



Madison Metropolitan Sewerage District



REQUEST FOR PROPOSAL
Executive Coaching Services

Issue Date: March 26, 2025
Responses Due: 11:00 a.m., CDT, Friday, April 18, 2025.
Project manager contact: Mike Lipski, HR Director.
Email: rfp@madsewer.org

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Introduction

Established in 1930 to protect the lakes and streams of the upper Yahara watershed, the District is a wastewater collection and treatment utility serving about 429,000 people in 24 Madison-area owner communities covering about 187 square miles. Organized as a municipal corporation, the District is governed by a nine-member Commission appointed by the communities we serve.

The District owns and operates 145 miles of pipe and 18 regional pumping stations that convey approximately 37 million gallons of wastewater to the Nine Springs Wastewater Treatment Plant daily. Through the treatment process, we recover valuable resources from the wastewater we receive before returning clean water to the environment.

Our mission is to protect public health and the environment. The District is dedicated to service, reliability, and sustainability, and our tradition of innovation has positioned us as a leader among clean water utilities.

Learn more at www.madsewer.org.

Background

The District has 135 regular full-time employees and is led by an Executive Director, who is appointed by and reports to the District's Commission. In April 2024, the District's Executive Director retired, and the Commission engaged in a national search and competitive hiring process for their next Executive Director. In December, the District's Principal Engineer Eric Dundee was selected by the Commission and appointed/promoted to Executive Director effective January 6, 2025. The Commission is seeking executive coaching services to support Eric in the transition to his new role.

Qualifications

The District is interested in contracting with an executive coach who has experience in helping internal candidates transition into a new executive leadership role. International Coaching Federation (ICF) certification is strongly preferred. In addition, the coach should be willing to meet regularly with Eric in person, although hybrid arrangements will also be considered. The coach should have experience working with public-sector, utility, and/or non-profit executives and should provide three (3) references, including at least one related executive.

Project Scope and Deliverables

The Commission seeks an executive coach to assist Eric as he transitions to his new role. The engagement is expected to last up to 12 months, with more frequent meetings in the first six months. An initial meeting would be held with Eric, the Commission President, and Commission Vice-President to discuss the expectations and desired outcomes of the coaching. Regular meetings would then be held with Eric.

The District does not have a set budget for this work; however costs should be in line with the scope and timeline of the engagement. You may wish to consider providing cost estimates in tiers, if you feel some services would be beneficial but are concerned the total cost would be too high.

Please include in your proposal:

- Your recommended cadence of meetings over a 12-month period.
- How you intend to gather information from Eric, the Commission and staff to identify core strengths and leadership development areas.
- How you will work with Eric to develop coaching goals and measure progress.
- Any tools or assessments you intend to use.
- Resources or support provided between sessions (if applicable).
- Whether meetings would be in-person, virtual, or a combination. If you are proposing a combination, your proposal should be clear when you would be in-person and whether there are any travel-related charges for in-person meetings. Be aware that for this engagement, the District will only reimburse travel-related costs for mileage up to a 75-mile radius from the District, using the IRS mileage rate in effect at the time of travel.
- Your pricing structure, including any deliverables from the coaching engagement.

Timetable

The RFP timetable is tentative only and may be changed by MMSD at any time.

Target Date	Step	Notes
March 26	RFP Issuance	
April 11	Deadline for Respondent Questions	
April 15	Respondent Questions Answered	Answers will be posted on the District website.
April 18	Respondent Proposals Due	
May 2	District Proposal Review Completed	
May 14 p.m.	District Interviews with Candidates	Dependent upon adequacy of information obtained from written proposals. Based on the Executive Director's current calendar, different dates and times will be difficult to accommodate.
May 23	District Selection Made and Candidates Notified	Selection and notification may be delayed depending on District staff availability.
June 12	Commission Transaction Approval	The District will omit this step if costs are below the threshold for Commission approval

July 1	Engagement begins	Exact date may be adjusted as mutually acceptable to the District and the selected respondent.
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Evaluation of Proposals, Consultant Selection, and Contracting

A scoring committee will evaluate proposals. Proposals will be scored based on 100 possible points, with the evaluation criteria weighted as follows:

- Methodology and approach (25%)
- Qualifications and experience (25%)
- References (20%)
- Proposed budget of overall project cost and any additional expenses (30%)

Following the review of proposals, the District may, at its discretion, further evaluate applicants by interviews. The preference will be for interviews to be in-person. Interviews will be scheduled for the period in the timetable above.

The scoring committee’s recommendation will be for the consultant deemed to be in the best interest of the project based on both the proposal and interview, if interviews are conducted. The District reserves the right to contract for all or part of the project. The contract and associated scope of work will be a “not-to-exceed” contract. The selection process is expected to be completed and the selected consultant informed in May 2025. Work is expected to start by July 1, 2025. The District desires to have all tasks completed by June 30, 2026.

Award shall be made to the consultant determined to be the best qualified by the review committee, based on the evaluation criteria set forth in the Request for Proposals and upon negotiation of compensation determined to be fair and reasonable. If compensation cannot be agreed upon with the best qualified consultant, negotiations may be conducted with such other consultant or consultants in the order of their respective ranking; and the contract may be awarded to the consultant then ranked as best qualified.

Proposal Submittal

Written proposals are to be submitted by email before 11:00 a.m. CDT on Friday, April 18, 2025. All parts of the proposal submittal shall not exceed 8 pages, and this includes a cover letter, qualifications, references, pricing structure, and description of work. Send proposals to: rfp@madsewer.org. The email should clearly state “Executive Director Coaching” in the subject line.

Proposals must note the respondent’s ability to meet requirements and proposed modifications to District requirements, if any. (For MMSD insurance requirements please see our standard [Professional Services Agreement \(PSA\)](#).)

The proposing firm **must provide**:

- Certificate of Insurance (COI). If awarded the contract.
- Fee schedule for all employees to be included in the project.
- Fee schedule for all subcontractors to be included in the project.
- Fees for assessment tools used (if applicable)

The proposals shall include the following sections:

- **Qualifications, related experience, and References** for your firm and any sub-consultants. For each team member assigned to this project include relevant experience for their specific responsibility.
- **Project understanding and approach:** demonstrate a complete understanding of the project and include a detailed description of your team’s approach to the work. Include a discussion of key issues that may be encountered during the process and how they will be addressed. Comment on what you believe will be particularly important to the success of the project.
- **Tasks, Hours, and Proposed Budget:** provide estimated hours and budget for each part and tasks included in your approach as well as an overall project budget. Include billable rates for each team member; indicate any expenses (e.g., travel, food, etc.) that are billed outside of salaries and account for any expected adjustments.
- **Schedule:** break down the project into tasks and show how and when the various tasks will be completed to meet major milestones -- include timelines and key meetings.

Additional Documentation

The District will provide, on request, electronic copies of:

- [District Strategic Plan](#)
- District Organization Chart
- [District Professional Services Agreement \(PSA\)](#)

Additional Provisions

Equal Employment Opportunity Requirements

In connection with the performance of work for this project and under the related contract, the Proposer agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, disability, sex, national origin, sexual orientation, gender identity, or other status protected by law. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

Professional Services Contract

Following the selection of a qualified firm for the work of this RFP, the District and the firm will begin a good faith effort to negotiate a Professional Services Contract for the work. The District will supply our contract template for the basis of negotiations, which will include Terms & Conditions as well as the Scope of Services for performance. [District Professional Services](#)

Agreement (PSA) Proposers should notify the Project manager of any questions or concerns about the standard Terms & Conditions during the request for proposal process.

Use, Disclosure, and Confidentiality of Information

The information supplied by a Proposer as part of an RFP response will become the property of the District. Proposals will be available to interested parties and other requestors in accordance with the Wisconsin Public Records Law. None of the proposal responses will be made available to the public until after negotiation and award of a contract or cancellation of the procurement.

To the extent allowed by law, the District will treat trade secrets as confidential (if designated as confidential and submitted separately in a sealed envelope). If a Proposer wishes for a proposal to remain confidential, the Proposer must, before submitting a proposal, establish to the District's satisfaction that the proposal be given confidential status. The District reserves the right to make any final disclosure determinations in accordance with the law. (Note: Pricing information will not be considered confidential.)

Use of the District's Name

Upon entering an agreement, the successful Contractor agrees not to use the name of the Madison Metropolitan Sewerage District in relation to the agreement in commercial advertising, trade literature, or press releases to the public without the prior written approval of the District. The District has the right to enjoin the Contractor from any such use in violation of this provision, and the Contractor shall be responsible for damages and reimbursement of actual reasonable legal fees incurred with regard to legal evaluation and/or legal action taken by the District because of the Contractor's violation of this provision, including fees incurred to obtain an injunction.

Confidentiality

Subject to Wisconsin's Public Records law, any data or other information regarding the District's customers, operations, or methods obtained by the Contractor during the course of the project shall remain confidential and shall not be released to third parties without the express written consent of the District.