

COUNCIL ACTION FORM

SUBJECT: AWARD OF CONTRACT FOR DIVERSITY AND INCLUSION TRAINING

BACKGROUND:

The City staff is committed to promoting diversity and creating an environment of inclusion for City employees. To assist in accomplishing these goals, a Request for Proposals (RFP) was issued for a firm to provide foundational Diversity and Inclusion training for **all** city employees in a short period of time. Through a separate contract, staff will seek additional Diversity and Inclusion training expertise specifically for Police Department employees.

The goals of conducting this training are that all employees should achieve a common language and knowledge of diversity and inclusion, gain greater understanding and awareness of diversity and inclusion, how their behavior can impact co-workers and how this fits into working in a municipal environment. Employees will be aware of resources for continuing knowledge and City policies, procedures, and values to support this.

On September 28, 2020, an RFP was issued for training services. Requested services included: Diversity and Inclusion training for 1215 employees, considering different types of training for different levels in the organization, executive leadership, management, front-line employees and seasonal temporary staff.

The RFP was issued to 29 firms and two bid services. Responses were received from ten firms. An evaluation committee, consisting of representatives from the Human Resources Department and the City's Diversity and Inclusion Team, reviewed the proposals. Each proposal was evaluated based on a combination of services provided, cost of services, references, and the availability to complete the training by June 30, 2021. The maximum possible score, combining all evaluators, was 4,000. **The initial scores were:**

Firm	Score	Rank	Fee Proposal
Robinson & Associates, Boise, ID	3070	1	\$87,500 *
Schabel Solutions, Urbandale, IA	2982	2	\$164,025 *
Tarath, LLC, Loxley, AL	2805	3	\$75,000 *
Inclusive Cultural University, West Des Moines, IA	2712	4	\$129,500
Fundamental Advisory, Austin, TX	2432	5	\$105,119
Freeman Means Business LLC, South San Francisco, CA	2310	6	\$75,000
CTR Factor, Wesley Chapel, FL	2307	7	\$194,250 *
Benson Group, Louisville, KY	2254	8	\$149,270
Go Culture, Tyler, TX	1305	9	Non-Responsive
G-Cube, Noida, India	880	10	Non-Responsive

*plus travel expenses

The top four firms were invited in for an interview. **The scores based on the interview, with a maximum possible of 3500, are shown below.**

Firm	Score	Rank	Fee Proposal
Tarath, LLC, Cape Loxley, AL	2730	1	\$75,000 *
Inclusive Cultural University, West Des Moines, IA	2575	2	\$129,500
Schabel Solutions, Urbandale, IA	2425	3	\$164,025 *
Robinson & Associates, Boise, ID	2265	4	87,500 *

*plus travel expenses

Based on a unanimous decision by the evaluation committee following the interviews, the evaluation committee recommends Tarath, LLC (Tarath), Loxley, AL as the top candidate. Overall, Tarath is recommended based on the expertise and success of its diversity and inclusion training solution. Additionally, Tarath has strong references and has demonstrated success in training programs in organizations with similar goals and employee populations to the City, in both the public and private sectors.

Funds for the services in this proposed contract will be paid from the City’s training budget. The approved FY 2020/21 budget is \$25,000, and an additional \$25,000 will be included in the Manager’s recommended FY 2021/22 budget for these services. Since Tarath’s initial fee proposal exceeds the available budget, staff negotiated with Tarath to lower the number of hours per session per employee and condense the schedule into two full weeks of training instead of spreading the sessions over 6 months, which reduced travel expenses significantly. The training will be offered one week in FY 2020/21 and one week in FY 2021/22.

ALTERNATIVES:

1. Award a contract to Tarath, LLC, Loxley, AL for Diversity and Inclusion Training Solution for \$50,000, which includes travel expenses.
2. Direct staff to negotiate a contract Diversity and Inclusion Training Solution with one of the other firms that submitted a proposal to the City.
3. Do not award a contract for the Diversity and Inclusion Training Solution.

CITY MANAGER’S RECOMMENDED ACTION:

Tarath, LLC has a strong record of providing Diversity and Inclusion training to city governments as well as demonstrated success in the private sector. Utilizing Tarath’s services will strengthen the City’s training program and help to meet the City’s goals for a diverse and inclusive workplace.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.