



NATIONAL ASSOCIATION OF COUNTIES **NACo**® | **EDGE**



Enterprise for Government Excellence

PEOPLE, PURCHASING & PERFORMANCE SOLUTIONS

Contract Announcement



Government Recruitment Services

Today's Presenters



KELLY SAN MARTIN, MBA

Administrative Analyst III _
Countywide Lead



COUNTY OF SAN DIEGO
PURCHASING & CONTRACTING



WENDI BROWN

President



ANTHONY CHAPMAN

National Program Director
Public Promise Procurement



CATHY MUSE, CPPO, NIGP-CPP

National Program Director
Public Promise Procurement



AGENDA AND GOALS

Introduce Public Promise Procurement, Powered by NACo

The Lead Public Agency, San Diego County & the procurement process

Overview of the contract – WBCP, Inc., Government Recruitment Services

Benefits for public agencies

Next steps

Questions



Public Promise Procurement

Paul Terragno, Managing Director

Wholly owned by NACo, Public Promise Procurement provides counties with cost-effective and efficient purchasing contract vehicles. The unique Lead Public Agency (LPA) and peer-vetted model provides for a fully transparent and competitive process to identify best-in-class suppliers



Who We Are



ADVOCACY



Strengthening America's Counties
Healthy, safe and vibrant counties
across America

- 3,069 County Governments
- 40k County Elected Officials
- 3.6M County Employees

BUSINESS



**Establishes sustainable, cost-saving
and value-added solutions that can
be applied to counties nationwide**

- NACo's Business Platform
- Value Added Solutions
- Revenue Generation

REVENUE



**Providing public sector and other
entities with a vetted, transparent
option for purchasing goods and
services more efficiently and cost
effectively**

- Powered by NACo
- Vetted by Public Peers
- Reinvesting in Counties

Procurement Advisory Committee



MEGAN PERRY-BALONIER
Purchasing Dept
Director
Franklin County, Ohio



ERIC CARLSON
Purchasing Agent
Douglas County, Neb.



MARIA MILES
MWBE Program
Director
Guilford County, N.C.



STEPHANIE BRICE
Deputy Director,
Purchasing Dept.
Cobb County, Ga.



MIKE FROSCH
Director of Purchasing
Dallas County, Texas



LEE ANN PENDER
Chief Procurement
Officer
Fairfax County, Va.



PATRICK FLANARY
CFO &
Deputy County Manager
Wake County, N.C.



GILBERT ODONKOR
Manager, Construction
Procurement
Hennepin County, Minn.



SEAN BEHAN
Chief, Procurement Services,
Dept. of Purchasing and
Contracting
San Diego County, Calif.



RAFFI SARRAFIAN
Chief Procurement Officer
Cook County, Ill.



KAREN STORM
Chief Procurement
Officer, Retired
NY State Association of
Counties



**FELICIA STRONG-
WHITAKER**
Purchasing Agent
Fulton County, Ga.



ADAM MANNE
Chief Procurement
Officer
City of Baltimore, Md.



JAMES FOLEY
Deputy Chief
Procurement Officer
Maricopa County, Ariz.



MARIA AGRUSA
County Procurement Officer
Orange County, Calif.

The NACo Difference



All Public Agencies: Counties, Cities, K-12, Higher Ed, Special Districts, Non-Profits, State Agencies, Public Hospitals...



The NACo Difference

- Nationally Competed
- Single Award
- Leverage 90K+ Public Agencies
- Federal Funding Coplant
- Transparent LPA Model
- Comprehensive Scope
- Long Runways

Benefits to Contract Users

- Best in Class Suppliers/Services
- Compliant with Procurement Laws
- Competitively Priced
- 2 CFR 200...Compliant
- Solicited & Vetted by Trusted Peers
- Reduced Number of Contracts
- Increase Efficiency/Reduce Costs

Our Team

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San Diego County, Calif.

Lead Public Agency



COUNTY OF SAN DIEGO

PURCHASING & CONTRACTING

KELLY SAN MARTIN, MBA

Administrative Analyst III - Countywide Lead



County of San Diego, Calif.

Lead Public Agency

⊕ County of San Diego, Calif.

- Large urban county with a population of 3.7 million
- Nationally recognized Purchasing and Contracts Department managing over a billion dollars in annual spend
- <https://www.sandiegocounty.gov/content/sdc/purchasing.html>
- Allen Hunsberger, Director
- Kelly San Martin, Countywide Lead, Administrative Analyst III
- Led a public procurement process following San Diego County procedures on behalf of themselves and all public agencies



Lead Public Agency



Role of County of San Diego as the LPA for Public Promise Procurement

- Work with PPP to develop the RFP based on County needs and coordinate national requirements
- Approves and issues the RFP based on County terms and conditions
- Post the RFP and receive responses through eProcurement system
- Perform initial review of responses for responsiveness to the solicitation and responsibility
- Organize and advise selection committee members on their duties which include being fair, impartial and conflict free
- Negotiate final contract with selected respondent and make an award recommendation to the CPO
- Actively administer the awarded contract
- Ensuring open and transparent process from contract solicitation to contract close-out

RFP Process & Contract Award



Development and Launch of the WBCP, Inc. Master Agreement for Public Agencies

RFP for government recruitment and associated services issued by San Diego County

February 28, 2024

March 11

Pre-proposal conference held

Proposals due

April 22

Proposals evaluated by panel of evaluators including members of the NACo Procurement Advisory Committee

May 1-9

Negotiations held between San Diego County and Offerors

May – Oct

Contract awarded by San Diego County to WBCP, Inc.

October 31, 2024



Contract Overview



⊕ Contract Award

- Single contract award to WBCP, Inc.
- Effective October 31, 2024 – October 14, 2025 with four one-year renewal options through October 14, 2029
- Comprehensive suite of services and solutions to meet a wide variety of recruitment needs.
- National pricing based on five recruitment scenarios.
- Flexible terms and conditions adaptable to Participating Public Agency statutory requirements.





WBCP

Public Sector Hiring Partner

*Efficient, Cost-Effective, Reliable and Trusted
Recruiting Solutions for Local Governments*



Wendi Brown
President, WBCP, Inc.

MISSION:

To Serve People who Serve People

WHO WE SERVE:

Cities, Counties, Special Districts, JPAs,
School Districts, State and Federal Agencies

WHAT WE DO:

Strategic Partners in Recruiting and HR
Consulting



OFFICES ACROSS THE COUNTRY

**WBCP IS A 100%
WOMEN-OWNED
BUSINESS AND
REGISTERED
SMALL BUSINESS.**



Public Sector Recruiting Challenges

- High Vacancy Rates & A Retiring Workforce
- Finding Talent + Culture Fit
- Lengthy Hiring Processes
- Lack of Resources
- Procurement Complexities
- Finding Affordable & Effective Recruiting Partners



WHY WBCP + NACo / PPP

- Marketing and Branding Experts
- Technical and Culture Matchmakers!
- Proven Expertise
- Flexible Affordable Service Options
- Transparent Reporting
- Improved Time-to-Hire
- Commitment to Your Success! Guarantee!
- Procurement Made Easy = NACo/PPP

WBCP IS YOUR BRAND AMABASSADOR!

- **YOUR BRAND IS IMPORTANT – and WBCP KNOWS THAT!**
- **COMPREHENSIVE ADVERTISING & COMMUNICATIONS CAMPAIGN:**
 - **PRINT**
 - **AI TOOLS**
 - **ONLINE ADS**
 - **SOCIAL MEDIA**
 - **CIRCA**
 - **TALENT SEEKERS:** email, LinkedIn, association and other lists, phone, etc.

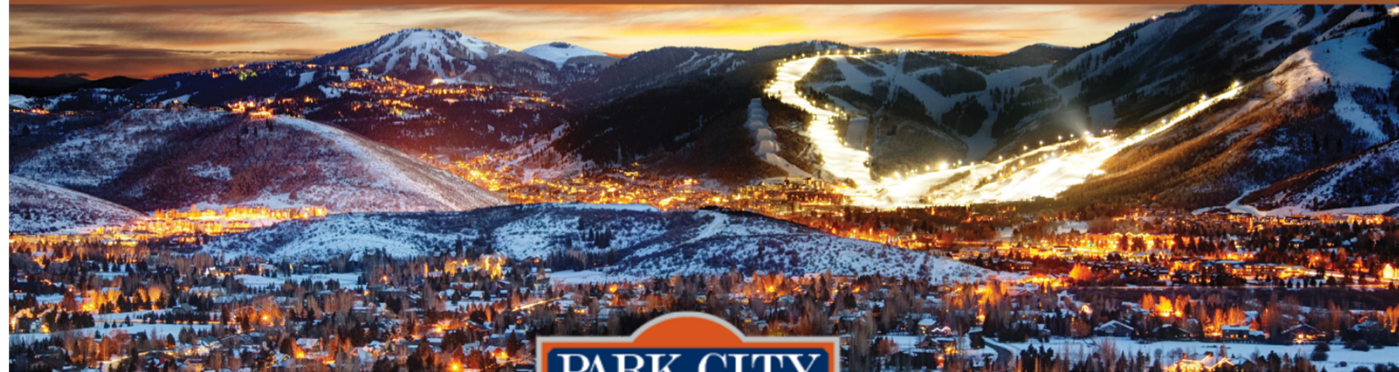


20 YEARS & THOUSANDS OF CONTACTS



MARKETING EXAMPLE

CAREER OPPORTUNITY: TWO OPENINGS!



PARK CITY

1884

Assistant Planning Director

Annual Salary: \$103,200–\$129,000 DOE/DOQ

&

Senior Planner

Annual Salary: \$92,000–\$115,000 DOE/DOQ

PLANNING DEPARTMENT CITY OF PARK CITY, UTAH

THE CITY OF PARK CITY, UTAH IS SEEKING TWO PLANNING PROFESSIONALS to join its visionary and dedicated Planning Department—Assistant Planning Director and a Senior Planner! Both positions will report to the Planning Director and will be immersed in exciting high-level current and long-range planning projects, including the preservation of over 400 historic sites; the reimagining of City land into a vibrant mixed-use site; the establishment of beautiful new recreation areas; and the development of affordable housing. While working in the gorgeous mountain resort town of Park City, these hardworking professionals will have the opportunity to ski, golf, and bike in a scenic environment while championing projects that have a serious impact on the quality of life for residents. The ideal candidates for these roles will be flexible and unbiased leaders who thrive in a team environment. They will also be organized problem solvers with exceptional attention to detail and the ability to effectively manage multiple projects at once. They will both have oversight of staff – the Assistant Planning Director will oversee and mentor senior-level planners, while the Senior Planner will oversee and mentor junior planners and planning technicians. As technical experts, they will bring a depth of experience in permitting, land use planning, public planning, and related policies and procedures, including best practices and state-specific codes. *If you are a passionate planner with an eye toward the future—apply today!*

The City

PARK CITY LIES ONLY 30 MILES from Salt Lake City, is framed by the Wasatch Range, and is home to 8,500 full-time residents. Park City is within Summit County, which is home to 45,000 residents. With two world-class ski resorts, Deer Valley and Park City Mountain Resort, Park City draws over 5 million visitors from across the globe each year. Park City also hosts a wide range of cultural and sporting events, is a playground for outdoor enthusiasts, and offers live music and local restaurants.

Long before Park City became a world-class mountain resort town and venue for the 2002 Olympic Games, it was famous for silver mining. The area boasts a lively and colorful past, founded by prospectors in the late 1860s. Silver was mined until the early 1970s, and the mining company, Park City Consolidated Mines, entered into the ski business in 1963, when they built the first lifts on Treasure Mountain. Visit the Park City Historical Society and Museum's [website](#) to learn more about the community's vibrant past. Park City is also home to the famous **Sundance Film Festival**, which hosts over 86,000 attendees every year, including up-and-coming film directors, actors, musicians, and other A-list celebrities. Additionally, a second Olympics is on the horizon for 2034.

CLICK
LINKS





ADVERTISING STRATEGY REACH:

600+ Diversity Domains | Niche Diversity Sites

Automatic outreach to **20,000+** local community organizations

Open jobs are matched and automatically sent daily to community organization contacts:

- Women
- Minorities
- Older Workers
- Individuals with disabilities
- Veterans
- And more...



Every job managed by **WBCP** has access to a vast job board network, plus diversity niche sites combined with highly optimized job distribution.

- Provides increased workforce diversity, targeted outreach, and provides on demand reporting (for each job)
- Candidates who are going to these sites/databases exhibit much greater racial diversity than the general U.S. population, with People of Color making up nearly 2/3 of our job seekers.

Diversity Sourcing

Resume Database

Unrestricted Resume database of ~2M candidates

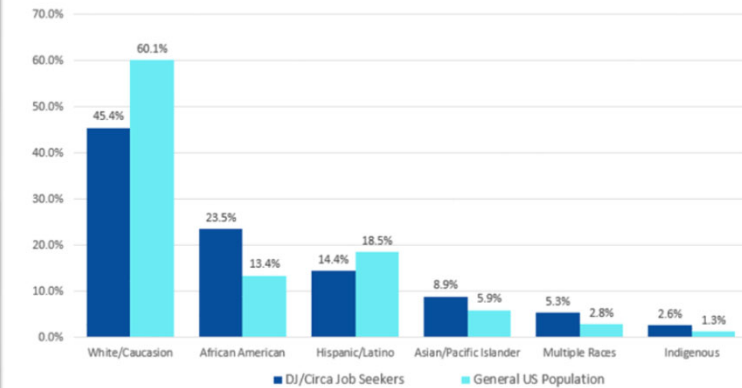
Diversity Sourcing

AI Sourcing Platform with ~160M underrepresented candidates sourced from more than 3,500 social network groups

- 13+ Million Veterans



Network Demographics





MATCHMAKING & CULTURE CULTIVATORS

- Ideal candidate profile development
- Stakeholder engagement
- Customized AD Plan
- Sourcing & Outreach Strategies

THE IDEAL CANDIDATE

THE IDEAL CANDIDATE WILL HAVE EXPERIENCE as an executive/department head from a municipal or private organization and understand how to be an executive leader to an organization that touches all facets of the community. The successful candidate will understand the importance of advocating for a work environment that is customer-service-focused, positive, friendly, and encourages more effective and efficient work practices. The ideal candidate will be a great listener, able to prioritize tasks, appropriately delegate, and provide support to staff while holding them accountable. This candidate has budget, grant, and finance experience, demonstrated experience with community engagement and human resources practices, and a proven track record of championing diversity, equity, and inclusion efforts for a large organization. The ideal candidate will provide effective fiscal oversight and accountability of City funds, oversee budget development, and be creative and forward thinking regarding shared partnerships that support City projects and initiatives. The next City Manager will have a high emotional intelligence and go beyond being a supportive leader by providing mentorship and development opportunities for staff.

The ideal candidate will also...

- ▶ Ensure transparency, accountability, customer service, and efficiency.
- ▶ Find new and creative revenue opportunities.
- ▶ Keep Council informed of issues, trends, and matters of City-wide interest.
- ▶ Identify key cross departmental challenges and areas for collaboration.
- ▶ Be responsive, approachable, and accessible to others.
- ▶ Be a big picture visionary and innovative thinker.
- ▶ Be solutions and outcomes driven.
- ▶ Participate on a variety of subcommittees, ad hoc committees, and groups and attend all City Council meetings.
- ▶ Value the importance of connecting with others, listening to their needs, building trust, and leveraging their ideas.
- ▶ Bring skills, methodologies, and systems to support goal setting, project management tracking, and accountability for City staff.

...recruiting for any budget

OPTION 1	OPTION 1.5	OPTION 2	OPTION 2.5	OPTION 3
<p>PARTIAL RECRUITMENT</p> <p>ADVERTISING & HEADHUNTING</p> <p>Consulting Services: \$5,900</p> <p>CONSULTING SERVICES INCLUDE*</p> <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 2 hours for community/employee engagement) ▶ Develop ideal candidate profile & recruitment timeline ▶ Produce recruitment announcement ▶ Produce and implement advertising campaign ▶ Headhunt (LinkedIn, past lists, databases, associations, etc.) ▶ Implement direct mail campaign (as needed) <p><i>Plus expenses: Between \$3,000-\$4,500 for the advertising plan and creative brochure*</i></p>	<p>PARTIAL RECRUITMENT</p> <p>+ RESUME REVIEW</p> <p>Consulting Services: \$10,900</p> <p>CONSULTING SERVICES INCLUDE*</p> <p><i>Everything in Option 1, plus...</i></p> <ul style="list-style-type: none"> ▶ WBCP will review and score resumes. <p><i>Plus expenses: Between \$3,000-\$4,500 for the advertising plan and creative brochure*</i></p>	<p>PARTIAL RECRUITMENT</p> <p>+ UP TO INTERVIEWS</p> <p>Consulting Services: \$18,900</p> <p>CONSULTING SERVICES INCLUDE*</p> <p><i>Everything in Option 1.5, plus...</i></p> <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 8 hours for community/employee engagement) ▶ Present recommended short list of candidates ▶ Produce recommended selection assessment tools ▶ Coordinate candidate scheduling and invitations to interview <p><i>Plus expenses: Between \$3,000-\$4,900 for the advertising plan and creative brochure*</i></p>	<p>PARTIAL RECRUITMENT</p> <p>+ DAY 1 INTERVIEW</p> <p>Consulting Services: \$19,900</p> <p>CONSULTING SERVICES INCLUDE*</p> <p><i>Everything in Option 2, plus...</i></p> <ul style="list-style-type: none"> ▶ Panel coordination ▶ Facilitate first round virtual interviews for one panel (additional panels may adjust the cost to account for increased expenses) ▶ Coordinate candidate scheduling and invitations to second round interviews <p><i>Plus expenses: \$3,000-\$4,900 for the advertising plan and creative brochure*</i></p>	<p>FULL SEARCH SERVICES</p> <p>Consulting Services: \$24,900-\$28,900 Depending on position</p> <p>CONSULTING SERVICES INCLUDE*</p> <p><i>Everything in Option 2.5, plus...</i></p> <ul style="list-style-type: none"> ▶ Hiring authority and stakeholder meetings (up to 2 days of community/employee engagement) Panel coordination ▶ Facilitate all interviews Background and reference checks ▶ Virtual and/or in-person interviews travel up to 2 trips to client location ▶ 12-24 month guarantee <p><i>Plus expenses: Between \$5,500-\$7,900 for the advertising plan and creative brochure; travel expenses; shipping; multiple panel facilitation, etc.</i></p>



*OPTIONS 1-2.5 do not include: Travel to client location, negotiation of candidate offer, background or reference checks, 12-24 month guarantee

HOURLY RECRUITMENT SERVICES: \$250/hour
Senior Recruitment | Consulting Services

**COMING SOON
TO NACo/PPP.....**

OTHER CONSULTING SERVICES

AT WBCP INC., WE PROVIDE...

The Polaris® Competency Model, Public Sector Edition....

...that drives long-term success by helping you identify, develop, and retain top talent. Backed by over 50 years of research, it ensures your recruitment practices and organizational development strategies align with proven results.

Providing:

- ▶ A Common Language
- ▶ Strategic Alignment
- ▶ Measurable Results
- ▶ Scientific Framework

With Polaris®, WBCP helps you build a sustainable, high-performing talent pipeline.

Strategic Solutions that Transform Recruitment Teams...

...ensuring your recruitment professionals are prepared to navigate the complexities of modern hiring landscapes, delivering a strategic advantage that propels your organization forward.

Precise, Accurate & Timely Classification & Compensation Studies...

...tailored to public and non-profit organizations.

Job Description Development...

...that transform lengthy, outdated, or ineffective job descriptions into clear, concise, and equitable tools that align with your organization's needs.

Modernization of Civil Service and Selection Rules...

...that streamline processes, and create agile, efficient recruitment systems that align with your future goals.

TRANSPARANCY / REPORTING:

Weekly updates throughout the search process

Shortlist of candidates

- Internet search (if allowed)
- Blind application (if required)
- Diversity/EEO outcome
- Surveys results (when used)
- Talent acquisition effort

Candidate interview outcomes (likes/questions/concerns)

Background and reference report

Other: additional reports for civil service recruitment reporting

**Improved Time
to Hire**

**Procurement
Made Easy!**

8-week process from open to interviews

- 12 weeks with engagement and background

Satisfy the RFP process via NACo

SAVE:

- 3 MONTHS
- SAVE \$10,000+

IMPROVE:

- TIME TO HIRE
- CUSTOMER RELATIONS

Why WBCP Inc.

- **20+ YEARS IN PUBLIC SECTOR RECRUITING**
- **RECRUITMENT GUARANTEE**
- **FLEXIBLE SERVICES**
- **IMPROVED TIME TO HIRE**
- **PUBLIC SECTOR EXPERTS – WE KNOW YOUR BUSINESS**
- **POLITICALLY ASTUTE**
- **BUILDS TRUST**
- **COMMUNICATE EFFECTIVELY**
- **PRODUCE RESULTS!**

Three Easy Steps to Get Started

1. Register
2. Sign the MICPA (NACo Agreement)
3. Engage with WBCP

Learn More & Get Started Today

<https://wbcpinc.com/naco/>

866-929-WBCP

HR SOLUTIONS@WBCPINC.COM

www.PublicPromiseProcurement.org



REGISTER

BECOME A SUPPLIER



Providing public sector and other entities with a vetted, transparent option for purchasing goods and services more efficiently and cost effectively.

Peer-review ensures that contracts, suppliers, goods and services are sourced from the best available options and are competitively bid.

DISCOVER MORE

www.PublicPromiseProcurement.org



REGISTER

BECOME A SUPPLIER

Home

Who We Serve

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As the premier resource for competitively bid goods and services, Public Promise Procurement is open to local governments, school districts, higher-ed, special districts, and non-profit organizations.

Competitive Bidding Done For You.

Awarded Contracts

Click on Contract information below to additional view supplier information & agreement documents.

Supplier	Contract Title	Contract Period Through	Category	Lead Agency
KONE	ELEVATOR, ESCALATOR, WALKWAY, AND LIFT, NEW CONSTRUCTION, MODERNIZATION, MAINTENANCE AND REPAIR SERVICES	12/31/29	Building Services	Maricopa County, AZ
Safeware	PUBLIC SAFETY, EMERGENCY PREPAREDNESS & COMMUNITY RESILIENCE	06/30/31	Public Safety / Community Resilience	Cobb County, GA
United Rentals	RENTAL, LEASE & PURCHASE OF EQUIPMENT & ASSOCIATED SERVICES & SUPPORT	07/31/29	Equipment	Maricopa County, AZ
WBCP	GOVERNMENT EXECUTIVE RECRUITMENT	10/14/29	Personnel	County of San Diego, CA

www.PublicPromiseProcurement.org



REGISTER

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Register

Please tell us about your organization.

Entity Name *

Entity Type *

Federal Employer ID Number (FEIN) *

Contact Name *

Job Title *

Organization Shipping Address 1 *

Organization Shipping Address 2

City / Municipality *

State / Province *

Zip / Postal Code *

Phone Number *

Email *

Please review and agree to the [MICPA](#).



Submit

www.PublicPromiseProcurement.org

THANK YOU!

Please add your questions to the Q&A

Follow-up:

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Wendi Brown | wendi@wbcpinc.com

