



# County of Monterey

Item No.

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

Legistar File Number: 22-974

November 01, 2022

Introduced: 10/11/2022

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (WDB) to execute a non-standard Agreement with Launchpad Careers, Inc., for the development of a business services Customer Relations Management (CRM) application and provision of related application subscription services to the WDB retroactive to November 1, 2022 for the period of November 1, 2022 through October 31, 2023, in the amount of \$25,000; and
- b. Authorize the Executive Director, or designee, to execute up to three (3) future amendments of one (1) year each, subject to County Counsel review, where the amendments do not exceed ten percent (10%) of the original agreement amount of \$25,000, for a total maximum increase per amendment of \$2,500, and do not significantly change the scope of work or non-standard contract provisions

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Executive Director of the Monterey County Workforce Development Board (WDB) to execute a non-standard Agreement with Launchpad Careers, Inc., for the development of a business services Customer Relations Management (CRM) application and provision of related application subscription services to the WDB retroactive to November 1, 2022, for the period of November 1, 2022, through October 31, 2023, in the amount of \$25,000; and
- b. Authorize the Executive Director, or designee, to execute up to three (3) future amendments of one (1) year each, subject to County Counsel review, where the amendments do not exceed ten percent (10%) of the original agreement amount of \$25,000, for a total maximum increase per amendment of \$2,500, and do not significantly change the scope of work or non-standard contract provisions

### SUMMARY:

#### **Background**

Launchpad Careers, Inc. is a provider of CRM application development and subscription services that other workforce development boards have engaged to develop a business services dashboard using proprietary information to allow tracking of business-serving activities. Additionally, the CRM application provides progress and performance tracing as well as the integration of multiple service partners and applications that will ensure a more coordinated and cohesive approach to serving the business community in Monterey County.

WDB staff identified other potential providers of a Business Services CRM application to compare features and prices, but after extensive research, it was clear that the major providers of technology solutions for Workforce Innovation and Investment Act (WIOA) purposes were primarily focused on

case management, and that most of the existing off-the-shelf solutions were limited to Human Resources and business applications, as opposed to WIOA Business Services team applications. It appeared that the contemplated Launchpad application was the only application that would serve the purposes of the WDB's Business Services team, which currently tracks its activities with paper forms and Excel spreadsheets.

The WDB requested and received approval from the California Employment Development Department (EDD) to purchase Launchpad's cloud-based CRM business services platform to log and track business services data for \$25,000, provided that local procurement guidelines would be followed. Here, the WDB's purchase of the Launchpad CRM would require the additional documentation necessary for a sole source purchase, including a formal request for WDB approval of the sole source agreement, which was approved by the WDB at its meeting on October 19, 2022.

This expenditure supports the WDB's Business Services team to manage its local business and job candidate contacts to ensure that the needs of the business community are efficiently and effectively met. Funding for the Agreement with Launchpad Careers, Inc. for a customized CRM system is consistent with the FY 2022-23 Draft Budget approved by the WDB at its meeting on June 23, 2022.

Based on the utility to the WDB of a customized CRM system, the Executive Director is requesting approval of the following non-standard terms of the development and subscription Agreement with Launchpad: customer use of the application is subject to additional terms and conditions not cited in the agreement (e.g., end user agreements); disclaimer of warranty of any kind, including express, implied, or statutory; limitation on types of damages and liability available; modification of standard County insurance provisions; non-standard termination provisions; and non-standard choice of law and venue provisions.

Notwithstanding Launchpad's insistence on including these non-standard terms, the WDB's Executive Director recommends moving forward with the Agreement as Launchpad has provided proof of commercial general liability with endorsements, even though it did not accept all standard insurance provisions. The Agreement provides access to an online service and will not require onsite training or assistance.

DISCUSSION:

The Board is asked to authorize the Executive Director of the WDB to execute a non-standard Agreement with Launchpad and to execute three (3) future annual renewals to extend the subscription portion of the Agreement for three (3) additional years to November 2026 and increase the total amount of the annual Agreement by ten percent or less of the original \$25,000 contract amount (\$2,500), subject to County Counsel review.

OTHER AGENCY INVOLVEMENT:

The parties to the Agreement were involved in its development. County Counsel has reviewed the Agreement as to form.

FINANCING:

Workforce Innovation and Opportunity Act (WIOA) Adult, Dislocated Worker, and Youth grant funding in an amount not to exceed \$25,000 will be used to fund the Agreement with Launchpad and is budgeted in Fund 021, Appropriations Unit CAO030, Unit 8478. There is no financial impact to the General Fund resulting from the approval of this Agreement.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Authorizing the Executive Director of the WDB to execute this Agreement will help the WDB to serve the Monterey County business community more effectively, thus supporting the placement of qualified candidates and local economic development.

- √ Administration - Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.

Prepared by: Elizabeth Kaylor, Management Analyst II, 5385

Approved by: Christopher Donnelly, Executive Director, 6644



ATTACHMENTS:

Board Report

2022-23 Launchpad CRM Development Agreement