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SINGLE SOURCE AWARD **BID # SS-14364-23**

Subject: CAMPAIGN FOR GRADE LEVEL READING

Department: Kids Hope Alliance

Description of Purchase: Recommend approval of award to Jacksonville Public Education Fund, Inc., for Campaign for Grade Level Reading initiative that 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 on grade level by third grade. The period of service is from July 1, 2023 through June 30, 2024 with three (3) one (1) year renewal options. Total expenditure not-to-exceed amount is $100,000.00.

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: $100,000.00 **Requisition #:** KHOD-500388-23

Attachments: Recommendation Memo, Single Source Form, KHA Board Meeting Action Items Notes

Certification as to Single Source: Michael Weinstein, CEO, Kids Hope Alliance

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

Analyst: Olive Wallace-Cohen

Dustin Freeman, 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 _____

MEMORANDUM

TO: Dustin Freeman, Chief of Procurement

FROM: Michael Weinstein, Chief Executive Officer

Kenneth Darity, Chief Programs Officer

SUBJECT: Request for a Single Source award, Jacksonville Public Education Fund, Inc., Campaign for Grade Level Reading -- $100,000.00.

DATE: June 14, 2023

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 a Single Source award to Jacksonville Public Education Fund, Inc. for Campaign for Grade Level Reading in the amount of $100,000.00 for the period of July 1, 2023 through June 30, 2024 with three (3) one-year renewal options. The Campaign for 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 on grade level by third grade. The total expenditure amount not to exceed $100,000.00.

Upon approval of this request a contract will be executed by the City of Jacksonville Office of General Counsel.

KHA anticipates funding as follows:

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

Total Funding **$100,000.00**

For additional information, contact Kenneth Darity at (904) 255-4422 or KDarity@coj.net.

Attachment(s): Single Source Justification
Scope of Service
KHA Board Action Items dated 4/12/23

Cc: Benjamin Kemp, Buyer
Joyce Watson, Director Administration, Contracts & Purchasing
Jessica Pitts, Director, Finance

JUSTIFICATION FOR SINGLE SOURCE (JSS)

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.

1. Requesting Agency:	Kids Hope Alliance
2. Nature and/or description of the requirement being requested. ***Identify each item, component or service being procured. (Attach quote/proposal):*** ***Why does the City need these particular goods or services?***	Jacksonville Public Education Fund – Campaign for Grade-Level Reading is requesting additional funding to support aimed at improving literacy rates in our city through awareness generation. Activities that will be supported under the READ JAX include: Website hostings cost, broader awareness (billboards, bus wraps, outdoor advertising, social media ads, tv spots, etc), the annual parent poll that informs messaging and tactics for READJAX, event coordination between dozens of partners, and costs associated with convening diverse stakeholders; food, communication tools, and other materials. This effort is in service of the City of Jacksonville, as the 2020/2021 FSA results revealed that 52% of 3rd grade students in Duval County did not score on grade-level for literacy. The campaign, and awareness efforts spearheaded by JPEF with your support will ensure that parents are aware and equipped with literacy practices, resources, and support to implement at-home.
3. Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source vendor:	Upon forming READ JAX, it was determined by the local school district, Early Learning Coalition, and other community partners joined together for this effort that JPEF will co-lead this effort alongside Kids Hope Alliance. JPEF's role in this community-wide initiative has reignited the focus on literacy in Duval county, including the distribution of over 100K books to local children, launch of READ JAX website and social media pages, dozens of community events sharing the love of literacy, and more. This comes at the guidance of JPEF, as they helped structure the initiative including formalizing the steering committee, working group prospects, leading discussions for the common agenda, and developing processes to receive data from partners. Since the inception of JPEF, this organization has led similar collective community efforts, including the One By One campaign.
4. Date of Request	7/13/2023

5. Summary of Market Research

[Provide a description of the market research performed, how it was performed, by whom, and market research results. Please spell out acronyms.]

[Jacksonville Public Education Fund is the co-convening organization in Duval County for the Campaign for Grade Level Reading Initiative. The unique relationship established between Jacksonville Public Education and

BOARD ACTION ITEM: SINGLE SOURCE CONTRACTS

ESSENTIAL SERVICES CATEGORY: EARLY LEARNING & SPECIAL NEEDS

- **GOVERNANCE MEETING:** **APRIL 3, 2023**
- **FINANCE MEETING:** **APRIL 5, 2023**
- **BOARD MEETING:** **APRIL 12, 2023**

TO: **KIDS HOPE ALLIANCE BOARD OF DIRECTORS**

FROM: **MIKE WEINSTEIN, CHIEF EXECUTIVE OFFICER**

REQUESTED ACTION:

The Board is asked to:

1) Approve new contracts based on the Procurement Single Source code for the following programs, from July 1, 2023 – June 30, 2024, in the amount of $355,000.

ESC	*AGENCY*	*PROGRAM*	*CONTRACT START DATE*	*1ST YEAR CONTRACT END DATE*	*FUNDING*
EL	Business Leadership Institute for Early Learning, Inc.	National Accreditation Program	7/1/2023	6/30/2024	$175,000
EL	Jacksonville Public Education Fund	Campaign for Grade Level Reading	7/1/2023	6/30/2024	$100,000
SN	The Allison Brundick Haramis Foundation, Inc. dba Angels for Allison	Burial Cost	7/1/2023	6/30/2024	$80,000
				Total	$355,000

2) Authorize the CEO to execute contracts in the amounts above with up to a 10% increase variance and any other documents necessary to accomplish the purposes of the approval in (1) above.
3) Authorize funding for three (3) subsequent years to align the City with KHA's standardized contract terms; Single Source contracts require annual renewal by the City of Jacksonville Procurement department; however, KHA funding will remain consistent with the Board's approval of (1) and (2) above. Each subsequent year's option will be based on an evaluation of the effectiveness of the prior year.

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.

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.

Served:

This contract does not include direct service to students.

Term of Contract Agreement and Service Time:

July 1, 2023 - June 30, 2024

Location(s):

Community-wide efforts, with deeper focus in the proposed school communities; Arlington Elementary School, Arlington Heights Elementary School, Highlands Elementary School, Northwestern Legends Elementary School, Pinedale Elementary School, Reynolds Lane Elementary School, Rufus E Payne Elementary School, Woodland Acres Elementary School.

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

- READ JAX promotion at Teach conference. Possibilities include a table with resources for educators and more.
- Steering Committee meeting agendas, attendance, next steps, assignments, and minutes **(minimum of quarterly)**
- Awareness Working Group ***monthly*** minutes and partner roster.
- READ JAX website and social media analytics

April 2024 - June 2024 Milestones ($25,000)

- Summer Awareness Strategy proposal, including social media postings, website blogs, and community events.
- Steering Committee meeting agendas, attendance, next steps, assignments, and minutes **(minimum of quarterly)**
- Awareness Working Group ***monthly*** minutes and partner roster.
- READ JAX website and social media analytics