

February 11, 2025

Honorable Mayor and City Council  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to adopt Specifications No. RFP HR-23-349 and award contracts to 34 Strong Inc., of Elk Grove, CA, a)plan coaching LLC, of San Francisco, CA, Aguiar Professional Training LLC., of Ontario, CA, Apex Performance Strategies, of Solana Beach, CA, Enlighteneering Inc., of Duncan, OK, LIVE & FAITH Consulting dba L&F Project, of Manhattan Beach, CA, MK Circle Enterprises LLC, of Long Beach, CA, and Right Management Inc., of Milwaukee, WI, for providing employee coaching services, in a total annual aggregate amount not to exceed \$500,000, for a period of one year, with the option to renew for four additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into the contract, including any necessary subsequent amendments. (Citywide)

**DISCUSSION**

City Council approval is requested to enter into contracts with 34 Strong Inc., a)plan coaching LLC, Aguiar Professional Training, LLC, Apex Performance Strategies, Enlighteneering Inc., LIVE & FAITH Consulting dba L&F Project, MK Circle Enterprises, LLC, and Right Management Inc., for the provision of executive coaching services. These services are necessary to identify and assess the leadership development needs of employees, design and deliver personalized coaching programs to enhance employee performance, provide ongoing support and guidance to employees in achieving their professional goals, and foster a culture of continuous learning and growth within the organization. These services ensure the City of Long Beach develops high-performing leaders and cultivates a strong and effective leadership team.

The Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on March 7, 2024, and 120 potential proposers specializing in employee coaching were notified of the RFP opportunity. Of those proposers, 46 downloaded the RFP via the City's electronic bid system. The RFP was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division's website at [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 44 local, minority-owned, and women-owned business groups. There were 25 proposals received on April 18, 2024. Of those 25 proposers, 15 were Minority-owned Business Enterprises (MBEs), 13 were Women-owned Business Enterprises (WBEs), 7 were certified Small Business Enterprises (SBEs), and 6 were Long Beach vendors (Local). The selection committee determined that 34 Strong Inc. (SBE), a)plan coaching LLC (SBE, WBE), Aguiar Professional Training, LLC. (MBE, WBE), Apex Performance Strategies (none), Enlighteneering Inc. (WBE), LIVE & FAITH Consulting dba L&F Project (MBE, WBE, SBE), MK Circle Enterprises, LLC. (MBE, WBE, Local), and Right Management Inc. (none), were the most qualified firms to provide

the services. The chosen firms demonstrated a proven capacity to design and implement individualized coaching plans featuring clear objectives and measurable outcomes. Local proposals that were not selected were primarily attributed to either inadequate staffing resources to serve the needs of our city's workforce or a lack of substantial experience within the public sector, with some firms exhibiting a stronger background in private sector engagements.

### **Local Business Outreach**

To align with the City's outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Long Beach Buys platform to download RFP specifications. Through outreach, 23 Long Beach vendors were notified to submit proposals, of which 11 downloaded and 6 submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Assistant City Attorney Gary Anderson on January 13, 2025, Administrative Analyst Tommy Ryan on January 15, 2025, and by Budget Development Officer Jennifer Rodriguez on January 16, 2025.

### **TIMING CONSIDERATIONS**

City Council action to adopt Specifications No. RFP HR-23-349 and award contracts concurrently is requested on February 11, 2025, to ensure the contracts are in place expeditiously

### **FISCAL IMPACT**

The total annual aggregate amount of the contracts will not exceed \$500,000 over 5 years. Though the Human Resources Department will manage the contracts, the agreements will be open for all departments to use. Each request for employee coaching services under this agreement will be funded by the requesting department in various funds as needs arise. Each requesting department is responsible for payment of services rendered and managing the expenditures within their budgets. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The award of this contract will provide continued support to our local economy by assisting in the preservation of employment for five full-time employees residing in Long Beach.

### **SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



April Walker  
Acting Director  
Human Resources

APPROVED:



THOMAS B. MODICA  
CITY MANAGER