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SUBJECT: Infant Mortality Community Health Workers

BID #: ESC-0336-24 **OPEN DATE:** 3/20/2024

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – ONE (1) YEAR FROM DATE OF EXECUTED CONTRACT WITH TWO (2) ONE (1) YEAR RENEWAL OPTIONS.

AGENCY: MAYOR'S OFFICE

BASIS OF AWARD: HIGHEST SCORE BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 8 **NUMBER RECEIVED:** 2 **OTHER:** 0

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
The Evaluation Committee has completed their review of the two (2) proposals received for the subject RFP. The responding suppliers are listed below.

Supplier	Average Score	Ranking
Northeast Florida Healthy Start Coalition, Inc.	91.00	1
The Playful Family, Inc.	78.80	2

Recommend approval of award to the highest scoring responsive, responsible bidder, Northeast Florida Healthy Start Coalition, Inc. Period of service is one (1) year from date of executed contract with two (2) one (1) year renewal options. Total expenditure amount is $200,000.00.

Funding for this award to be encumbered by: 11415.194016.582001.010349.00000000.00000.0000000 to be executed by formal contract agreement through the Office of General Counsel.

ATTACHMENTS: Recommendation Memo, Evaluation Scoring Matrix, Bid Tabulation, Specifications

ANALYST: RENATA BARNETT **RESPECTFULLY SUBMITTED:** DUSTIN FREEMAN, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: LYNN SHERMANN, EXECUTIVE DIRECTOR

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

City of Jacksonville, Florida

Donna Deegan, Mayor

A NEW DAY.

The Mayor's Office of Health Programs and Initiatives
117 Duval Street, Suite 400
Jacksonville, FL 32202
(904) 630-CITY
www.coj.net

MEMORANDUM

TO: Dustin Freeman, Chief
Procurement Division

FROM: Lynn Sherman, Executive Director
Health Programs

DATE: April 30, 2024

RE: ESC-0336-24-Infant Mortality Community Health Workers

In reference to Solicitation ESC-0336-24 Infant Mortality Community Health Workers, the Mayor's Office of Health Programs and Initiatives recommends awarding Northeast Florida Healthy Start Coalition, Inc. The services will require a formal contract through the office of the General Counsel. The terms of this agreement are for the period of April 1, 2024, through March 31, 2025.

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The bid closed on March 14, 2024, and Procurement received two (2) vendor responses: Northeast Florida Healthy Start Coalition, Inc. and The Playful Family, Inc. Northeast Florida Healthy Start Coalition, Inc. earned the highest ranking of the two bids.

The project funding allocation is $200,000. The funds will be used to hire three additional community health workers to serve pregnant mothers and infants. The community health workers will increase the number of homes canvassed to educate on available resources, connect women to home-visiting programs, and engage and educate other community members.

Thank you for your assistance in this process. If you need additional information, please contact Lynn Sherman at 255-4628 or lsherman@coj.net.

Funding Source: 11415.194016.582001.010349.00000000.00000.0000000

CC: Renatta Barnett, Buyer-Procurement Division

INFANT MORTALITY COMMUNITY HEALTH WORKERS

ESC-0336-24

Total Points	20 Points	10 Points	10 Points	5 Points	15 Points	20 Points	20 Points	OVERALL	Rank
Vendors	COMPETENCE	CURRENT WORKLOAD	FINANCIAL RESPONSIBILITY	PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	PROXIMITY TO THE PROJECT	ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	BUDGET	Total Points (100 max)	
Northeast Florida Healthy Start Coalition, Inc.									
CHARLES GRIGGS	20.00	9.00	9.00	5.00	15.00	19.00	18.00	95.00	1
Lynn Sherman	20.00	10.00	10.00	5.00	15.00	20.00	20.00	100.00	
Parvez Ahmed	10.00	10.00	10.00	5.00	10.00	10.00	10.00	65.00	
SUNIL JOSHI	20.00	10.00	10.00	5.00	15.00	20.00	20.00	100.00	
TRACYE POLSON	20.00	9.00	9.00	5.00	15.00	19.00	18.00	95.00	
THE PLAYFUL FAMILY, INC.									2
CHARLES GRIGGS	18.00	9.00	9.00	3.00	12.00	17.00	16.00	84.00	
Lynn Sherman	12.00	5.00	5.00	2.00	10.00	15.00	15.00	64.00	
Parvez Ahmed	20.00	10.00	10.00	5.00	10.00	20.00	10.00	85.00	
SUNIL JOSHI	15.00	5.00	10.00	2.00	5.00	20.00	20.00	77.00	
TRACYE POLSON	18.00	9.00	9.00	3.00	12.00	17.00	16.00	84.00	

TITLE: INFANT MORTALITY COMMUNITY HEALTH WORKERS BID NO.: ESC-0336-24 CLOSE DATE: MARCH 20, 2024 ANALYST: Renata Barnett No. Invited: (8) No. Received (2) No Bids: (0) Recorded By: Michelle Spitler Announcer: Melissa Pierce		THE PLAYFUL FAMILY, INC.	Northeast Florida Healthy Start Coalition, Inc.
	Notes:	No Addendums Acknowledged	No Addendums Acknowledged
COMPETENCE	20	18	20
CURRENT WORKLOAD	10	9	9
FINANCIAL RESPONSIBILTY	10	9	9
PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	5	3	5
PROXIMITY TO THE PROJECT	15	12	15
ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	20	17	19
BUDGET	20	16	18
Total Points	100	84	95
MINIMUM REQUIREMENTS (5 Year Experience, Structure in Place-Duval County or Surrounding, 3 References)		✓	✓
CONFLICT OF INTEREST		✓	✓
ADDENDUM (2)		X	X

CHARLES GRIGGS

TITLE: INFANT MORTALITY COMMUNITY HEALTH WORKERS BID NO.: ESC-0336-24 CLOSE DATE: MARCH 20, 2024 ANALYST: Renata Barnett No. Invited: (8) No. Received (2) No Bids: (0) Recorded By: Michelle Spitler Announcer: Melissa Pierce		THE PLAYFUL FAMILY, INC.	Northeast Florida Healthy Start Coalition, Inc.
	Notes:	[illegible]	[illegible]
COMPETENCE	20	18	20
CURRENT WORKLOAD	10	5	10
FINANCIAL RESPONSIBILTY	10	5	10
PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	5	2	5
PROXIMITY TO THE PROJECT	15	10	15
ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	20	15	20
BUDGET	20	15	20
Total Points	100	64	100
MINIMUM REQUIREMENTS (5 Year Experience, Structure in Place-Duval County or Surrounding, 3 References)		✓	✓
CONFLICT OF INTEREST		✓	✓
ADDENDUM (2)		X	X

Lynn Sherman

Lynn Sherman

Total Points	20 Points	10 Points	10 Points	5 Points	15 Points	20 Points	20 Points	OVERALL	Rank
Vendors	COMPETENCE	CURRENT WORKLOAD	FINANCIAL RESPONSIBILITY	PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	PROXIMITY TO THE PROJECT	ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	BUDGET	Total Points (100 max)	
Northeast Florida Healthy Start Coalition, Inc.									
Parvez Ahmed	10	10	10	5	10	10	10	65	
LAYFUL FAMIL									
Parvez Ahmed	20	10	10	5	10	20	10	85	

THIS IS WHAT I HAVE CURRENTLY FOR YOU Please sign and send back.

Renata Barnett

PARVEZ AHMED

TITLE: INFANT MORTALITY COMMUNITY HEALTH WORKERS BID NO.: ESC-0336-24 CLOSE DATE: MARCH 20, 2024 ANALYST: Renata Barnett No. Invited: (8) No. Received (2) No Bids: (0) Recorded By: Michelle Spitler Announcer: Melissa Pierce		THE PLAYFUL FAMILY, INC.	Northeast Florida Healthy Start Coalition, Inc.
	Notes:	No Addendums Acknowledged	No Addendums Acknowledged
COMPETENCE	20	15	20
CURRENT WORKLOAD	10	5	10
FINANCIAL RESPONSIBILTY	10	10	10
PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	5	2	5
PROXIMITY TO THE PROJECT	15	5	15
ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	20	20	20
BUDGET	20	20	20
Total Points	100	77	100
MINIMUM REQUIREMENTS (5 Year Experience, Structure In Place-Duval County or Surrounding, 3 References)		✓	✓
CONFLICT OF INTEREST		✓	✓
ADDENDUM (2)		X	X

Sunil Joshi
SJ

INFANT MORTALITY COMMUNITY HEALTH WORKERS

ESC-0336-24

Total Points	20 Points	10 Points	10 Points	5 Points	15 Points	20 Points	20 Points	OVERALL	Rank
Vendors	COMPETENCE	CURRENT WORKLOAD	FINANCIAL RESPONSIBILITY	PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	PROXIMTY TO THE PROJECT	ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	BUDGET	Total Points (100 max)	
THE PLAYFUL FAMILY, INC.									
	18	9	9	3	12	17	16	84	
Northeast Florida Healthy Start Coalition, Inc.									
	20	9	9	5	15	19	18	95	

Tracye Polson
Tracye Polson

TITLE: INFANT MORTALITY COMMUNITY HEALTH WORKERS BID NO.: ESC-0336-24 CLOSE DATE: MARCH 20, 2024 ANALYST: Renata Barnett No. Invited: (8) No. Received (2) No Bids: (0) Recorded By: Michelle Spitler Announcer: Melissa Pierce		THE PLAYFUL FAMILY, INC.	Northeast Florida Healthy Start Coalition, Inc.
	Notes:	No Addendums Acknowledged	No Addendums Acknowledged
COMPETENCE	20		
CURRENT WORKLOAD	10		
FINANCIAL RESPONSIBILTY	10		
PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPISHMENTS WITH CITY AGENCIES AND OTHERS	5		
PROXIMITY TO THE PROJECT	15		
ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS	20		
BUDGET	20		
Total Points	100		
MINIMUM REQUIREMENTS (5 Year Experience, Structure In Place-Duval County or Surrounding, 3 References)		✓	✓
CONFLICT OF INTEREST		✓	✓
ADDENDUM (2)		X	X

REQUEST FOR PROPOSAL

For
City of Jacksonville, Florida

SECTION 1
(Specific Information Regarding this RFP)

1.1 Introduction

The City of Jacksonville ("**Buyer**") intends to hire an individual or firm ("**Contractor**") to provide the services described in Section 1.2 of this Request for Proposal ("**RFP**"). Persons interested in submitting a response to this RFP (a "**Response**") should carefully review this RFP for instructions on how to respond and for the applicable contractual terms. This RFP is divided into the following sections:

Section 1	Specific Information Regarding This RFP
Section 2	General Instructions
Section 3	General Terms and Conditions of Agreement
Section 4	Description of Services (if referenced in Section 1.2 below)
Attachment A	Response Format
Attachment B	Evaluation Matrix
Attachment C	Equal Business Opportunity Program Requirements
Attachment D	Sample Contract
Attachment E	Disqualified/Probationary Vendors List
Attachment F	Indemnification Requirements
Attachment G	Insurance Requirements
Attachment H	Protest Procedures
Form 1	Price Sheet
Form 2	Conflict of Interest Certificate
Form 3	No Bid Survey

In the event of conflicting provisions, the following sections of this RFP will have priority in the order listed: Section 1, Section 4, Section 2, Section 3, the Attachments, and the Forms.

1.2 Scope of Services.

The City of Jacksonville is seeking a qualified organization to implement and provide services for women in preconception, pregnancy and postpartum.

Please see Section 4 for a full description of the services and deliverables required under this RFP.

1.3 Term of Agreement.

The initial term of agreement will commence upon execution of the Contract and will continue for a period one (1) year. Buyer will have the option to renew such agreement for up to two (2) additional one (1) year upon satisfactory performance by Contractor. The Contract is subject to early termination as set forth elsewhere in this RFP.

1.4 Minimum Requirements for Contractors.

Contractors must satisfy the following mandatory minimum requirements in order to have their Responses evaluated. By submitting a Response, Contractor warrants and represents that it satisfies these requirements. Failure to meet these requirements and provide written

documentation at the time of bid opening will result in the Response not being evaluated and being rejected as non-responsive:

1. Contractor must have a minimum of five (5) years of experience providing services directed at preventing infant mortality in high-risk communities.

2. Contractor must have a structure in place to expand the above services within Duval County or surrounding counties.

3. Contractor must provide three (3) references of support from community partners.

1.5 Equal Business Opportunity Program

It is an official policy of the City of Jacksonville to encourage the maximum participation of Jacksonville Small and Emerging Businesses (JSEBs) in its contract awards based upon availability. To participate as a JSEB on Buyer projects, a company must be certified as a JSEB with the City's Equal Business Opportunity Office.

This RFP and the resulting Contract are subject to requirements of the "Encouragement Plan," which is fully described on Attachment C to this RFP.

Contractors may contact Buyer's Equal Business Opportunity Office at 904-255-8840 or find the JSEB directory on Buyer's website. Please contact the Contact Person identified in Section 1.12 if you are uncertain of Buyer's website address or if you experience problems accessing it.

1.6 Documents Available for Inspection

Not applicable

1.7 Federal Funds.

Federal funds will not be used as part of this solicitation. If federal funds will be used, please see Attachment E for additional terms and conditions.

1.8 Pre-Bid Meeting.

There is a pre-bid meeting scheduled for this RFP. [Insert details, if any.]

1.9 Response Due Date.

The deadline for submitting responses to this RFP is **March 15, 2024 at 2:00 p.m. ET**. Please see Sections 2.3 and 2.4 for more details.

1.10 Response Delivery Location.

Responses must be delivered to the following location:

City of Jacksonville
Procurement Division
214 N. Hogan Street, Room 105
Jacksonville, Florida 32202

1.11 Response Opening.

Responses received shall be publicly announced and recorded at 2:00 PM on the Response Due Date in meeting room #825, 8th Floor, Ed Ball Bldg., 214 N. Hogan Street.

1.12 Contact Person.

If any questions arise during the bidding period of this Project, contact Renata Barnett, Purchasing Analyst Procurement Division, at rbarnett@coj.net.

Section 4
Description of Services and Deliverables

1. Overview/Background:
An estimated 119 babies in Northeast Florida died before their first birthday in 2022, according to provisional data from the Florida Department of Health. In 2022, there were 116 infant deaths.

The regional provisional infant mortality rate of 6.4 deaths per 1000 live births is higher than the state rate (6.0), but the gap is closing. The provisional leading causes of death were prematurity, sudden unexpected infant deaths (sleep-related), and congenital anomalies. There were an additional 158 fetal deaths or stillbirths.

More babies are celebrating their first birthday, as the infant mortality rate in Northeast Florida, has decreased by 20% since 2018. Despite the overall progress, this has not translated into a decrease in racial disparities. In 2022, the provisional infant death rate for white babies was 4.3 deaths per 1000 live births, compared to 11.7 deaths for black babies.

Recommendations made by the Northeast Florida Zero Preventable Infant Deaths Leadership Council in 2023 are to 1) Improve participation in preconception and prenatal care. 2) Improve awareness and utilization of community programs for pregnant women and families. 3) Address the root causes of infant mortality and poor birth outcomes.

2. Scope of Work/Requirements:
The selected organization will be responsible for implementing and delivering services provided for women in preconception, pregnancy, and postpartum. In this expansion, tasks include, but may not be limited to the following:

A) Funding must be used to support two full-time employees, including fringe benefits, supplies, and travel for one year.
B) The vendor must have no less than five years of experience providing infant mortality outreach in high-risk communities.
C) Community Health Workers must receive training approved by the COJ Administration Health Team.
D) Canvass 1,000 or more homes in high-risk zip codes in Duval County neighborhoods where infant mortality is high, according to local data.
E) Connect 200 or more pregnant women and infants to home-visiting programs for services. Including services that address the social determinants of health.
F) Educate 200 or more women on safe sleep, pre-term birth prevention, and toxic stress.
G) Providing preconception health education to protect the health of the baby women will have in the future.
H) Engage and educate 180 additional community members, such as local businesses, faith organizations, and schools, on safe sleep, pre-term birth prevention, and toxic stress.
I) Provide a quarterly report that includes updated outcomes to the Executive Director of Health Programs.

3. Vendor Qualifications:

A) An understanding and demonstrated experience of working with hard-to-reach diverse populations and cultures.

B) The organization must have a structure in place to expand the above services within Duval County or surrounding counties.

ATTACHMENT B

EVALUATION MATRIX

The evaluations will be based upon the following criteria, and Contractors are requested to provide, as a minimum, the information listed under each criterion. **Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive.** Contractors are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion.

1) **COMPETENCE.** Including professional and/or technical education and training; experience in the kind of projects to be undertaken; availability of adequate personnel, equipment and facilities and the extent of repeat business of the persons. Provide names and resumes of all individuals to be assigned to this project. List previous projects similar to the one in the RFP, which have been satisfactorily completed. Provide resumes of principal staff/project manager showing years of experience in the field to which they are assigned for this project. **(20 points maximum score)**

2) **CURRENT WORKLOAD**. Provide the number and size of the projects currently being performed. Discuss past ability to deliver projects on a timely basis under similar current workload conditions. **(10 points maximum score)**

3) **FINANCIAL RESPONSIBILITY.** Describe form of business, i.e., proprietorship, partnership, corporation; years in business; changes in ownership; bank reference(s); past, present, pending and/or threatened legal proceedings within any forum; and any other information the Contractor may wish to supply to demonstrate financial responsibility. Failure to provide all listed information and documentation will result in a score less than maximum for this criterion. **(10 points maximum score)**

4) **PAST AND PRESENT RECORD OF PROFESSIONAL ACCOMPLISHMENTS WITH CITY AGENCIES AND OTHERS.** Describe any outstanding accomplishments that relate to specific services being sought including awards and recognition. **(5 points maximum score)**

5) **PROXIMITY TO THE PROJECT.** Document the location of Contractor's corporate headquarters, which, if located in Jacksonville, Florida, no further information is required under this criterion and maximum points will be awarded. If Contractor's corporate headquarters are not located in Jacksonville, Florida, please document the location and the nature of business of Contractor's branch office(s), if any, that are located in and/or that are closest to Jacksonville, Florida, the number of employees assigned thereto and the period of continuous existence thereof. Additionally, Contractors are requested to demonstrate, define and provide examples of their ability to provide the services contemplated herein in a manner comparable to having a local office in Jacksonville, Florida or to show that a local office is not necessary to satisfactorily perform the services required for this project, in which event maximum points may be awarded. **(15 points maximum score)**

6) **ABILITY TO DESIGN AN APPROACH AND WORK PLAN TO MEET THE PROJECT REQUIREMENTS.** Describe the Contractor's understanding of the requirements of this solicitation, and its ability, approach and/or plan to satisfy the same in complete compliance with all applicable federal, state and local laws, statutes, ordinances, rules and regulations. **(20 points maximum score)**

7) **BUDGET (20 points maximum score)**
The City's Complete Count Committee is seeking a proposal that offers significant value and maximum impact. The proposal will be evaluated on the allocation of resources within the budget allowed and the level of service, including enhanced services, and value included in the proposed budget.

Prepare and submit a detailed proposed budget corresponding to the above described plan, and based on the Scope of Work and available budget. Such proposed budget shall not only identify the allocation of resources but shall clearly identify the allocation of resources between overhead, in-house staff and facilities, subcontractors, and other purchases. The actual contractual budget will be based on the agreed upon scope of work and budgetary limitations imposed on the City's Complete Count Committee as part of its budget approval process with the City. Provide a budget breakdown that clearly reflects:

- Amount of proposed budget allocated to buildings, equipment, and general overhead
- Amount of proposed budget allocated to staffing and number of employees by job category
- Allocation of the proposed budget of all resources needed.

(Remainder of page intentionally left blank)