

Agenda Report

October 17, 2022

TO: Honorable Mayor and City Council

FROM: Human Resources

SUBJECT: CONTRACT AWARDS TO CAROLINA CARO; CHERRYROAD TECHNOLOGIES; CPS; AND BACKSTROM LEADERSHIP FOR MANAGEMENT COACHING, CONSULTING AND TRAINING SERVICES FOR AN AMOUNT NOT-TO-EXCEED \$376,000

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action herein is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA guidelines Section 15061(b)(3) (Common Sense Exemption);
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process specified by Section 4.08.047 of the Pasadena Municipal Code, with Carolina Caro for Management Coaching, Consulting and Training Services for a total amount not-to-exceed \$150,000 over a three-year term with the option to extend the contract by two optional one-year extension periods. The value of each optional one-year extension period is not-to-exceed \$50,000;
3. Authorize the City Manager to enter into a contract, as a result of a competitive selection process specified by Section 4.08.047 of the Pasadena Municipal Code, with CherryRoad Technologies for Management Coaching, Consulting and Training Services for a total amount not-to-exceed \$25,000 over a three-year term with the option to extend the contract by two optional one-year extension periods. The value of each optional one-year extension period is not-to-exceed \$8,500;
4. Authorize the City Manager to enter into a contract, as a result of a competitive selection process specified by Section 4.08.047 of the Pasadena Municipal Code, with Cooperative Personnel Services (CPS) for Management Coaching, Consulting and Training Services for a total amount not-to-exceed \$25,000 over a three-year

term with the option to extend the contract by two optional one-year extension periods. The value of each optional one-year extension period is not-to-exceed \$8,500; and

5. Authorize the City Manager to enter into a contract, as a result of a competitive selection process specified by Section 4.08.047 of the Pasadena Municipal Code, with Backstrom Leadership for Management Coaching, Consulting and Training Services for a total amount not-to-exceed \$25,000 over a three-year term with the option to extend the contract by two optional one-year extension periods. The value of each optional one-year extension period is not-to-exceed \$8,500.

BACKGROUND:

The Employee Relations Division of the Human Resources Department provides coaching and consulting services to managers and supervisors in order to support and enhance effective leadership practices. On April 29, 2022, a new Request for Proposal (RFP) was issued and the City received nineteen responses. All proposals were evaluated by an internal panel consisting of representative from Human Resources. The scope of work may include, but is not limited to, supervisory/management development, conflict management, performance management, communication, employee engagement, and team-building.

The responses were evaluated by the internal panel and scored according to specific criteria detailed in the RFP that consisted of relevant experience, cost effectiveness and whether the vendor is a local Pasadena business or small business. The internal panel individually scored each of the written proposals and the scores were tabulated. Attachment A contains a summary of the proposals and scoring based on established evaluation criteria. The following selected top four vendors in rank order are recommended to provide services:

FIRM	LOCATION	Score
Carolina Caro	Pasadena, CA	95.33
CherryRoad Technologies	Parsippany, NJ	86.33
Cooperative Personnel Services	Sacramento, CA	83.67
Backstrom Leadership	Pasadena, CA	82.00

Each selected firm demonstrated notable knowledge and experience. When individual services are identified, these four contracted vendors will be solicited. Vendor selection will be based on availability and type of engagement required.

COUNCIL POLICY CONSIDERATION:

This action supports the City Council's strategic goal to maintain fiscal responsibility and stability.

FISCAL IMPACT:

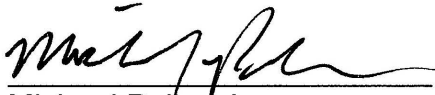
The maximum cost under this combined contract will be an amount not to exceed \$376,000 if the optional extensions for a fourth and fifth year are exercised. Funding for this action will be addressed utilizing existing budgeted appropriations in the Human Resources Department's operating budget.

Respectfully submitted,



ALEX SOUTS
Acting Director of Human Resources

Prepared by:



Michael Palwoda
Principal HR Analyst

Approved by:



MIGUEL MÁRQUEZ
City Manager

Attachments: (2)

Attachment A – RFP Scoring and Ranking Summary
Attachment B – TPA for all submitted bids