



County of Monterey

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

Board Report

File #: A 21-366, **Version:** 1

- a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute a non-standard agreement with *BetterUp, Inc.* for the purchase of annual subscriptions for unlimited coaching sessions and full access to all *BetterUp* Platform features for the term August 1, 2021 through August 31, 2022, in an amount not to exceed \$6,000 per annual subscription up to the contract limit of \$300,000; and
- b. Authorize the Contracts/Purchasing Officer or his designee to sign the initial and any subsequent Order Forms where the Order Forms do not significantly change the scope of work or cause an increase in the contract limit amount.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve and authorize the Contracts/Purchasing Officer or his designee to execute a non-standard agreement with *BetterUp, Inc.* for the purchase of annual subscriptions for unlimited coaching sessions and full access to all *BetterUp* Platform features for the term August 1, 2021 through August 31, 2022, in an amount not to exceed \$6,000 per annual subscription up to the contract limit of \$300,000; and
- b. Authorize the Contracts/Purchasing Officer or his designee to sign the initial and any subsequent Order Forms where the Order Forms do not significantly change the scope of work or cause an increase in the contract limit amount.

SUMMARY/DISCUSSION:

The Human Resources Department recommends the Board approve a modified nonstandard agreement with *BetterUp*, an online platform and mobile application, providing unlimited access to scheduled or on-demand leadership coaching, as well as specialty coaching such as diversity and inclusion coaching, and microlearning services to a broad spectrum of County employees.

As the County aims to be the “Employer of Choice” and to attract, grow, and retain top talent, it is paramount that leadership and professional development resources are provided, especially when current internal resources are limited to learning management system online courses. In addition, the 2019 Countywide Employee Engagement survey results highlighted the need for leadership and career development throughout the County. Furthermore, research shows that the millennial generation, which comprises the largest segment of today’s workforce, is interested in leadership development, mentoring and leadership coaching, along with engaging in meaningful work.

Developing current and aspiring County leaders through coaching is a widely recognized and effective strategy to promote the success of leaders and their teams, which will ultimately enhance customer service. Coaching is proven to be more effective than traditional training programs. For example, according to a study conducted by the Association of Talent Development, on average, a training participant will retain only 20% of what is conveyed by the instructor. When coaching is added, learner retention increases from 20% to 80%. Other public entities provide coaching to their workforce in a unique and cost-effective manner via *BetterUp*, a company that offers virtual coaching and micro-learning. *BetterUp* clients also include NASA, the Federal Aviation

Association, Google, Accenture, Chevron, and other top organizations.

Partnering with *BetterUp* for leadership coaching services will promote the development of the County of Monterey's current and aspiring leaders. Presentations on the *BetterUp* coaching opportunity were conducted for the County Administrative Office, Elected Officials, and Department Heads. Based on the response, there was significant interest to bring forth the *BetterUp* coaching program to the Board of Supervisors. One Department Head declared, "Employees want coaching."

Upon Board of Supervisors' approval, at least fourteen Elected Officials and Department Heads have already committed to begin utilizing the *BetterUp* coaching program at the earliest opportunity to support a potential of over one hundred current and/or aspiring leaders.

Over the last year, during a worldwide pandemic, fires, and floods, County leaders were compelled to react to unforeseen events beyond their control. Partnering with *BetterUp* is an opportunity to be proactive, and to better prepare current and aspiring leaders for the road to recovery and beyond. Offering coaching is a progressive move that will help the County attract and retain top talent and will enhance leaders' ability to engage employees who, in turn, will be even more motivated to engage with the citizens they serve.

Therefore, it is recommended the Board of Supervisors approve and authorize the Contracts/Purchasing Officer to execute a non-standard agreement with *BetterUp* to purchase licenses for coaching and micro-learning services.

OTHER AGENCY INVOLVEMENT:

The County Administrative Office and County Counsel Office have reviewed and concur with the recommendations. The offices of the County Counsel and Auditor-Controller have reviewed and approved the Agreement as to form and legality and fiscal provisions, respectively.

FINANCING:

Costs associated with this Agreement will be covered by participating departments; each department will pay for its subscriptions. Fourteen Department Heads have committed to purchase a total of 36 subscriptions for a total of \$216,000. Departments will have the option to purchase up to 14 additional subscriptions at a cost of \$6,000 per subscription, not to exceed a maximum of 50 subscriptions for a total amount of \$300,000 over the thirteen-month contract term.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The proposed recommended actions address the Board of Supervisors Administration Strategic Initiative. The actions demonstrate the County's commitment to meeting the Board's initiatives in recruiting, retaining, and attracting a diverse, talented workforce that supports the mission of Monterey County.

Mark a check to the related Board of Supervisors Strategic Initiatives

- ☐ Economic Development
- ☒ Administration
- ☐ Health & Human Services
- ☐ Infrastructure
- ☐ Public Safety

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Approved by: Irma Ramirez-Bough, Director of Human Resources, x5043

Attachments:

Agreement between County and *BetterUp*, Inc.