10

SINGLE SOURCE AWARD **BID # SS-11218-22**

Subject: Campaign for Grade Level Reading

Department: Kids Hope Alliance

Description of Purchase: Recommend approval to utilize the first of two (2) renewal options with Jacksonville Public Education Fund, Inc. to provide services for the Florida Grade Level Reading Campaign. Period of service is from July 1, 2022 through June 30, 2023 with one (1) year renewal option remaining. Total revised estimated annual expenditure is $100,000.00, for a total expenditure amount not to exceed $200,000.00.

Funding Source: 10901.181001.582001.000000.00000458.00000.0000000 - To be executed by formal contract through the Office of General Counsel

Single Source Award To: Jacksonville Public Education Fund, Inc.

Price Justification: See attachment

Total Award: $200,000.00 **Requisition #:** N/A

Attachments: Recommendation Memo, Vender Letter and Previous Award

Certification as to Single Source: Dr. Saralyn Grass, CAO, Kids Hope Alliance

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Jaclyn Stamos

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007

KIDS HOPE ALLIANCE

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Saralyn Grass, Chief Administrative Officer, Kids Hope Alliance (KHA)

Michael Weinstein, Chief Executive Officer Kids Hope Alliance (KHA)

Kenneth Darity, Chief Programs Officer, Kids Hope Alliance (KHA)

SUBJECT: Request an Administrative Award to exercise the first renewal option for Jacksonville Public Education Fund, Inc. in the amount of $100,000 for Campaign for Grade Level Reading Initiative. (Amendment 1)

DATE: June 7, 2022

Kids Hope Alliance, a public body acting on behalf of the City of Jacksonville, a consolidated political subdivision and municipal corporation existing under the laws of the State of Florida ("KHA") respectfully requests approval of the following:

1. Request an Administrative Award to exercise the first renewal option for Jacksonville Public Education Fund, Inc. in the amount of $100,000 to provide services for Campaign for Grade Level Reading. (Amendment 1) Terms of agreement are as follows: July 1, 2022- June 30, 2023

Upon approval of this request, the purchase order will be executed by the City of Jacksonville Procurement department.

Fund	Center	Account	Project	Activity	Interfund	Future
10901	181001	582001	000000	00000458	00000	0000000

Total Funding **$100,000**

If you desire additional information, please contact Tyrica Young at 904-255-4423 or e-mail me at tyricay@coj.net

Attachments: **Exhibit 1** – Scope of Services
Exhibit 2 – Budget by Deliverables

Cc: Annette Leslie-Burney, Buyer
Jessica Pitts, Director, Finance
Joyce Watson, Director, Administration, Contracts, and Purchasing
Tyrica Young, Director, Research and Grants

JACKSONVILLE
PUBLIC
EDUCATION
FUND
Powering Potential

904.356.7757
904.394.2005

40 East Adams Street
Suite 110
Jacksonville, FL 32202

Provider: Jacksonville Public Education Fund (JPEF)

Program: Campaign for Grade Level Reading

I. Program

National, state, and local data reveals that many students are not reading on grade level by 3rd grade and that students of color are disparately represented in that number; this trend is what many refer to as the "literacy gap". In Duval County, data shows that students of color and students who are economically disadvantaged are less likely to read on grade level by 3rd grade, this is our literacy gap. Research shows that students who are not reading proficiently by the end of 3rd grade are four times more likely to drop out of high school than their peers who are reading proficiently.[1] The Jacksonville Public Education Fund and Kids Hope Alliance have joined efforts in addressing the literacy gap in Duval County by means of implementing the Campaign for Grade Level Reading.

The 2020/2021 Florida State Assessment (FSA) results revealed that 46% of 3rd grade students in Florida did not score on grade level for literacy. Locally, the results of the 2020/2021 FSA revealed that 52% of 3rd grade students in Duval County did not score on grade level for literacy.

Among Duval County students, 3rd grade students of color and low-income students are less likely to be reading at grade level compared to white students of higher socio-economic status. This disparity in student performance does not point to innate skills but rather to systemic issues, such as food and housing insecurity, that must be addressed and contributes to the purpose of the Campaign for Grade Level Reading in Duval County. For additional context, approximately 32% of children in Duval County experience food insecurity and approximately 2,746 children are without secure housing.
We need a collective approach to address the systemic factors contributing to more than half of our students not reading on grade level by 3rd grade. This approach must include parents and early childhood providers as we know that literacy development begins at birth.

Jacksonville Public Education Fund
JPEF will work together alongside Kids Hope Alliance (KHA) to operationalize a wide-ranging community effort to address literacy disparities, ignite action and accelerate local progress to improve outcomes. A critical aspect of JPEF's strategy is to catalyze and support action across education leaders and partners as we develop a collective understanding of gaps in student outcomes. We know that isolated action, no matter how great or innovative within an individual organization, school or classroom, will not create the kind of change, impact and long-term outcomes that students in our community need.

It will require a coordinated collaboration and alignment to put Duval County's children and youth on the pathway to success.

Partner Convenings:
JPEF will designate a staff member to coordinate the Steering Committee of the Grade Level Reading Campaign, including quarterly meetings, and to coordinate supplementary awareness working group meetings among implementation staff at partner organizations. This includes scheduling meetings, providing needed materials and managing appropriate follow-up to help drive the work forward and on track, based on decisions made by the Steering Committee. JPEF will bring K-12 education, partner convening and community engagement expertise.

Broad Public Awareness Campaign and Campaign Momentum:
Communications help both drive and support JPEF's work, building awareness of the evidence-based solutions JPEF is advancing with the community and key stakeholders and partners. This includes developing a robust content marketing strategy, managing ongoing digital and print communications, mobilizing media partners, publishing and disseminating data and research findings via the website, on social media, in photos, graphics and video. This also includes powering JPEF campaigns. While data review to further define the goals and appropriate strategy and tactics of the Grade Level Reading Campaign are forthcoming, JPEF views its experience in powering local education campaigns as vital and important to this urgent effort. To help power the campaign, JPEF envisions enlisting its Director of Marketing and Communications to provide strategic leadership in creating broad public awareness and campaign momentum and enlisting more junior staff members to provide dedicated capacity to help ensure the success of the Grade Reading campaign, including implementing effective marketing strategies to engage the community, partners, the media and additional funding supporters.

Objectives

- Continue to build and drive the partnership infrastructure required to build collective community ownership and results.
- Develop and implement strategies to build awareness and understanding in the broader community of the importance of students reading at grade level by third grade, and what works to drive these results.
- Work alongside the systems-building working group led by KHA, implementing efforts as it relates to awareness raising and providing support as needed.

About JPEF
The Jacksonville Public Education Fund is an independent think-and-do tank that convenes educators, school system leaders and the community to help close the opportunity gap in Duval County. Since our founding in 2009, JPEF has development a proven track record of catalyzing dramatic improvements and proven strategies in our public schools by convening education stakeholders around data-driven research. JPEF plays a unique role in Duval County by using research to pinpoint solutions for public school students and schools, and supporting educators, parents and the community to

implement and scale those solutions. Through our strategic initiatives, we work to build the capacity of parents, principals and teachers. JPEF looks to:

- **Increase understanding and buy-in** among education leaders, partners and the broader community for what works to address disparities and improve student outcomes in Duval's public schools;
- **Improve student outcomes among** low-income students and students of color, helping to close the opportunity gap in Duval County.

Staffing Requirements:
All staff are professionally qualified to include Bachelor's, Master's and PhD education and years of experience. Team members complete a Level 2 background screening, which must be successfully completed before being eligible to report to work. Number of Students

Served:
This contract does not include direct service to students.

Term of Contract Agreement and Service Time:
July 1, 2022 - June 30, 2023 - with one renewal.

Location(s):
Community-wide efforts, with deeper focus in proposed neighborhoods deriving from systems-building and the steering committee.

II. Program Fees and Program Income:

JPEF may raise additional funds to help cover costs not included in the funding provided by Kids Hope Alliance.

Budget Narrative
Funding will include $100,000 to support the implementation of the convening strategy supporting Jacksonville's Campaign for Grade Level Reading.

Quarterly reports and deliverables will be submitted to KHA based on contract dates July 1, 2022, through June 30, 2023, to include the following each quarter:

- Steering Committee meeting agendas, attendance, next steps, assignments, and minutes **(minimum of quarterly)**
- Awareness Working Group ***monthly*** meeting agendas, minutes, attendance, next steps, assignments
- Website and social media analytics ***monthly***
- Copies of READJAX newsletters – Cadence TBD, dependent upon poll results and demographic engagement.

In addition, to the deliverables detailed below, through our convening work the Jacksonville Public Education Fund will galvanize partners in collaboration with Kids Hope Alliance to implement a variety of READJAX events and other community-wide awareness activities throughout the year.

July 2022 - September 2022 Milestones ($25,000)

- READJAX Social Media Toolkit
- Results from the Duval Campaign for Grade Level Reading Perceptions Poll

October 2022 - December 2022 Milestones ($25,000)

- READJAX branded marketing materials, including yard signs, print media, radio and TV appearances, business partnerships, etc.)

January 2023 - March 2023 Milestones ($25,000)

- Promote READJAX at 2023 Eddy Awards with anticipated audience of over 1000 attendees, including education supporters, teachers, district personnel, and JPEF business partners

April 2023 - June 2023 Milestones ($25,000)

- Business engagement toolkit
- Assistance with a TBD Read JAX event

Jacksonville Public Education Fund (JPEF)
Campaign for Grade Level Reading
Budget by Deliverables

Budget Narrative
Funding will include $100,000 to support the implementation of the convening strategy supporting Jacksonville's Campaign for Grade Level Reading.

Quarterly reports and deliverables will be submitted to KHA based on contract dates July 1, 2022, through June 30, 2023, to include the following each quarter:

- Steering Committee meeting agendas, attendance, next steps, assignments, and minutes **(minimum of quarterly)**
- Awareness Working Group ***monthly*** meeting agendas, minutes, attendance, next steps, assignments
- Website and social media analytics ***monthly***
- Copies of READJAX newsletters – Cadence TBD, dependent upon poll results and demographic engagement.

In addition, to the deliverables detailed below, through our convening work the Jacksonville Public Education Fund will galvanize partners in collaboration with Kids Hope Alliance to implement a variety of READJAX events and other community-wide awareness activities throughout the year.

July 2022 - September 2022 Milestones ($25,000)
- READJAX Social Media Toolkit
- Results from the Duval Campaign for Grade Level Reading Perceptions Poll

October 2022 - December 2022 Milestones ($25,000)
- READJAX branded marketing materials, including yard signs, print media, radio and TV appearances, business partnerships, etc.)

January 2023 - March 2023 Milestones ($25,000)
- Promote READJAX at 2023 Eddy Awards with anticipated audience of over 1000 attendees, including education supporters, teachers, district personnel, and JPEF business partners

April 2023 - June 2023 Milestones ($25,000)

- Business engagement toolkit
- Assistance with a TBD Read JAX event

SINGLE SOURCE AWARD

BID # SS-11218-21

Subject: Campaign for Grade Level Reading

Department: Kids Hope Alliance

Description of Purchase: Recommend approval of award to Jacksonville Public Education Fund, Inc. to provide services for the Florida Grade Level Reading Campaign. Period of service is from date of executed contract through June 30, 2022 with two (2) one (1) year renewal options. Total expenditure amount is $100,000.00.

Funding Source: 10901.181005.531090.000000.00000000.00000.0000000 - To be executed by formal contract through the Office of General Counsel

Single Source Award To: Jacksonville Public Education Fund, Inc.

Price Justification: See attachment

Total Award: $100,000.00 **Requisition #:** N/A

Attachments: Single Source Form, Recommendation Memo and Vendor Scope of Work

Certification as to Single Source: Dr. Saralyn Grass, CAO, Kids Hope Alliance

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

Analyst: Annette Burney

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN

DATE 10/28/2021

ACTION OF AWARDING AUTHORITY DATE: 11-1-21

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

Brian Hughes
Chief Administrative Officer
For Mayor Lenny Curry
Under Authority of
Executive Order No. 2019-02

FORM GB-113, Revised 12/2007

SINGLE SOURCE REQUEST

Pursuant to the City of Jacksonville Procurement Code § 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.

REQUESTING AGENCY (DEPT./DIVISION): Kids Hope Alliance

FUNDING SOURCE: 10901 181005 531090 000000 00000000 00000 0000000

BRIEF DESCRIPTION OF GOODS/SERVICES:

The Grade Level Reading initiative will build and drive the partnership infrastructure required to build collective community ownership, develop and implement strategies to build awareness and understanding in the broader community for the importance of students reading at grade level by third grade, and what works to drive these results, and with parents, drive learning gains and proficiency results in literacy in targeted communities using targeted parent [illegible]

AMOUNT OF PROJECT (attach quote): $100,000

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Jacksonville Public Education Fund (JPEF) will serve as the lead partner convener for the Steering Committee of the Grade Level Reading Initiative. JPEF will work with established partners to operationalize a wide-ranging community effort to address literacy disparities, ignite action and accelerate local progress to improve outcomes.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Jacksonville Public Education Fund is the convening organization in Duval County for the national Campaign for Grade Level Reading initiative. JPEF plays a unique role in Duval County by using research to pinpoint solutions for public school students and schools, and supporting educators, parents and the community to implement and scale those solutions.

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

Jacksonville Public Education Fund is the convening organization in Duval County for the national Campaign for Grade Level Reading initiative. The unique relationship established between Jacksonville Public Education and Duval County Public Schools is essential to coordinating necessary collaboration and alignment to put Duval County's children and youth on the pathway to success.

Submitted by: Tyrica Young (Name) — Director, Research and Grants (Title)

Date: 9/14/2021

Requesting Agency's Director's Signature: [signature]

Procurement Division [signature]

March, 2017