

*Mendocino County Russian River Flood Control &
Water Conservation Improvement District*

STAFF REPORT

**Agenda Item 10: Proposal for
General Manager Performance Evaluation Process & Strategic Planning
Monday, June 2, 2025**

The Strategic Plan relevant priority is **Administration** through effective systems and improved transparency, accountability, and consistency across the District.

Background

The District has maintained a formal Strategic Plan since approximately 2016, undergoing several updates as needed. The current Plan is for 2023-2025.

During discussions regarding the annual General Manager evaluation process, it has been suggested to better link the evaluation process with the Strategic Plan.

In 2025, the GM evaluation was supported by CPS HR Consulting. CPS HR has provided a proposal for continued GM evaluation services, including an upgrade of the process to link with the Strategic Plan, and expanding their services to support the 2026 Strategic Plan Update.

Discussion

CPS HR has provided a detailed proposal for services, breaking down costs per task. While the total not to exceed is \$23,950, this covers the period of June 2025- June 2027 on an as-needed basis. The Board can provide feedback to the GM directly or through an Ad Hoc Committee on the priority of the proposed tasks, timing, etc. if it wishes.

The Board is being asked to:

- 1) Provide feedback on the Strategic Plan Update for 2026 onward and the annual development of an Action Plan to link with the GM Evaluation; and
- 2) Consider approval of the CPS HR proposal, directing GM to engage services; and
- 3) Consider whether the Board would prefer to provide direct feedback or appoint an Ad Hoc Committee.

Recommendation:

- Move to approve the CPS HR Proposal for General Manager Performance Evaluation Process & Strategic Planning.

Attachments:

- CPS HR Proposal for General Manager Performance Evaluation Process & Strategic Planning.

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Prepared and submitted to the Board of Trustees by: Elizabeth *Salomone*, *General Manager*

*Proposal to the Russian River Flood Control & Water Conservation Improvement District
General Manager Performance Evaluation Process & Strategic Planning*

May 20, 2025

Elizabeth Salomone, General Manager
Mendocino County Russian River Flood Control
& Water Conservation Improvement District
PO Box 2104, Ukiah, CA 95482

Submitted to: districtmanager@rrfc.net

Dear Beth,

CPS HR Consulting (CPS HR) is pleased to submit a proposal in response to the Russian River Flood Control (RRFC) request for additional assistance with the RRFC’s General Manager performance evaluation process and strategic planning (updates and action planning).

Proposed Cost and Schedule

CPS HR proposes a time and material engagement for June 2025-June 2027, for a total not-to-exceed **\$23,950 including travel, expenses and all optional services**. CPS HR only bills for services expended up to the total budget amount. The estimated hours listed below may be adjusted between project team members and phases if they do not exceed the total budget.

In the event the District no longer needs Consulting Services, there is no obligation to expend the NTE amount set forth in the Agreement.

The following table contains the proposed tasks, timeline and costs. The methods, approach, timelines, as well as the proposed fees have been prepared as accurately as possible to accomplish project objectives.

| Consultant | Hourly Rate |
|--|-------------|
| Sara Randazzo , Project Manager, Organizational Strategy Unit Manager | \$190/hr. |
| Kammy Haynes , Project Consultant | \$150/hr. |

| Task/Deliverable | Timeline | Estimated Consultant Hours | Extended Cost |
|--|-----------|----------------------------|---------------|
| TASK 1: General Manager Performance Evaluation | | | |
| Phase One – Creation & Implementation (2025-2026) | | | |
| Redesign GM Evaluation Process (Simplify and Align with Strategic Goals) | June 2025 | 8 | \$1200 |

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| Task/Deliverable | Timeline | Estimated Consultant Hours | Extended Cost |
|--|--------------------------------|----------------------------|----------------|
| Present New Process to Board and GM for feedback and make any revisions | July 2025 | 3 | \$450 |
| Collect & Review GM Self-Evaluation | December 2025 | 2 | \$300 |
| Conduct Compensation Study/Review & Make Recommendations | December 2025/ January 2026 | 5 | \$750 |
| Facilitate GM Evaluation Session with the Board Members (Collect detailed performance feedback and development opportunities) | January 2026 | 2 | \$300 |
| Prepare & Present Summary Evaluation to the Board and GM (Facilitate conversation, discuss performance goals, and identify next steps) | February 2026 | 5 | \$750 |
| Assist with Goal Setting/Action Planning aligned with strategic goals and priorities including objective measures and scorecard tracking/reporting mechanism | February – March 2026 | 3 | \$450 |
| Subtotal – Task 1, Phase One | | 28 | \$4,200 |
| Phase Two – Ongoing Maintenance (Annual Estimate) | | | |
| Validate the need for any changes to the evaluation criteria/ Make revisions | November | 3 | \$450 |
| Collect & Review GM Self-Evaluation | December | 2 | \$300 |
| Facilitate the GM Evaluation Session with the Board | January | 3 | \$450 |
| Conduct Compensation Study/Review & Make Recommendations | January | 5 | \$750 |
| Prepare and Present Summary /Facilitate Meeting with Board and GM, Discuss New Goals, and Identify Next Steps | February | 3 | \$450 |
| Update Goals, Action Planning, and Scorecard | February/March | 2 | \$300 |
| Annual Subtotal – Task 1, Phase Two | | 18 | \$2,700 |
| TASK 2: Strategic Plan Update & Action Planning | | | |
| Phase One – Implementation (2025-2026) | | | |
| Review existing Strategic Plan and related project plans to map out alignment | Week 1 | 2 | \$380 |
| OPTIONAL Stakeholder and Board Member Interviews (up to 10) | Weeks 2-4 | 12 | \$2,280 |

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| Task/Deliverable | Timeline | Estimated Consultant Hours | Extended Cost |
|---|------------------|-----------------------------------|---------------------------|
| OPTIONAL Prepare Intel Packet | Weeks 5 | 15 | \$2,850 |
| Update Strategic Plan and Establish Measurable Goals (and Milestones) <ul style="list-style-type: none"> Facilitate Two Discussion with the Board and GM to identify goals and priorities* Prepare Draft Strategic Plan Review Draft with GM & Board/Make revisions Finalize Strategic Plan | Week 6-8 | 20 | \$3,800 |
| Create Action Plan & Progress Scorecard | Weeks 9-10 | Included in GM Evaluation Process | 0 |
| Subtotal – Task 2, Phase One | | 49 | \$9,310 |
| Phase Two – Maintenance (Annual Estimate) | | | |
| Review progress on project plans and new goals/objectives/initiatives | December | 2 | \$380 |
| Facilitate annual discussion to update Strategic Plan and Goals (Identify priorities, prepare/review/revise draft) | January/February | 6 | \$1,140 |
| Annual Subtotal – Task 2, Phase Two | | 8 | \$1,520 |
| <p>*CPS HR recommends two, in-person, full-day sessions 2-4 weeks apart to allow time away from the plan. Upon project kickoff, we will work with the GM and Board to determine the best schedule and duration for the strategic planning sessions.</p> | | | |
| TOTAL SERVICES JUNE 2025-2027 | | | COST NOT-TO-EXCEED |
| GM Evaluation Process Development and Implementation 2025-2026 | | | \$4,200 |
| Update Strategic Plan and Goal Setting/Action Planning 2025-2026 (Including Optional Services) | | | \$9,310 |
| | | | \$13,510 |
| Ongoing Maintenance for Two Years | | | |
| GM Evaluation | | | \$5,400 |
| Strategic Plan Updates & Goal/Action Planning | | | \$3,040 |

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| Task/Deliverable | Timeline | Estimated Consultant Hours | Extended Cost |
|---------------------------------------|----------|----------------------------|---------------|
| | | | \$8,440 |
| Travel and Expenses for Contract Term | | | \$2,000 |
| From June 2025 – June 2027 | | | \$23,950 |

Should you have any additional questions, please contact **Sara Randazzo** at **(916) 471-3131** or via email at **srandazzo@cpsr.us**.

Sincerely,



Melissa Asher, Director of Client Services

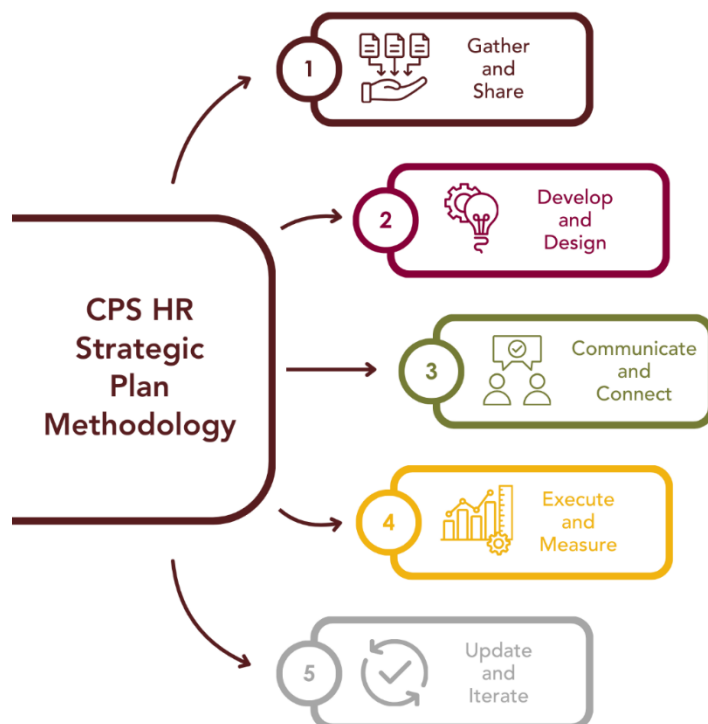
The CPS HR Strategic Planning Model

At CPS HR, we understand that an effective strategic plan needs to connect and coordinate the efforts of all those who will contribute to its success. Based on a strong and growing body of research, our philosophy is to **Do Less, Better**. Because growth and change inherently create complexity, simplicity in your strategic plan is required.

Your strategic plan is your road map. It unites your team as your organization evolves and overcomes obstacles, making it easier to stay focused on doing the essential operational work that is most important to your success.

A well-designed strategic plan brings clarity to the complexity of your organization, while it:

- Defines your purpose through mission (why), vision (where), brand promise or value proposition (what), and core values (who).
- Plans around the organization's core focus and competitive advantages.
- Plans for key organizational improvements, changes, and innovations.
- Prioritizes the critical work and resource management of the organization.
- Identifies short-and long-term goals with specific, measurable outcomes (how).
- Communicates and connects the strategy to the staff; tells the story.



Based on this understanding, we designed a modular approach that effectively gathers input, guides you through an engaging planning experience, supported by clear and measurable implementation tools, and allows for flexibility, **because every organization has unique needs**.

The CPS HR strategic planning model results in a **simplified plan that balances proven processes and tools, organizational capacity, and measured implementation**.

Our firsthand understanding of the challenges and opportunities inherent in the public sector allows us to provide a uniquely valuable level of guidance throughout the entire project life cycle.