Watsonville
C A L I F O R N I A

June 10, 2021

Ms. Tamara Vides
Assistant City Manager
City of Watsonville
275 Main Street
Watsonville. CA 95076

RE: Interim CIO and Recruiting Services Proposal

Dear Ms. Vides,

SDI Presence LLC (SDI) respectfully submits our Proposal to the City of Watsonville (City) for Interim Innovation & Technology (IT) Director and Recruiting Services. SDI is a management consulting firm that helps public sector clients enhance their use of technology. Since 1999, SDI's West Coast Division has worked with 120+ local government agencies to complete more than 180 IT and Network Assessments; IT, GIS, and Fiber Optic Strategic Plans; IT Service Delivery Assessments; IT Policy and Procedure Development; Project Management; Enterprise Application Selection and Implementation Support. SDI also provides Interim IT Director and Chief Information Officer (CIO) Services to municipal clients during periods of transition.

Our Experience. SDI proposes a proven team with extensive experience in providing leadership supporting California municipalities. This team provides deep expertise in municipal IT service delivery best practices, as well as with the enterprise and departmental technologies that support every business unit within the City. Our team brings more than just technology expertise; we bring an understanding of the core municipal business and operational functions.

Our Experience. SDI's performance and success record includes supporting over 190 public agencies across eight states. As it relates specifically to the City's immediate need, SDI has provided interim IT Director, Chief Information Officer (CIO), and leadership services for the cities of Stockton, Concord, Irvine, Novato, Santa Cruz, Ventura, and Rancho Cordova, as well as Douglas County, NV. These engagements entailed direct management of technology staff at the agencies, along with assisting executive management with a variety of tasks, including renewed project focus and governance, prioritization of immediate technology activities, and assisting IT staff with technology service delivery.

Interim IT Director Services. Based on the information discussed during our recent telephone discussion, I am prepared to assist the City in a full-time capacity as Interim IT Director and assist in recruiting the City's next IT Director. I have included my bio at the end of this proposal for your review. I look forward to working closely with you and the City's executive management team to provide direct support in the following areas:

SDI

- *IT Department Operations Oversight Support.* SDI will work with City executive management to provide management, consultation, operational oversight, and guidance with regard to the IT Department's day-to-day activities. In this capacity, SDI will supervise the IT Department's service delivery activities to help ensure technical resources are properly deployed to support business priorities as set by City executive management.

- *IT Staff Mentoring and Training.* SDI will provide mentoring, guidance, and assistance to the IT staff employed by the City's IT Department, and will make recommendations regarding potential training opportunities that might assist in improving overall IT service delivery.

- *Business Processes.* During the course of our engagement, SDI will make recommendations regarding establishment and implementation of policies and procedures to streamline and improve business processes and technology service delivery.

- *IT Service Delivery.* SDI will provide consultation to assist with IT service delivery management, problem resolution and help identify potential IT service delivery alternatives.

- *Technology Project Facilitation and Coordination.* SDI will provide guidance and oversight for in-process technology projects, including assisting in assigning and prioritizing resources.

- *Recruiting Assistance.* SDI will provide recruiting assistance to the City as it seeks to identify and recruit its next IT Director. SDI will provide the following services, providing an experienced former CIO and IT Director, who has served in municipal leadership positions across the State of California.

- *Job Description*. SDI will review the IT Director job description and provide any recommended edits for the City to review and approve.

- *Initial Review.* SDI will conduct an applicant review and initial phone screening to identify and provide an initial ranking of the top ten qualified candidates.

- *Interview Panel.* SDI will work with the City to form and facilitate an interview panel of municipal CIO or IT Director peers within the Southern San Francisco Bay Area. SDI will gather and collate interview notes and feedback from the panelists, and develop a list of the top three candidates for the City's executive leadership to interview.

- *Offer Letter.* If desired, SDI will also assist with development of the City's offer letter.

SDI will perform these services on a time and material basis at an hourly rate of $175, plus actual travel expenses. The City will only be billed for the actual hours worked, and SDI will invoice the City one month in arrears.

The City has requested an estimated cost proposal to provide four months of onsite Interim Services. The anticipated cost for these services is $112,000.00, plus travel costs of up to $35,000.00 over that project duration. The estimated not to exceed cost for Interim Services for four months, including actual travel expenses, is $147,000.00.

SDI will work collaboratively with the City to identify key dates and times that onsite services will be preferred, and when remote delivery of these services can reduce overall costs by eliminating or reducing travel expenses.

We welcome the opportunity to provide these services to the City of Watsonville. Please do not hesitate to contact me if you have any questions. I can be reached at 530.598.4915 or by email at ssanders@sdipresence.com.

Sincerely,

Scott Sanders
Delivery Executive
Northern California