

ALAMEDA COUNTY BOARD OF SUPERVISORS MINUTE ORDER

The following action was taken by the Alameda County Board of Supervisors on 02/04/2025

Approved as Recommended Other

Unanimous Tam: Haubert: Miley: Márquez: Fortunato Bas: -

Vote Key: N=No; A=Abstain; X=Excused

Documents accompanying this matter:

Contract: C-902525,C-28062,C-28063,C-28064,C-28065,C-28066

Documents to be signed by Agency/Purchasing Agent:

File No. _____
Item No. 26

Copies sent to:

Special Notes:



I certify that the foregoing is a correct copy of a Minute Order adopted by the Board of Supervisors, Alameda County, State of California.

ATTEST:
Clerk of the Board
Board of Supervisors

By:
Deputy



Lakeside Plaza Building
1401 Lakeside Drive, Suite 500
Oakland, CA 94612-4305
TDD: (510) 272-3703

January 20, 2025

Honorable Board of Supervisors
County of Alameda
1221 Oak Street, Suite 536
Oakland, California 94612-4305

SUBJECT: AWARD CONTRACTS FOR STRATEGIC PLANNING CONSULTANT SERVICES; MASTER CONTRACT NO. 902525; AMOUNT: \$703,380

Dear Board Members:

RECOMMENDATION:

Authorize the Purchasing Agent, or Purchasing Agent's designee, to execute Master Contract No. 902525 to provide strategic planning consultant services to the County of Alameda (County) Human Resource Services Department (HRS) for the term of March 1, 2025 through June 29, 2028, in the pooled amount of \$703,380, with the following contractors:

- A. K. Iwata Associates, Inc. (Principal: Kay Iwata; Location: Union City); Procurement Contract No. 28062;
- B. Center for Strategic Facilitation (Principal: Robert Hopkins; Location: San Leandro); Procurement Contract No. 28063;
- C. Brain Squared Solutions, Inc. (Principal: Heidi Glunz; Location: San Ramon); Procurement Contract No. 28064;
- D. Moore Iacofano Goltsman, Inc. dba MIG (Principal: Daniel Iacofano; Location: Berkeley); Procurement Contract No. 28065; and
- E. Consilience Group LLC (Principal: Meredith Hennessy; Location: Memphis, TN); Procurement Contract No. 28066.

DISCUSSION/SUMMARY:

For over 25 years, the County HRS Training and Education Center (TEC) has been delivering development services such as assessment, consulting, and facilitation to the County's internal workforce of more than 9,000 employees. The HRS TEC is seeking a pool of up to five (5) contractors to partner with HRS TEC in providing high-quality consulting services to County agencies and departments. These services aim to enhance productivity and effectiveness through Strategic Planning, a service that is increasingly in demand and aligns with the County's efforts to improve organizational structure. The services under this contract are exclusively for the County's

internal agencies and departments and do not extend to external public-sector agencies or organizations.

SELECTION CRITERIA/PROCESS:

HRS determined that the County does not currently have the resources to provide strategic planning consultant services.

HRS worked with General Services Agency (GSA)–Procurement to develop a Request for Proposal (RFP), which was issued on September 6, 2024, posted on the County and GSA LinkedIn websites for 40 days, emailed to the Chambers of Commerce e-mail group, and sent to the E-Gov Professional Services – Current Contract Opportunities mailing service. The RFP was also advertised in The Inter-City Express on September 10, 2024, and the Valley Times on September 13, 2024. A vendor outreach was conducted on September 11, 2024, followed by one networking/bidders' conference on September 16, 2024, which was attended by 14 attendees representing 14 vendors.

On October 16, 2024, 10 bidders submitted responses to the RFP. One bid response was disqualified as it did not meet the bidder minimum qualifications, and the County cannot accept the exceptions and clarifications presented in their bid response. The remaining nine (9) responses were evaluated, and the bidders were interviewed by the County Selection Committee. A maximum total of 550 evaluation points was available for this RFP. The total evaluation points include 50 preference points derived from a 5% preference for local vendors and a 5% preference for certified Small Local Emerging Business (SLEB) vendors, for a total of 10%.

K. Iwata Associates, Inc., Center for Strategic Facilitation, Brain Squared Solutions, Inc., Moore Iacofano Goltsman, Inc. dba MIG, and Consilience Group LLC were the highest scoring responsive vendors and are being recommended for award.

K. Iwata Associates, Inc. (Certified Small: 08-91319; Expiration: October 31, 2026) and Center for Strategic Facilitation (Certified Small: 13-00136; Expiration: December 31, 2025) are both certified SLEBs.

Brain Squared Solutions, Inc., is not a certified SLEB and is subcontracting 20% of the contract with Elemeno Health, Inc. (Principal: Arup Roy-Burman; Location: Oakland; Certified Small: 17-00074; Expiration: June 30, 2026) to provide custom professional and management web-based or e-learning training. Moore Iacofano Goltsman, Inc. dba MIG is not a certified SLEB and is subcontracting 20% of the contract with Convey, Inc. (Principal: Sybil Hatch; Location: Emeryville; Certified Small: 05-90690; Expiration: July 31, 2025) to provide strategic communications related to strategic planning services. Consilience Group LLC is not a certified SLEB and is subcontracting 20% of the contract with Clarity Social Research Group, Inc (Principal: Penelope Huang; Location: Oakland; Certified Small: 23-00025; Expiration: February 28, 2026) to provide management consulting services.

The following is the evaluation summary:

EVALUATION SUMMARY

<i>Vendor</i>	<i>Location</i>	<i>Local</i>	<i>SLEB</i>	<i>Evaluation Points</i>
<i>K. Iwata Associates, Inc.</i>	<i>Union City, CA</i>	<i>Y</i>	<i>Y</i>	<i>519</i>
<i>Center for Strategic Facilitation</i>	<i>San Leandro, CA</i>	<i>Y</i>	<i>Y</i>	<i>447</i>
<i>Brain Squared Solutions, Inc.</i>	<i>San Ramon, CA</i>	<i>N</i>	<i>N</i>	<i>413</i>
<i>Moore Iacofano Goltsman, Inc. dba MIG</i>	<i>Berkeley, CA</i>	<i>Y</i>	<i>N</i>	<i>410</i>
<i>Cosilience Group LLC</i>	<i>Memphis, TN</i>	<i>N</i>	<i>N</i>	<i>385</i>
<i>Bio-Defense Network LLC</i>	<i>Phoenix, AZ</i>	<i>N</i>	<i>N</i>	<i>338</i>
<i>MBA Growth Partners, LLC</i>	<i>Rockville, MD</i>	<i>N</i>	<i>N</i>	<i>305</i>
<i>Barrow Wise Consulting, LLC</i>	<i>San Diego, CA</i>	<i>N</i>	<i>N</i>	<i>292</i>
<i>Fidelis Professional Services, Inc.</i>	<i>Simi Valley, CA</i>	<i>N</i>	<i>N</i>	<i>250</i>

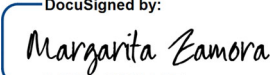
FINANCING:


Appropriations for this contract are included in the HRS Fiscal Year 2024-25 Approved Budget and will be requested in future budget years. No additional appropriations are required and there will be no increase in net County cost.

VISION 2026 GOAL:

The strategic planning consultant services meets the 10X goal pathway of **Employment for All** in support of our shared vision of **Thriving and Resilient Communities**.

Respectfully submitted,

DocuSigned by:

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Margarita Zamora
Director of Human Resources Services

Signed by:

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Kimberly Gasaway
Director, General Services Agency

Attachment

KG\NP\h\I:\Board Letters\Purchasing\FY 2024-25\RFP 902525 Strategic Planning

cc: County Administrator
Auditor-Controller
County Counsel