

Agenda Report

January 31, 2022

TO: Honorable Mayor and City Council

FROM: Human Resources Department

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH W. BROWN CREATIVE PARTNERS (WBCP) IN AN AMOUNT NOT TO EXCEED \$32,800 TO CONDUCT THE RECRUITMENT PROCESS FOR THE NEXT CITY MANAGER

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the project proposed herein is exempt under the State CEQA Guidelines Section 15301(b)(3), the Common Sense Exemption that CEQA only applies to projects that may have an effect on the environment; and
2. Authorize the Interim City Manager to execute an agreement with W. Brown Creative Partners (WBCP) in an amount not to exceed \$32,800 to conduct the recruitment process for the next City Manager. Competitive Bidding is not required pursuant to City Charter Section 1002(F) based on contracts for professional or unique services.

BACKGROUND:

In light of the retirement of former City Manager Steve Mermell on December 2, 2021, a Request for Proposals (RFP) was posted for executive search services for a City Manager recruitment process. Six executive search firms submitted proposals during the filing period. Human Resources staff subsequently reviewed the proposals to assess the proposers' description of services, experience, qualifications and cost, as well as whether the proposers were local Pasadena businesses and/or certified with the State of California as a small business.

Following a comprehensive review of the proposals, the most qualified firms were invited to an interview with a sub-committee of the City Council which included Vice-Mayor Wilson and Councilmembers Kennedy, Masuda, and Rivas. The committee interviewed the top firms on January 26, 2022 and unanimously recommended the firm

EXECUTIVE RECRUITMENT SERVICES FOR CITY MANAGER RECRUITMENT

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of W. Brown Creative Partners (WBCP) to conduct the recruitment process for the next City Manager.

WBCP has extensive experience providing search services for public sector and nonprofit organizations, with an impressive track record of City Manager placements and a commitment to diversity and inclusion in the recruitment process. WBCP was selected for its ability to leverage social media to reach a broad group of diverse qualified candidates, and for its experience developing robust community engagement strategies customized to the unique needs of each community.

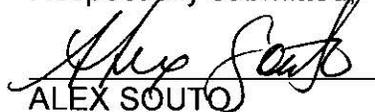
NEXT STEPS:

Upon City Council approval of this recommendation, staff will enter into a contract with WBCP and arrange a kick-off meeting with WBCP and the City Council to discuss strategies for community engagement, determine the recruitment plan and timeline, and begin the process of creating an ideal candidate profile.

FISCAL IMPACT:

The fiscal impact of this item is \$32,800. Funds for the contract are available in the City Manager's Office Fiscal Year 2022 Operating Budget.

Respectfully submitted,



ALEX SOUTO

Acting Director of Human Resources

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Approved by:



CYNTHIA J. KURTZ
Interim City Manager