



Holly Job Design Platform

Project Proposal

Prepared by Civic Calling Corporation DBA Holly

For City of Coachella, California

April 20, 2026

Proposal for Professional Services

To: Lincoln Bogard, HR Manager, City of Coachella

Cc: Gabriel Gonzalez, Interim City Manager; Judy Ruiz, City of Coachella

Dear Lincoln, Gabriel, and Judy,

Thank you for welcoming us to Coachella today and for the candid conversation leading up to this meeting. Lincoln — when you stopped our first demo mid-call to bring in the city manager and HR team, that told us everything we needed to know about the urgency here. We appreciate the trust, and we want to make sure this proposal reflects exactly what you shared.

The picture is straightforward: Coachella has no dedicated class and comp capacity in-house today — "nobody's doing that even," as Lincoln put it — and the City is about to take on three significant challenges simultaneously: a citywide class and comp study (with utilities already completed through Manpower), an imminent AB 339 meet and confer process that Lincoln described as "a nightmare," and MOU negotiations in 2027. That's a serious workload for a team without a dedicated platform to support it.

Holly is built for exactly this situation. For \$15,000 per year, the City gets full access to our classification and compensation platform — automated benchmarking against any comparator agencies, AI-powered similarity scoring, and the exportable reports your team needs for labor discussions and council presentations. The labor relations module, which includes ChatMOU analytics and collective bargaining scenario modeling, is available at the same price point and can be added closer to your 2027 negotiation schedule. We're also prepared to demo the system against specific Coachella classifications — including the Department Assistant, Admin Assistant I/II, and Assistant to the City Manager titles Lincoln identified — so Gabriel and Judy can see exactly what the data looks like for your city.

We're excited about this opportunity and look forward to the conversation today.

Best,

Max Stoff

Founding Go-to-Market Lead, Holly

About Holly

Holly is a purpose-built platform designed for local government HR teams, combining automation with analyst oversight to streamline classification and compensation work. Our mission is to help public agencies make data-driven workforce decisions while reinforcing transparency, consistency, and defensibility.

Our Founders

Brendan Hellweg has served in 5 administrations across three governments. While in Baltimore, he grew a public health program to 275 staff in under a year, hiring about 40 staff per month. It was recognized by the White House as a national model for large-scale employment development.

Cherie Chung brings civic tech expertise as an early employee at Propel, which makes an app for people on government benefits. She played a critical role in growing the platform to over 5 million users and distributing over \$200 million in unconditional cash transfers.

The founders met as graduate students at Harvard Business School and Harvard Kennedy School of Government.

Representative California Customers

Holly serves public agencies across California and beyond, including several Inland Empire and Coachella Valley-adjacent agencies:

- City of Indio, CA – neighboring city; class and comp platform
- City of Carson, CA: 400 employees, 240 classifications
- City of El Segundo, CA: 90 employees, 60 classifications
- Yavapai County, AZ: 1,800 employees, 180 specifications
- City of Long Beach, CA: 6,000 employees, 350 specifications
- Santa Clara County, CA: 24,000 employees, 2,000 specifications
- Contra Costa County, CA: 11,000 employees, 1,200 classifications
- San Bernardino County, CA: 25,000 employees, 2,200 specifications

What We've Learned – City of Coachella

Coachella's Strategic Goals

- Complete a citywide class and comp study — the utilities study (conducted by Manpower) is finished, and the broader citywide study is just getting started with no platform currently in place to support it
- Benchmark specific classifications the city manager has flagged as priorities: Department Assistant, Admin Assistant I/II, and Assistant to the City Manager
- Establish a comparator agency framework — Coachella's MOUs do not currently specify comparators, making this a first-time configuration that Holly will help the City define
- Prepare for AB 339 meet and confer obligations, which are imminent across multiple open issues and have not yet been started
- Build the analytical foundation for 2027 MOU negotiations — one COLA remains on the existing agreement, giving the City roughly a year to prepare

Current Realities

- No dedicated class and comp capacity exists in-house — Lincoln's exact words: "nobody's doing that even." There is no analyst running market surveys, no platform managing the data, and no structured process for periodic reviews
- The City is managing its first full budget cycle under the current HR leadership, adding to workload at a moment when class and comp demands are accelerating
- AB 339 compliance requires Coachella to notify union stakeholders before significant RFPs and professional services agreements — a process the City has not yet operationalized
- The last citywide class and comp study was completed an unknown number of years ago; the utilities study was recently completed externally through Manpower
- Gabriel Gonzalez, the interim city manager, is approximately one month into the role (coming out of retirement from Gilroy) — he is engaged and interested in the platform but new to Coachella's specific classification landscape

Opportunities for Impact

- Stand up a class and comp function from scratch — Holly gives Coachella the equivalent of a dedicated analyst and a continuously updated market database for \$15,000/year, far less than a single traditional consulting engagement
- Benchmark the city manager's priority classifications (Department Assistant, Admin Assistant I/II, Assistant to the City Manager) immediately, providing data to inform org decisions in the near term
- Build a defensible comparator list as a first deliverable — since the MOUs don't specify comparators, Holly can help the City establish this framework from scratch using peer agency norms and geography
- Get ahead of AB 339 with MOU analytics built into the platform — identify which RFPs and professional services agreements require meet and confer and prepare supporting documentation

- Enter 2027 negotiations having already run scenario modeling on proposals, COLA impacts, and fund balance implications using the labor relations module

Our Understanding in Summary

Coachella is starting from zero on class and comp infrastructure at exactly the moment the City needs it most. The combination of a citywide study, AB 339 obligations, and an approaching negotiation cycle creates real urgency — and the absence of any internal capacity means there is no fallback. Holly is not a supplement to existing work here; it is the entire function. The City can stand up a modern, data-driven class and comp operation in 4–6 weeks at a cost that fits within standard procurement thresholds, with the ability to add the labor relations module on its own timeline ahead of 2027.

Scope of Services

Civic Calling Corporation, DBA Holly, will provide full access to its classification and compensation platform for the City of Coachella's workforce. The engagement includes analysis of current job descriptions, salary benchmarking against comparator agencies of Coachella's choosing, and ongoing platform access with quarterly data refresh.

Comparator Framework Configuration

- Coachella's MOUs do not currently specify comparator agencies — as a first deliverable, Holly will work with Lincoln and the city manager to define a comparator list based on peer agency norms, geography, and labor market practice
- All comparator agencies are unlimited and included in the flat annual fee — Holly does not charge by the number of agencies in the system
- Once defined, comparator salary schedules, class specifications, and MOU data are loaded and refreshed quarterly

Priority Classification Benchmarking

- Holly will benchmark the specific classifications identified by the city manager as immediate priorities: Department Assistant, Admin Assistant I, Admin Assistant II, and Assistant to the City Manager
- Each analysis includes: AI-generated similarity scores, key similarities and differences across comparator agencies, salary range comparisons, and an exportable evidence packet
- The system allows real-time ad-hoc comparisons during meetings — so if a department head asks about a specific title, the answer is available in the room

Citywide Class & Comp Study Support

- Holly will serve as the analytical platform for Coachella's first in-house citywide class and comp study
- Internal similarity scoring identifies overlaps and consolidation opportunities across the City's full classification catalog
- External benchmarking against all comparator agencies, with match narratives that explain why classifications do or do not align — reducing defensibility risk in labor discussions
- Specification redlining tools allow HR to draft updated class specs directly in the platform, with changes exportable in Word format

AB 339 Meet & Confer Support

- Holly's MOU analytics (ChatMOU) ingests Coachella's MOUs and professional services agreements to identify which engagements trigger AB 339 meet and confer requirements

- Produces citation-backed reports identifying affected classifications and outlining the meet and confer obligations — suitable for union representatives and city attorney review
- Model language from peer agencies available to support drafting of meet and confer notices and responses

Labor Relations Module (Available for 2027 Negotiations)

- Builds a full labor costing model from Coachella's ACFR, MOUs, and benefit statements — no manual data upload required to start
- Scenario modeling: run COLA proposals in plain text (e.g. "model 9% COLA for 3 years") and see the exact fiscal impact, including general fund balance implications
- Counter-proposal generation: set a budget ceiling and the system generates counter-proposals across compensation components (COLA, healthcare, specialty pays)
- Peer MOU intelligence: view forward-looking COLAs agreed upon by comparator agencies so Coachella enters negotiations with full market context
- Can be added at the same \$15K/year price point on Coachella's timeline — recommended ahead of 2027 negotiations

Unlimited Reporting & Analytics

- Fully customizable reports in Word, Excel, and PDF formats — council- and management-ready without additional formatting
- Saved scenarios preserve matching decisions, analyst notes, and market comparisons for audit and labor relations purposes
- Historical archive of all specification versions, salary schedules, and MOUs for long-term institutional knowledge

Implementation Timeline

Coachella is an Express-tier agency — lean HR team, centralized structure, straightforward onboarding. Holly can have the platform live within 4–6 weeks of contract execution.

Phase	Milestone	Target	Deliverable
1. Kickoff	Align on goals, confirm comparators, access credentials	Week 1	Comparator list confirmed, user accounts created
2. Configuration	Load City classifications, configure benchmarking	Weeks 1–4	All specifications loaded, comparators live
3. Go-Live	Full platform access; analyst training on benchmarking and spec tools	Weeks 4–6	Team working independently on class and comp study

4. User Syncs	Monthly check-ins to confirm platform usage and address questions	Monthly (1–2 months)	Ongoing support; first study deliverables produced
5. Ongoing	Quarterly comparator data refresh aligned to budget and bargaining cycles	Quarterly	Updated salary schedules, specs, and MOUs

Pricing and Terms

Component	Description	Cost
Class & Comp Platform	Full access to benchmarking, AI classification matching, spec drafting, and unlimited reporting — unlimited users and comparator agencies	\$15,000/year
Labor Relations Module	ChatMOU analytics, AB 339 support, collective bargaining scenario modeling, counter-proposal generation, and peer MOU intelligence — can be added on Coachella's timeline ahead of 2027 negotiations	\$15,000/year
Onboarding	Configuration, data loading, and live training for both modules	Waived
CPI Escalator	Annual increase cap	3% (Year 2+)
Class & Comp Only (Year 1)	Platform access without labor module	\$15,000
Both Modules (Year 1)	Full platform — recommended ahead of 2027 negotiations	\$30,000

Payment terms: Net 60 days. Annual license invoiced upon contract execution. Both modules can be started simultaneously or sequenced — the labor relations module can be added at any point at the same price point.

Services & Support

- Unlimited seats / city-wide access to the Holly platform
- Quarterly comparator data refresh aligned to budget and bargaining timelines
- Unlimited use of all classification, compensation, and MOU analytics tools
- Access to new Holly features as released
- Direct founder engagement for executive briefings and city manager presentations
- Monthly check-ins during onboarding; quarterly cadence ongoing

Strategic Value

- Coachella gets the equivalent of a dedicated class and comp analyst for \$15,000/year — less than a single traditional consulting study, and permanently in-house
- The city manager's priority classifications (Department Assistant, Admin Assistant I/II, Assistant to the City Manager) are benchmarked and ready before the citywide study begins
- AB 339 meet and confer compliance is handled proactively — no more reactive scrambling before each RFP or professional services agreement

- Enter 2027 negotiations with 12+ months of market data already built, comparators established, and scenario modeling ready to run
- A flat \$15,000/year — predictable, within standard procurement thresholds, and lower than what neighboring cities like Indio pay for standalone consulting work