**SINGLE SOURCE AWARD** **BID # SS-0428-19**

**Subject:** Pelocity Software Application for Youth Career Exploration

**Department:** Kids Hope Alliance

**Description of Purchase:** Recommend approval of single source award to Assessment Technologies Group to provide the web-based software application, Pelocity, as a youth career exploration platform. Period of service is for two (2) years from date of executed contract. Total expenditure amount not to exceed $103,500.00.

Funding Source: JCOD191ESPTP-03109 - To be executed by formal contract through the Office of General Counsel.

**Single Source Award To:** Assessment Technologies Group

**Price Justification:** See Attached

**Total Award:** $103,500.00 **Requisition #:**

**Attachments:** Recommendation Memo, Single Source Form and Vendor Proposal

**Certification as to Single Source**: Mary Tobin, COO, 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***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

1

# 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):** The Kids Hope Alliance

**FUNDING SOURCE:** JCOD191ESPTP-03109

**BRIEF DESCRIPTION OF GOODS/SERVICES:**

A cloud based solution used to facilitate job, internship, apprenticeship and volunteer searches for youth in a secure and safe application. Participating employers and educational organizations can post opportunities that are available for Jacksonville area teens that are reviewed and approved by The Kids Hope Alliance.

**AMOUNT OF PROJECT (attach quote):** $103,500

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

This software solution will provide a secure Youth Dashboard, Profile and Resume' builder, Skills Assessment module, Opportunity Finder (Jobs and Volunteer), Job Fitness Matrix, Internal Email, SMS Text Generator, Steps to Success Video Module, Employer Partner Portal, Administration Dashboard, Help Desk, Local in-school Presence, ONET DB

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

After researching similar cloud based applications, we have determined that Pelocity by Assessment Technologies Group (ATC) is the only solution that we can find with a video training module that allows youth to practice for actual real world interviews. Moreover, participating employers can provide the actual interview questions providing teens the option of recording and submitting their interview through the application. Additional, ATG has a local presence at UNF, JU, FSCJ, Ribault and Ed White High Schools.

**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:**

We have attended demos and researched different solutions of companies around the country, but we have not been able to find another product that has a comparable video training module for youth. Additionally, because ATC is a local business and currently being used by local colleges and high schools in Duval County as well as numerous local businesses, we believe we can leverage their widespread community presence to quickly scale our partnerships and youth participation to support local teens.

**Submitted by:** Dr. Jennifer Blalock (Name) Chief Strategy Officer (Title)

**Date:** 3/25/2019

**Requesting Agency's Director's Signature:**

**Procurement Division**

March, 2017

KIDS HOPE ALLIANCE
The Jacksonville Partnership for Children, Youth & Families

MEMORANDUM

TO: Mr. Gregory Pease, Chief of Procurement

THRU: Dr. Jennifer L. Blalock, CSO, Kids Hope Alliance

FROM: Mr. Joseph Peppers, CEO, Kids Hope Alliance
Ms. Mary Tobin, COO, Kids Hope Alliance
Ms. Joyce Watson, Director, Administration

SUBJECT: Request for Single Source Award: Procure Pelocity, software service application, in partial fulfillment of Ordinance 2018-268-E, the Mayor's Youth Pathways Academy, from vendor, Assessment Technologies Group (ATG).

DATE: March 25, 2019

The Kids Hope Alliance (KHA) respectfully asks permission for a single source award to procure a two-year license for use of Pelocity, a web-based software application which provides users with career exploration and legislatively requested modules addressing professional development of the user.

Please see the following documents for the rationale:

1) Attachment 1: Single Source Request Form
2) Attachment 2: Pelocity Proposal
3) Attachment 3: List of Duval County partners utilizing Pelocity
4) Attachment 4: CJ Ordinance 2018-268-E
5) Attachment 5: MYPA summary

The funding source for this award is JCOD191ESPTP-03109, Ordinance 2018-268-E.

Upon approval of this request, the contract will be executed by formal contract through the Office of General Counsel.

Assessment Technologies Group

# PROPOSAL FOR CITY OF JACKSONVILLE'S INITIATIVE

MARCH 12, 2019

**Provided for:**

City of Jacksonville

**Provided by:**

Stephen Pollan

CEO

Assessment Technologies Group, Inc.

***This presentation, prepared by Assessment Technologies Group contains confidential, proprietary and trade secret information and is only intended for the use of Jacksonville.***

## INTRODUCTION:

Assessment Technologies Group (ATG) greatly appreciates the opportunity to assist the City of Jacksonville's initiative to create a platform for up to 15,000 students. Pelocity will work diligently with the City of Jacksonville to produce the desired objectives for this project.

ATG will develop six online modules for the Kids Hope Alliance in support of the Mayor's Youth Pathways Academy. These modules will connect youth to the year-round career pathway curriculum (which we understand is already developed) and the Mayor's summer jobs experience program in order to continue students' career exploration opportunities. The Alliance would like these online modules to provide a career pathway infrastructure that aligns schools, technology centers, postsecondary education, business, workforce, and economic development into a larger ecosystem in a way that students can understand and navigate. We understand that this online course content will be delivered alongside a Kids Hope Alliance in-person subject matter expert/partner instructor.

ATG will develop online modules that cover the following six topics:

1. Skill Assessment
2. Follow Your Dreams
3. Networking
4. Interviewing Skills
5. Financing Your Education
6. Career Development

## ESTIMATED INVESTMENT

The total cost for 15,000 individuals to have access to the Pelocity platform would be $82,500. Additional costs are associated with the creation of the six modules.

ATG strives to ensure that there is a balance between the costs of course development and course features/richness. To support this objective, ATG would like to collaborate with Alliance staff to discuss expectations and refine our initial cost estimate. For example, one basic assumption we made in defining the cost is that the online courses are designed to reinforce concepts that have already been introduced through the Mayor's Youth Pathways Academy. Thus the modules will deliver existing information using new modalities and will include student progress assessments to verify content understanding. Based on this core assumption, ATG has prepared three price points for the Alliance to consider. Our price proposal is based on providing the features of the "Better" proposal.

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There will need to be further conversations for additional information to ensure the correct pricing for each module:

| Cost for One Module | Good | Better | Best |
|---|---|---|---|
| **Course Length** | 20 Minutes – Preferably broken into 2 – 5 pieces/bits | 30 Minutes – Preferably broken into 5 - 10 pieces/bits | 40 Minutes – Preferably broken into 8 - 12 pieces/bits |
| **Animation** | Animation Min. ~ 1 per 10 Pages | Animation Min. ~ 1 per 8 Pages | Animation Min ~ 1 per 5 Pages |
| **Graphics** | All Stock Graphics | All Stock Graphics | All Stock Graphics |
| **Learning Assessments** | At End of Module | 50% Through Module | At 25% Progress Steps |
| **Course Content Development** | Client Responsible for 100% of Course Content | Client Responsible for Draft Course Content and Sign-Off | Designer Responsible for 100% of Course Content. Client Responsible for Sign-Off |
| **Level of Interactivity** | Low | Medium | High |
| **ROUGH Approximate Costs** | $1000-$1500/course | $1500 - $2500/course | $2500 - $3500/course |

## Required Resources

The above quotes are based on the use of contracted designers/contributors with the following skill sets:

- **Writer –** Someone (SMEs) has to write the script of the course including video transcripts (or animation transcripts) and quizzes.
- **Course Author** – This person can build the courses to include features like interactivity, quizzes, etc. Typically, an authoring tool such as Articulate will be utilized.
- **Video Producer** – If video will be used you need someone who can handle video production and editing.
- **Designer/Layout** – Someone will need to lay out the pages that will have text and photos...basically the storyboard of the courses.
- **Narrator** – Someone will need to narrate the storyboard.
- **QA** – Someone will need to review courses for quality before sign-off (Client participates here as well.)

The question of the LEARNING MANAGEMENT SYSTEM and associated features/needs/rigor is TBD. This is a significant question and must be considered at the outset of the project if one is to avoid unnecessary cost, delays, or unwanted outcomes.

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## Animation

"Animation" can mean video, whiteboard animation, or narrated cartoons. It does add the ability to bring content to life more than static text pages with photographs. It does not necessarily increase engagement unless it includes some sort of quizzing or is tied (in a blended learning setting) to participatory activities.

- **Video** - While video has gotten to be less expensive to produce, it still requires capture and production. "Talking head" videos are cheapest and easiest to make, but you have to think carefully about whether this kind of video adds anything to the final product. If you want actual scenario videos, you'll need either to source and pay actors or you'll need to film real people and then, for any below age 18, get releases from their parents/guardians to use the imagery. That can cause time-challenges.
- **Whiteboard Animation** – Easy and inexpensive. Can find designers who do this for you. For ease/less expense you want someone who can narrate as well as animate. Can require added stock photography.
- **Narrated Cartoons** - Easy and inexpensive. Can find designers who do this for you. For ease/less expense you want someone who can narrate as well as animate.

## Custom Photography

I'd recommend the use of stock photos rather than custom photos because custom photos require the following:

- Models/Actors (cost and time to find/hire)
- Releases/Sign-offs (if not using models/actors)
- Photographers (cost and time to find/hire)
- Production cost

Stock photography is good and varied these days. Honestly, if you want to add the personal touch to add resonance, short videos of real people (interviews are easiest) can add that more easily.

* Estimated investments quoted above are exclusive of any expenses for travel, hospitality, webinars, videoconferencing, and individual assessments.

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## TERMS OF AGREEMENT

IN WITNESS WHEREOF, the undersigned have caused this Statement of Work No. ATG 0834 to be executed by their duly authorized representatives with effect as of the dates determined by the client. Please make checks payable to Assessment Technologies Group; invoices are to be paid upon receipt.

| | |
|---|---|
| | Stephen Pollan |
| | CEO |
| | Assessment Technologies Group |
| | 4887 Belfort Road, Suite 105 |
| | Jacksonville, FL 32256 |
| X: | X: |
| Date: | Date: |
| Please return all signed documents to: laura@assessment-tech.com | |

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3

# Pelocity

List of organizations that use Pelocity in the Jacksonville area to post job opportunities for local youth:

- Fleet Landing (military)
- Koch (military)
- Lucas Group (military)
- Rousch (military)
- Peace Corps (military)
- Strategic Professional Resources (military)
- SimBlocks (military)
- Hannania
- Zaxbys
- YearUp
- Generation
- Leaderquest
- Empire Office
- Walmart
- Hyatt
- FSCJ i-Tech

(4)

Amended 5/22/18
Enacted 5/22/18

Introduced by Council Member R. Brown and amended by the Neighborhoods, Community Services, Public Health and Safety Committee:

**ORDINANCE 2018-268-E**

AN ORDINANCE APPROPRIATING $274,644.00 FROM THE DUVAL COUNTY JOB OPPORTUNITY BANK TO THE KIDS HOPE ALLIANCE TO FUND THE MAYOR'S YOUTH PATHWAYS ACADEMY; PROVIDING FOR A CARRYOVER OF FUNDS INTO THE 2018-2019 FISCAL YEAR; WAIVING INCONSISTENT PROVISIONS OF CHAPTER 180 (DUVAL COUNTY JOB OPPORTUNITY BANK) AND SECTION 111.630 (DUVAL COUNTY JOB OPPORTUNITY BANK), *ORDINANCE CODE*, TO FUND THE MAYOR'S YOUTH PATHWAYS ACADEMY; AN ADDITIONAL POSITION AND PROVIDING FOR AN INCREASE IN THE EMPLOYEE CAP BY ONE; PROVIDING CARRYOVER LANGUAGE; PROVIDING FOR OVERSIGHT BY THE KIDS HOPE ALLIANCE; PROVIDING AN EFFECTIVE DATE.

**BE IT ORDAINED** by the Council of the City of Jacksonville:

**Section 1. Appropriation.** For the 2017-2018 fiscal year, within the City's budget, there are hereby appropriated the indicated sum(s) from the account(s) listed in subsection (a) to the account(s) listed in subsection (b):

(The account information is attached hereto as **Revised Exhibit 1**, labeled as "Revised Exhibit 1, Rev Acct Info, May 14, 2018 - NCSPHS" and incorporated herein by this reference):

(a) Appropriated from:

1 See attached **Revised Exhibit 1** $274,644.00

2 (b) Appropriated to:

3 See attached **Revised Exhibit 1** $274,644.00

4 (c) **Explanation of Appropriation:**

5 The funding above is being appropriated from the Duval
6 County Job Opportunity Bank to the Kids Hope Alliance to
7 fund a program called the "Mayor's Youth Pathways
8 Academy."

9 **Section 2. Purpose.** The purpose of the appropriation in
10 Section 1 is to provide funding from the Duval County Job
11 Opportunity Bank to the Kids Hope Alliance to create a program
12 called the "Mayor's Youth Pathways Academy," which will offer a
13 continuum of services to connect Jacksonville youth to a year-round
14 career pathway curriculum, aligned to Science, Technology,
15 Engineering and Math (STEM) and targeted industries, to continue
16 their career exploration opportunities. This program will be
17 supplemental to and carry forward from the existing Mayor's Summer
18 Jobs Program. A more detailed scope of the "Mayor's Youth Pathways
19 Academy" is attached hereto as **Exhibit 2** and incorporated herein by
20 this reference.

21 **Section 3. Waiving Inconsistent Provisions of Chapter 180**
22 **(Duval County Job Opportunity Bank) and Section 111.630 (Duval**
23 **County Job Opportunity Bank),** ***Ordinance Code.*** The conflicting
24 provisions of Chapter 180 (Duval County Job Opportunity Bank) and
25 Section 111.630 (Duval County Job Opportunity Bank), *Ordinance*
26 *Code*, are hereby waived to allow the use of the funds in the Duval
27 County Job Opportunity Bank to be used for the "Mayor's Youth
28 Pathways Academy" program. The proposed program is consistent with
29 the goals originally set forth in Chapter 180, as it would benefit
30 youth with job skills, advancements and training, but because the

Duval County Job Opportunity Board has been inactive for some time, there is not a current program functioning to fund the program within the existing confines. The transfer of the funds to the "Mayor's Youth Pathways Academy" within the Kids Hope Alliance will ensure that those intended beneficiaries of the Duval County Job Opportunity Bank funding will in fact benefit with job training and career pathway planning.

**Section 4. Authorization of Position and increase in employee cap.** There is hereby authorized the position more fully described in the Revised R.C. attached hereto as **Revised Exhibit 3**, labeled as "Revised Exhibit 3, Revised R.C., May 14, 2018 – NCSPHS." The city-wide employee cap is hereby increased by one position.

**Section 5. Carryover.** The funds appropriated in Section 1 of this ordinance shall not lapse but shall carryover into fiscal year 2018-2019.

**Section 6. Oversight.** The Kids Hope Alliance shall oversee the project described herein.

**Section 7. Effective Date.** This ordinance shall become effective upon signature by the Mayor or upon becoming effective without the Mayor's signature.

Form Approved:

/s/ *Margaret M. Sidman*

Office of General Counsel

Legislation prepared by: Paige H. Johnston

GC-#1211851-v1-2018-268-E.doc

(5)

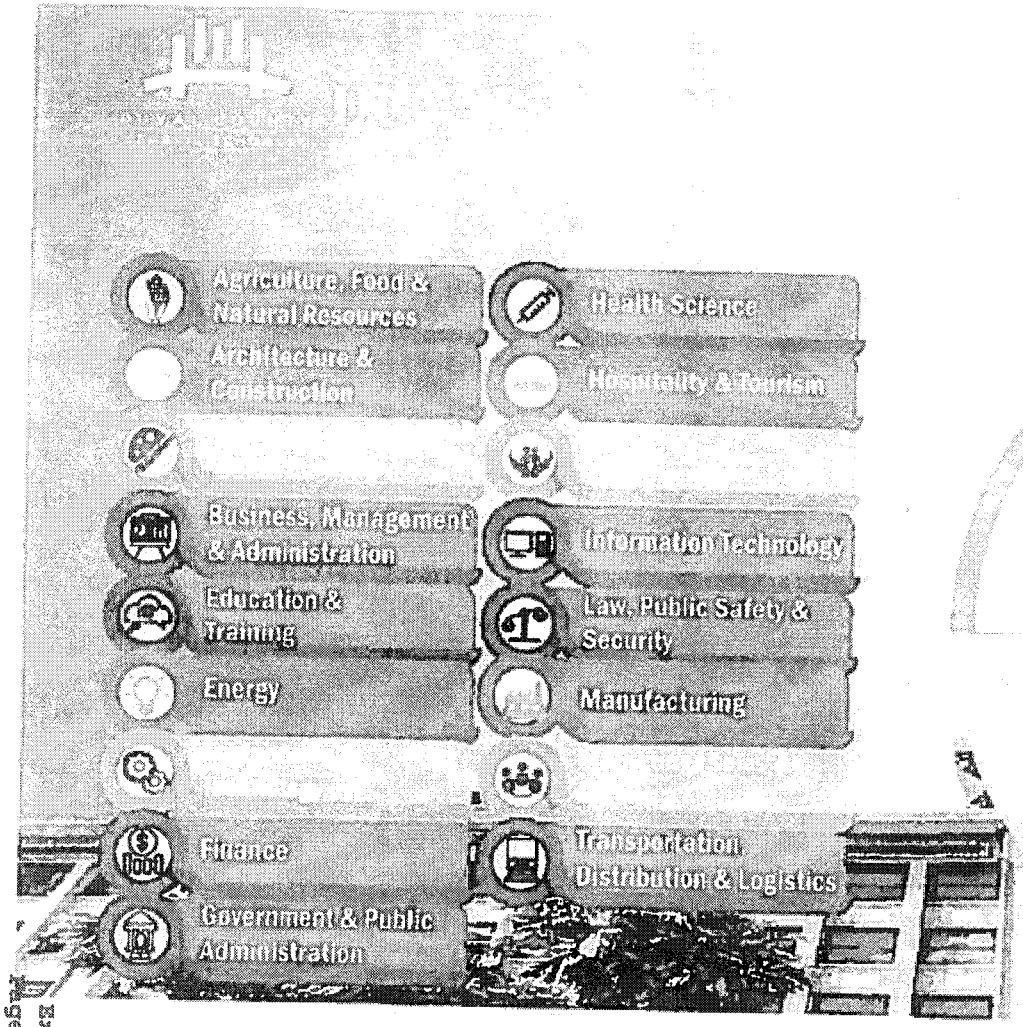
**Mayor's Youth Pathways Academy:**

The **Mayors Youth at Work Partnership** (MYAWP) coordinates community stakeholders to build a community wide, youth employment system that improves youth outcomes and provides a benefit to employer partners by building the talent pipeline for targeted industries.

**Opportunity**: The current system of career and technical education and middle skills training is not meeting the needs of local businesses and they are in a crisis for finding and developing skilled talent. Youth need a system that intentionally aligns the career pathway infrastructure—schools, technology centers, postsecondary education, business, workforce and economic development into a larger ecosystem.

**Goal:** Connect Jacksonville youth to a year-round career pathway curriculum, aligned to STEM and targeted industries, to continue their career exploration opportunities and to serve as an options multiplier.

**Details:** Design and deliver a six-module, career pathway curriculum that connects the summer jobs experience, skill-focused training and completed career passport to ensure career readiness and as a bridge to post-secondary education. Programs will be delivered at each Jacksonville Public Regional Library and will include 6 workshops at each location. Workshop topics include: Skill Assessment, Follow your Dreams, Networking, Interviewing Skills, Financing Your Education and Career Development. Programs will include on-line and in-person instruction from subject matter experts and MYAWP partners.



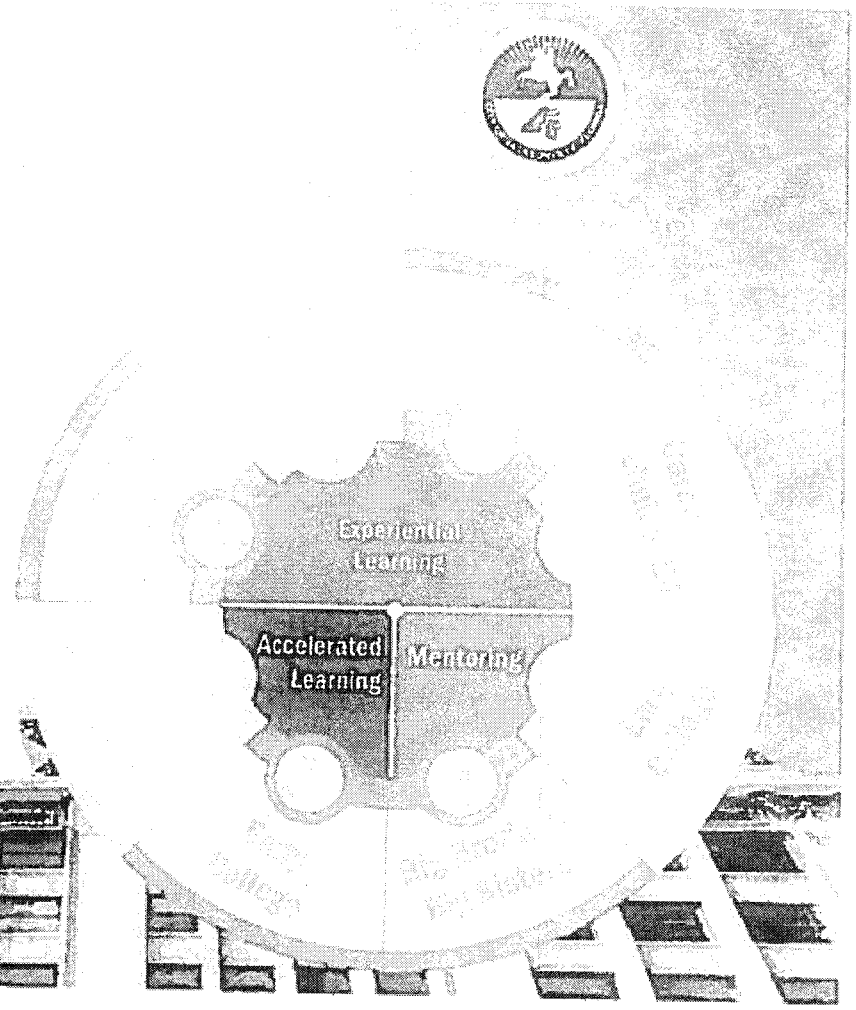




Exhibit 2
Page 2 of 5

QWS3270X 3/26/2019 11:32 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 03/26/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 11:32 AM

FISCAL MO/YEAR : 06 2019 CURRENCY CODE :
INDEX CODE : JCOD191ESPTP ESP - PRETEEN AND TEEN PROGRAMMING
SUBOBJECT : 03109 PROFESSIONAL SERVICES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

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| S | MAR 2019 | ANNUAL BALANCE | ALL YEARS BALANCE |
|---|---|---|---|
| ESTIMATED REVENUES | .00 | .00 | .00 |
| REVENUES | .00 | .00 | .00 |
| UNREALIZED REVENUES | .00 | .00 | .00 |
| BUDGET | .00 | 155,036.57 | 155,036.57 |
| EXPENDITURES | .00 | .00 | .00 |
| ENCUMBRANCES | .00 | .00 | .00 |
| PRE-ENCUMBRANCES | .00 | .00 | .00 |
| REMAINING BALANCE | .00 | 155,036.57 | 155,036.57 |

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND