they engage in helps to uncover the critical focus areas for capacity building necessary to implement and achieve the intended strategy. The methods and resulting deliverables (i.e., strategy map and activation plan) are unique services provided by XPLANE, which is why we believe that XPLANE is a "sole-source" provider.

If you have any questions, please contact me at 263-1109.

Approved Not Approved

J. K. Beardsley

Signature

1/28/20

Date