Contract Award for Consulting Services for Completion of the Organizational Alignment and Culture Change Project

Committee-of-the-Whole
January 14, 2020

David Schulze
Chief of Staff
Recommendation

• Approval of a resolution authorizing the President/Executive Director or his designee to award a contract for consulting services with Deloitte Consulting LLP to complete an Organizational Alignment and Culture Change project for a total authorized amount not to exceed $310,012.
Business Purpose

• DART is a leader in the global transformation of public transit from an operator of buses and trains to the provider of comprehensive mobility services.

• DART is in the process of developing and implementing strategic change initiatives that will position the organization at the forefront of the Mobility as a Service provider model.

• DART is committed to building a culture of excellence and accountability.
Business Purpose

• Assess current culture and organizational alignment to ensure optimal culture and business configuration to prepare the organization to achieve future initiatives.
• Identify any area of DART’s culture that needs to be addressed, provide recommendations to improve cultural and organizational alignment, and identify gaps.
• Develop a high-level work plan for the organization’s digital transformation, create the communication plan for articulating DART’s vision for MaaS and driving that message throughout the organization.
Procurement Process

• Original contract award was terminated for convenience in September 2019.
• Two remaining vendors were re-evaluated for selection via RFP response and site visit.
• Vendor Selected:
  – Deloitte Consulting
• The pricing was determined to be fair and reasonable, and this firm is recommended for award.
Deloitte Experience

• Deloitte is a thought leader in the areas of mobility, digital transformation, organizational alignment and culture change.

• Current and Previous Engagements:
  – U.S. Patent & Trademark Office
  – U.S. Transportation Command
  – Department of the Navy
  – Texas Health and Human Services
  – University of Texas Health Science Center
  – New Mexico Department of Information Technology
  – United Way Worldwide
**Contract Details**

- **Term of Contract:** 5 months
- **3 Phased Approach Contract:**
  - **Phase 1 - Assess Current State**
    - Understand the organization and current environment
  - **Phase 2 - Define the Destination**
    - Align leadership and define future state
  - **Phase 3 - Start the Journey**
    - Identify gaps and plan route for change
# Contract Pricing

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Extended Price</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Assess the Current State</td>
<td>$100,308</td>
</tr>
<tr>
<td>2</td>
<td>Organizational &amp; Financial Feasibility</td>
<td>$101,867</td>
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<tr>
<td>3</td>
<td>Technical Feasibility</td>
<td>$87,837</td>
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<tr>
<td></td>
<td>Travel Allowance</td>
<td>$20,000</td>
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<tr>
<td></td>
<td><strong>Total Contract Price NTE</strong></td>
<td><strong>$310,012</strong></td>
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</tbody>
</table>

* Denotes phased delivery with clear delineation between phases that allow for key decision gate opportunities for DART to move forward with the next phase or terminate the project at its discretion.
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QUESTIONS