



To: Purchasing Division
From: Trolis, City Manager
CC: George Harris, Finance and IT Director
Date: November 12, 2024

Subject: Sole Source Justification – Frydman Counsel

This memo serves to request approval for a sole source contract with Frydman Counsel to provide continued strategic planning and executive mentoring services to the City. Given her extensive knowledge and proven track record with our team, her selection as a sole source vendor is crucial to the continuity and effectiveness of these services.

Frydman Counsel has been working closely with the City for several months, developing a strategic plan and mentoring our executive staff. Her initial engagement has yielded measurable progress in empowering our leadership with essential tools and insights needed to guide the City effectively. Through her deep understanding of our internal structures, processes, and staff dynamics, she has become uniquely positioned to provide tailored support aligned with our strategic goals.

The next phase of work includes four proposals aimed at further developing our staff's leadership capabilities and operational efficiency. This includes:

Leadership Academy – A program designed to build leadership skills across various levels of staff, with a focus on empowering department heads and emerging leaders.

Executive Coaching – Targeted, individualized coaching for the City Manager to strengthen strategic decision-making and enhance overall leadership effectiveness.

Strategic Planning for the First Public Hydrogen (FPH2) Utility – Development of a strategic plan to position the City as a leader in sustainable energy, specifically through the establishment of the first public hydrogen utility.

Citywide Checklist System for each Department – Creation of a standardized checklist system to streamline processes and enhance operational efficiency across all departments.

Frydman Counsel has established rapport and a comprehensive understanding of the City's challenges, resources, and staff dynamics. Given her in-depth familiarity with our organization, onboarding a new vendor would lead to significant delays and potentially compromise the quality of work due to the learning curve associated with acclimating a new provider to our



needs. Repeating this foundational phase with another vendor would not only duplicate costs but also disrupt the momentum achieved so far.

In addition, her tailored approach has proven effective in fostering strategic leadership within our City's executive team, reinforcing the rationale for her continued involvement.

Due to Frydman Counsel's existing knowledge base, strong track record, and proven results, we recommend proceeding with her as a sole source vendor to ensure uninterrupted support for our strategic and leadership development initiatives.

Your approval is requested for Frydman Counsel to continue as a sole source vendor for the upcoming phases of strategic support and executive mentoring.

APPROVAL:

DocuSigned by:

George Harris

November 7, 2024 | 1:37:24 PM PST

Purchasing Agent – Purchasing Division, Finance

Date