



County of Monterey

Item No.52

Board Report

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

Legistar File Number: 26-685

August 11, 2026

Introduced: 7/21/2026

Current Status: General Government -
Consent

Version: 1

Matter Type: General Agenda Item

- a. Approve and authorize the County Purchasing Agent or 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 September 1, 2026, through August 31, 2027, in an amount not to exceed \$150,000;
- b. Accept the non-standard terms and conditions listed in Exhibits A, B and C as recommended by the County Counsel Office; and
- c. Approve and authorize the County Purchasing Agent or 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 County Purchasing Agent or 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 September 1, 2026, through August 31, 2027, in an amount not to exceed \$150,000;
- b. Accept the non-standard terms and conditions listed in Exhibits A, B and C as recommended by the County Counsel Office; and
- c. Approve and authorize the County Purchasing Agent or 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:

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.

During the contract negotiation process, modifications to the County's Standard Agreement were made as requested by *BetterUp* to address confidentiality requirements associated with their work, payment terms and billing to various departments, indemnification, and subcontracting, among other provisions; these modifications are listed on Exhibit C and are lined out in the Standard Agreement. Exhibit B - BetterUp Enterprise Agreement also contains non-standard terms. County Counsel and Human Resources recommend these deviations be approved as in the best interests of the County.

DISCUSSION:

As the County strives to be an “Employer of Choice” and to attract, develop, and retain top talent, it is essential to offer meaningful leadership and professional development opportunities. Current internal resources, primarily limited to online courses within the learning management system, do not fully meet the evolving development expectations of today’s workforce. Research from the U.S. Department of Labor shows that millennials, the largest segment of the workforce, place high value on leadership development, mentoring, coaching, and engaging, purpose-driven work.

Leadership coaching is an evidence-based strategy proven to accelerate the growth and effectiveness of current and aspiring leaders. Unlike traditional training programs, which typically result in only 20 percent knowledge retention, adding coaching can increase retention up to 80 percent, according to the Association of Talent Development. Many public agencies have adopted innovative and cost-effective coaching models, including partnerships with *BetterUp*, whose clients include NASA, the FAA, Google, Accenture, and Chevron.

Recent workforce research further reinforces the need for this investment. A 2025 Gallup-Workhuman report highlights that employees stay with organizations that invest in their growth: 60 percent upskill to perform better in their current role, and 51 percent view skill development as essential for personal growth. These findings demonstrate that employees are not looking to leave. They are looking for opportunities to develop. According to the Association for Talent Development, modern retention strategies center on continuous, personalized learning rather than infrequent or one-time trainings. Organizations that prioritize ongoing development build a strong learning culture, enhance engagement, deepen leadership pipelines, and strengthen retention.

Partnering with *BetterUp* positions the County to proactively develop leaders, increase employee engagement, and support workforce stability as the organization navigates ongoing recovery and future challenges. Offering coaching will help the County attract and retain top talent, enhance leader effectiveness, and reinforce a culture of continuous learning that benefits the communities we serve.

OTHER AGENCY INVOLVEMENT:

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. Department Heads from Health, Ag Commissioner, County Administrative Office, Treasurer-Tax Collector, District Attorney, NMC have committed to purchase a total of 20 subscriptions for a total of \$120,000. Departments will have the option to purchase up to 5 additional subscriptions at a cost of \$6,000 per subscription, not to exceed a maximum of 25 subscriptions for a total amount of \$150,000 over the twelve-month contract term.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The proposed recommended actions support the Board of Supervisors' Dynamic Organization and Employer of Choice Strategic Plan Goal. These actions demonstrate the County's commitment to making employees feel valued and proactively engaged by an organization that is a great place to work.

- ☐ Well-Being and Quality of Life
- ☐ Sustainable Infrastructure for the Present and Future
- ☐ Safe and Resilient Communities
- ☐ Diverse and Thriving Economy
- ☒ Dynamic Organization and Employer of Choice

Prepared by: Arturo Roque, Management Analyst II, ext. 7073

Approved by: Andreas Pyper, Director of Human Resources, ext. 5043

Attachments:

BetterUp Agreement