



Regional Transit Authority
2817 Canal Street
New Orleans, LA 70119-6307

RESOLUTION NO. _____

FILE IN NO. 25-102

STATE OF LOUISIANA
PARISH OF ORLEANS

**AUTHORIZE A FIVE-YEAR CONTRACT WITH DEBRA GOULD & ASSOCIATES, INC
EXECUTIVE COACHING AND CONSULTANT SERVICES**

Introduced by Commissioner _____, seconded by
Commissioner _____.

WHEREAS, the New Orleans Regional Transit Authority ("RTA") underwent a leadership transition and identified a need to support current, emerging, and new executive team members through professional development and structured team-building initiatives; and

WHEREAS, executive coaching and consultant services are proven strategies to empower leadership effectiveness, strengthen communication, foster organizational culture, and support strategic team alignment; and

WHEREAS, pursuant to a publicly issued Request for Proposals (RFP), the RTA sought qualified vendors to provide a comprehensive scope of services, including but not limited to individual and team coaching, consulting, team building, diagnostic assessments, facilitation, and leadership development for the Chief Executive Officer and Leadership Team; and

WHEREAS, proposals were evaluated based on qualifications, staffing, project understanding, DBE/SBE participation, and cost effectiveness, and the evaluation committee has completed its review and recommends the selection of Debra Gould and Associates as the most qualified and responsive proposer; and

WHEREAS, the proposed contract with Debra Gould & Associates, Inc. **SHALL NOT EXCEED AN ANNUAL AMOUNT OF ONE-HUNDRED, TWENTY-FIVE THOUSAND DOLLARS (\$125,0000), with an initial term of three (3) years and two (2) one-year renewal options, subject to performance and funding availability from budget code 01-2100-02-7070-176-00-00-00000- 00000.**

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NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Regional Transit Authority (RTA) that the Chairman of the Board, or his designee, is authorized to execute a contract for Executive Coaching and Counseling with Debra Gould and Associates as outlined in the Scope of Services of the RFP in an amount not to exceed \$125,000 per year.

THE FOREGOING WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:

YEAS: _____
NAYS: _____
ABSTAIN: _____
ABSENT: _____

AND THE RESOLUTION WAS ADOPTED ON THE 26TH DAY OF AUGUST 2025.

FRED A. NEAL, JR.
CHAIRMAN
RTA BOARD OF COMMISSIONERS