

Coaching and Consulting Services for the New Orleans Regional Transit Authority

Offered by Debra Gould and Associates, Inc.



Can you provide an explanation for the travel expense?

Bullet #1

Based on our conversation about expenses on Friday, April 11, 2025, DGAI reworked the numbers and reduced some travel to better offer RTA reduced travel costs. The last figure, \$6,500.00 is minimal for DGAI and a good-faith effort to keep travel costs down. Please understand that not all team members live in LA and require increased compensation. An alternative, not as effective, is offering virtual sessions, thus eliminating travel costs for those types of sessions. However, we strongly urge on-site collaboration for effective communication to gain understanding and live presentations to maximize interactions and more directly personalize the message.

Can you provide an explanation for the travel expense?

Consultant Service (Arthur Gaudet)

Bullet #1

Arthur Gaudet, FCILT

Nationally recognized expert in transit operations, scheduling, and service planning, with over 55 years of transit experience. Former CEO, author of two books: *Improving OTP in the Transit Industry: A Practical Guidebook* and *Managing the Scheduling Function: A Guide for Transit Executives*.

Mr. Gaudet, Subject Matter Expert (SME): Arthur's role is mostly educational on-site for Senior Staff and the Scheduling/Planning Department.

Initially, the SME will assist in assessing the knowledge of staff (all appropriate levels) regarding the critical function of scheduling – a factor in roughly 75% of operating costs. The first trip will also present Mr. Gaudet's half-day "UNDERSTANDING TRANSIT SCHEDULING: A Workshop for Senior Managers.

Subsequently, he will develop a workplan to address the skills and knowledge needed by Senior Staff as well as mid-level staff and managers;

Then conduct the training. The majority of such training is best conducted face-to-face or in group sessions on site, as this topic does not lend itself to remote work.

Optionally, and not included, he can provide his two-day course in scheduling and service planning (The Runcutter Course), OTP Workshop, and Operator Retention Workshop.

As the need for any of these efforts is dependent on both the initial analysis and RTA's desire, the costs for these are not built into DGAI's proposal, but would be available through contract addendum or change order.

DGAI will be estimating that SME may have one or two trips each year (accounting for staff turnover), probably of three-to-five-day duration on site. DGAI has found that the normal travel expense to most cities in the U.S. costs somewhere between \$2,500 and \$3,000 for five days on site (noting that Mr. Gaudet travels out the previous day and normally returns the day after completion, so a 3-day on-site is 5 days including travel expenses; a Monday-Friday work week on site is actually 7 days including travel.

Can you provide an explanation for the travel expense?

Consultant Service (Huelon “Hugh” Harrison)

Bullet #1

Huelon “Hugh” Harrison

- 30 years of executive experience includes: former Vice-President of Bank One, former Chairman of the Board for Dallas Area Rapid Transit (DART)

Mr. Harrison is the Subject Matter Expert (SME) for the Transit Specific Technical Assistance. Both subconsultants bring many years of Public Transportation and Industry knowledge. Ms. Gould also brings knowledge to the team and has a strong reputation in the NOLA market.

Mr. Harrison will engage RTA’s CEO and C-Suite to address specific questions such as:

1. What's new in the way of getting strong public engagements?
2. How can RTA C-Suite maintain relevancy in planned improvements?
3. What is the revenue stream?
4. How does RTA stay informed of FTA Grants?/Can RTA stay engaged?
5. Who is the liaison with FTA?
6. Connect with RTA action items and how can DGAI help drive the reality?

DGAI will be estimating that SME may have one or four trips each year to attend RTA board meetings and focus group sessions for a two-to-three-day duration on site as needed.

DGAI's Lead Coaches

Who are the team members proposed to deliver executive coaching services, and what are their roles and qualifications?

Bullet #2

Debra Washington Gould, MS

- President of Debra Gould and Associates, Inc.
- Graduate of Dartmouth Tuck WBENC Executive Education Program
- Graduate SBA Small Business Executive Program
- 29 years of executive training and coaching for public and private entities

Billy Arcement, MEd

- 30 years: Senior Corporate Management/Professional Training, Coach and Consulting
- Graduate degrees: Administration/Supervision, and Counseling
- Former State President of the Louisiana School Boards Association
- Former national columnist for The American Business Journals

DGAI's Lead Coaches

Who are the team members proposed to deliver executive coaching services, and what are their roles and qualifications?

Bullet #2

Nancy J. Lewis, MS, SHRM-CP, PHR, RCC

- 30 years experience as a registered corporate coach
- Certified specialist in Myers-Briggs, DiSC, Emotional intelligence, Cultural Intelligence and Unconscious Bias
- Former adjunct professor at Georgia State University

Jodi LaMothe, Ed.D, MS

- 20 years experience as a corporate trainer, assessor, coach, and consultant
- Doctorate in Education and master's degrees in both General Psychology and Industrial-Organizational Psychology
- Certified Change Management Specialist

DGAI's Lead Transit Consultants

Who are the team members proposed to deliver executive coaching services, and what are their roles and qualifications?

Bullet #2

Arthur Gaudet, FCILT

- 54+ years in transit operations and scheduling, including functional reviews in Austin, Atlanta, and New Orleans
- Former National Transit Institute Fellow and current fellow of the Chartered Institute of Logistics and Transport
- Trainer, coach, and developer of transit-oriented training materials and workshops

Huelon “Hugh” Harrison

- Principle of Legacy Resource Group, providing management consulting
- Executive Board Member, American Public Transportation Association
- 30 years of executive experience includes: former Vice-President of Bank One, former Chairman of the Board for Dallas Area Rapid Transit (DART)

Plan Development and Implementation

Bullet #3

1. Work with RTA to identify coaching clients. (Reference RTA bullet #3 question referencing the RTA Scope of Work to include: **One CEO and C- Suite 10 Chiefs**)
2. Coordinate with client supervisors to determine strengths, weaknesses, milestones, and goals.
3. Conduct leadership assessments, assign coaches, create coaching plans. (Reference RTA bullet #4 question referencing the RTA Scope of Work to include: **One CEO and C-Suite 10 Chiefs**)
4. Coordinate with coaches and RTA leadership to determine facilitated training subjects.
5. Provide mid-term progress reports based on timeline, goals, milestones, and metrics outlined in the coaching plans.
6. Submit final reports for each coaching client based on goals, milestones, and metrics detailed in the coaching plans.

Include a plan to allocate a portion of this budget to facilitate training session(s) for senior leadership and supervisory staff as part of the deliverables

Bullet #3

Using the original scope provided for this bid, the data addresses these issues. The cost proposal requires one CEO and C-Suite of ten executives to be trained. Our bid reflects that understanding.

DGAI has already stated this at the oral presentation on February 19, 2025. DGAI has not modified the assessment cost for RTA. Here is the condensed explanation for the newly proposed 30-minute weekly virtual executive coaching sessions and virtual/in-person trainings:

1. **Coaching:** Weekly 30-minute virtual executive coaching sessions over 52 weeks (monthly) or weekly 1-hour virtual executive coaching sessions over 26 weeks (bi-weekly), 45 minutes to write a coaching report, and 15-minute email follow-up (s) (if applicable).
2. **Training:** We will conduct virtual/in-person trainings, providing electronic materials (i.e. Google docs folders for each executive to receive training materials, store their journal entries, etc...). Electronic materials and email communication eliminate the need for postage and shipping. Travel has also been reduced; however, there are situations where in-person training and evaluations are required for the most effective outcomes.

**The budget to facilitate training session (s) for the CEO and C-Suite executives are as follow:
Training costs: \$20,000.00**

Will Executive Leadership, Senior Leadership, and the CEO participate in the '360-degree' evaluation and additional feedback processes?

Bullet #4

DGAI has already stated this at the oral presentation on February 19, 2025. DGAI has not modified the assessment cost for RTA. Here is our plan:

Assessments: (One CEO and C-Suite 10 Chiefs) will participate in the 360-degree feedback, and other assessments will be administered, analyzed, and interpreted to gain a comprehensive understanding of RTA's workplace culture. The findings will be compiled into a detailed report to inform strategies for organizational improvement."

Cost Proposal

• Consultants (8)	\$97,480
• Materials/Supplies	\$ 2,500
• Assessments	\$10,000
• Airfare	\$6,500
• Lodging/Per Diem/Ground Transportation	\$7,500
• Base Year:	\$ 123,980
• Option Year 1:	\$ 127,554
• Option Year 2:	\$ 133,932

**We are thankful for the opportunity to share our
expertise, skills, talents with the RTA.**

**We appreciate the RTA's support for their
executives and their teams.**

***If you want to go fast, go alone;
if you want to go far, go together.
– African Proverb***

