

MEETING DATE: 10/8/07

AGENDA ITEM: Approval of a Contract with William Avery and Associates
to Secure Executive Recruitment Services for
Transportation Director

ATTACHMENTS

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1. Proposal from William Avery and Associates

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PROPOSAL FOR CULVER CITY RECRUITMENT FOR THE NEW TRANSPORTATION DIRECTOR

Avery Associates - Profile

Avery Associates is a Los Gatos, California based Management Consulting firm incorporated in 1982. We specialize in Executive Search and Human Resources/Management Consulting. Our firm currently has two Principals and several key Consultants. Bill Avery heads the Firm and the Management/Labor Relations practice in addition to participating in key searches. Paul Kimura is the Principal who oversees the Search and Recruitment practice. Ann Slate, Cris Piasecki and Gary Rogers form the core recruitment team for the firm. Jackie Collins and Leah Jakusovszky handle administrative support.

We offer a unique recruitment service as the background and capabilities of our firm Consultants gives us the ability to provide recruitment services that positively differentiates us from other strictly public sector search firms. We do so by incorporating private sector search methodologies into our public sector recruitment process, and combining "best" practices from each of the sectors in which we operate.

Firm Qualifications

Mr. Kimura's expertise in executive, technical and business recruitment, which he gained during his nineteen years of Personnel experience in the high technology field, provides the basis for many of the recruitment strategies used by the firm. He joined Avery Associates eight years ago to establish the firm's search practice. Mr. Avery has an extensive background in City Management and in Labor Relations. Prior to starting the management/labor relations consultancy he served as Town Manager for the Town of Los Gatos, CA. During his subsequent twenty years of labor relations, he has served as management's labor representative for numerous cities, counties and special districts throughout California. Collectively, the firms Principals offer exceptional expertise in this area of recruitment.

We're pleased that each of our recruitments has resulted in a successful closure within the projected timeframe. More importantly, our clients have expressed a high degree of satisfaction in the quality and depth of our service.

Recruitment Team for Culver City

Paul Kimura will serve as the Principal in charge of this project and will be assisted by Gary Rogers. Mr. Kimura will be personally involved in meeting with the hiring authorities to define the ideal candidate profile, development of the search strategy, interview and assessment of candidates, facilitation of final candidate interviews, and will be available throughout the search process to provide other related consulting services.



Recruitment Work Plan and Services Provided

I. Position Profile and Organizational Assessment

The initial assessment phase is a critical component of the search process. Mr. Kimura will meet with Mr. Fulwood and other key decision makers to discuss the organizational needs and position requirements. Our goal for this aspect of the recruitment process is to:

- Understand the City and departmental priorities for this position.
- Develop a clear understanding and consensus on the expertise, experience, education, performance attributes, interpersonal skills and operational style of the ideal candidate.
- Discuss the goals, objectives, deliverables, and challenges related to this position.
- Gain insight of the various organizational dynamics and departmental issues that exist within the organization.
- Identify the compelling aspects to this opportunity.

Based on these discussions, a candidate profile and a recruitment strategy will be developed. The ideal candidate profile would be incorporated into the formal position announcement. The candidate profile is also utilized in various other means as a marketing tool, an advertising copy, and for other announcements.

II. Development of the Search Strategy

The search strategy is developed in conjunction with the organizational assessment. The final approach is based on your input and considerations during the assessment activity. For this assignment, we feel it is critical to develop a high level of visibility with a comprehensive outreach program supplemented by a focused, targeted recruitment approach. We would incorporate the following elements into this search:

- Development of a targeted candidate list to be contacted by phone or e-mail, based on contacts, referrals and recommendations from key sources and other current and former Transportation and Capital Project personnel who have extensive contacts and networks in this area.
- Active referral solicitation from various industry sources and other contacts developed from our many years of public sector consulting.



- Public information sources that include various membership listings such as the League of California Cities and various transportation agencies throughout the state.
- An extensive, personalized mailing campaign to individuals identified through the means identified above and/or those affiliated with Public Works throughout the state.
- Marketing and listing the position with various agencies, counties and cities within the state.
- Advertising in JOBS AVAILABLE Magazine and other publications or periodicals deemed appropriate for this search. Also, Internet postings on appropriate related websites such as APTA.
- Utilization of our extensive key executive contacts included in our recruitment database.

III. Candidate Assessment

Initially, all candidates responding to this position will be evaluated based on their resume and, if appropriate, an extensive phone “screening” by the firm. Candidates who pass this initial “qualifying” criteria are then scheduled for a formal interview with one of our firm’s Principals.

These extended personal interviews typically take one to two hours and consist of a thorough discussion of the candidate’s experience, accomplishments, management philosophy and interpersonal style. Individuals who best fit the position requirements will have an extensive Candidate Assessment Report developed by the Principal who conducted the interview. Additionally, two reference interviews are performed on these candidates.

IV. Candidate Presentation

Upon completion of formal interviews and initial reference interviews, a selection of candidates for presentation is made. Typically, the number of final candidates requested by our clients range from five to seven.

We feel our extensive screening, interview, and reference process, combined with the knowledge gained during our initial assessment period, enables our client to proceed with fewer, rather than more finalists. The final candidates are presented in our candidate presentation “book.” Each finalist will have a file consisting of a candidate summary sheet, a resume, the Candidate Assessment Report (based on the formal interview), and candidate reference interviews.



Candidate summary sheets for all prospective candidates who submitted a resume will also be included. This provides the client with insight to the nature of response for their position.

V. Selection Process

Once the final candidate interview group is identified, we will assist in the structuring of the interview process and coordinate the interview scheduling activity. Our firm will also provide candidates with guidance related to travel planning, hotel accommodations, as well as other interview planning issues.

Upon request, our firm will also arrange a background evaluation on the City's final one or two candidates. A copy of these confidential investigative reports will be provided for you. The costs for these evaluations are included as part of the recruitment expenses contained in this proposal.

VI. Position Closure

Based on our firm's experience in human resource management and executive search, we are able to assist our clients in the formulation of appropriate compensation and other employment arrangements. We will be available throughout our retention to assist in this process.

Consulting Fee

Based on the services described in our proposal, the professional services consulting fee for this recruitment will be \$15,400. We would provide our first consulting invoice in the amount of \$6,400 at the outset of the search. The final invoice of \$9,000 will be submitted at the completion of the search. The consulting fee will be inclusive of all services defined within this proposal unless otherwise stated.

In addition to the Professional Services Fee, normal and direct out-of-pocket expenses associated with the search are charged back to the client. This recruitment would have a not-to-exceed expense amount of \$7,000 without prior approval. These expenses include: media and internet advertising, clerical time, supplies, printing, telephone, postage, background evaluations, and consultant travel for client discussions, meetings, and local and out-of-area initial candidate interviews. All expense items will be detailed and billed on a monthly basis.



Guarantees and Ethics

Whenever William Avery & Associates, Inc. is retained; we make several guarantees and commitments to a client. Due to our experience, knowledge and success within the management consulting field, we assure a client that we will only present candidates who meet a substantial majority of the ideal qualifications that you have outlined. We are also committed to continue our search efforts until a successful candidate is employed.

It is also our practice to replace a candidate who may voluntarily resign during the first year of his/her employment. This same commitment applies if the client finds it necessary to terminate or to request the resignation of the selected individual in the first year for reasons which would have precluded his/her employment had they been known at the time employment started. In either case, we invoice a client only for out-of-pocket expenses incurred in identifying a replacement.

