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

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***

ACTION OF AWARDING AUTHORITY DATE: _____

APPROVED_____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

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

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

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

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

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

SUBJECT: Request ~~for Administrative Award~~ for a Single Source: Jacksonville Public Education Fund, Inc.

Accounting Code:

Fund	Center	Account	Project	Activity	Interfund	Future
10901	181005	531090	000000	00000000	00000	0000000

DATE: October 26, 2021

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 (the "KHA") respectfully request permission ~~for Administrative Award~~ for a Single Source to enter into contract with Jacksonville Public Education Fund, Inc. to provide services for Campaign for Grade Level Reading. Terms of agreement are as follows: July 1, 2021 – June 30, 2022, with two renewals.

The insurance requirements will be updated based on the attached Exhibit 3.

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

Total Funding **$100,000.00**

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
Exhibit 3, Insurance Requirements

Cc: Annette Leslie-Burney, Buyer
April Hart, Director, Finance, Kids Hope Alliance
Joyce Watson, Director, Administration, Contracts, & Purchasing, Kids Hope Alliance
Tyrica Young, Director, Research & Grants, Kids Hope Alliance

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 partners, drive learning gains and proficiency results in literacy in targeted communities using targeted strategies

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 initiatve 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 — Director, Research and Grants

(Name) **(Title)**

Date: 9/14/2021

Requesting Agency's Director's Signature:

Procurement Division

JACKSONVILLE
PUBLIC
EDUCATION
FUND
Powering Potential

Provider: Jacksonville Public Education Fund (JPEF)

Program: Campaign for Grade Level Reading

1. **Program**

By the end of third grade, an alarming number of children—about 65 percent nationwide and more than 75 percent from low-income families—are not reading at grade level. Research tells us that the third-grade marker is pivotal; by third grade, reading struggles are strongly linked to later school difficulties, as well as behavioral problems, depression, and/or negative peer relationships. Equally distressing, research indicates that 74 percent of children whose reading skills are less than sufficient by third grade have a drastically reduced likelihood of graduating from high school. As a result, these children are unlikely to develop the skills essential for participating fully in this knowledge-based economy and for experiencing life success.

In response to this important research, over the last decade, states, cities, and communities have rallied to boost 3rd grade reading outcomes. At a national level, the Campaign for Grade-Level Reading launched in 300+ communities, and birth to 8 initiatives across states and communities proliferated nation-wide. Private-public partnerships in states and communities became a new vehicle for major investments in boosting early literacy rates. School districts organized for instruction that would prepare students for college and career opportunities and today's knowledge-based economy. And as a field, we have even witnessed legislative action around 3rd grade reading levels; some states crafted policy to provide supports for third graders below grade level, others legislated grade retention for those students, and some even passed legislation for screening to identify young, at-risk readers.

In October 2020, a team of Jacksonville literacy leaders participated in the Lectio institute. Their institute work focused on analyzing and enhancing the conditions for the community's Grade-Level Reading (GLR) Campaign as well as identifying priority areas to support the Campaign's reboot and formal launch of its next phase, set for Fall, 2021. During the institute, the team examined their work within the community-wide context, with an eye towards enhanced coordination and leadership across the Jacksonville network, for greater impact overall.

Since the institute, the team has continued to make progress on this strategic work. Notably, they have shared their findings with a group of key community stakeholders, rebranded the Campaign, and articulated a more clearly defined Campaign direction—particularly with respect to its focal area and target population. The next level of work for the campaign is to develop common goals and strategies that our entire community will own, to help track our progress towards positive results and move the needle for our most vulnerable students.

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 Committe of the Grade Level Reading Campaign, including monthly meetings, and to coordinate supplementary 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 Advocacy 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.

Summary of campaigns led by JPEF:

- Through the ONE by ONE campaign beginning in 2011, JPEF enlisted volunteers to hold almost 200 community conversations with 1,600 people to define the community's priorities for public education, which were then ratified by more than 2,000 additional community members and adopted by Duval County Public Schools.
- Conducted a benchmark analysis of 10 community mobilization models nationwide to identify best practices and collaborated with local stakeholders to create a Jacksonville strategy in 2010.
- Secured and managed a budget of $350,000 in grants and sponsorships from corporations, foundations, and private donors exclusively for the citywide mobilization

effort to empower local citizens to define a shared vision for high-quality K-12 public education.

- Established partnerships with non-profit, faith-based and cultural organizations, local businesses, and universities; elected officials, district and other community leaders.
- Facilitated the production of the *One in Three: Let's Solve Our Dropout Crisis* photo exhibit, featuring the stories of 20 local youth that attracted 75,000 viewers.
- Enlisted media partners that resulted in a broad array of broadcast and print media stories surrounding the campaign effort.
- Secured an endorsement from the Corporation for Public Broadcasting American Graduate Initiative and partnered with local media to develop a documentary about the campaign.

JPEF also peppered the city with ONE by ONE campaign billboards, thousands of yard signs and other campaign collateral.

- More recently, JPEF mobilized a campaign around the ½ Penny Sales Tax Referendum which helped ensure the voters passed a half penny for school facilities by a wide margin – 67 percent – with one of the largest voter turnouts in recent history. Leveraging JPEF's historical relationships in the community, as well as the professional capacity of our staff in communications, community mobilization and research, JPEF led a six-month campaign to get the word out about the need for a 'yes' vote on the referendum.
- The ONE by ONE calls reached more than 22,000 people via Zoom and Facebook with a message about why voters should support the half- penny.
- JPEF published two research briefs on the issue of school facilities, one highlighting how school facilities influence student learning, and another that described the funding landscape for school facilities. The briefs formed the basis of media outreach, advocacy, and messaging.
- With more than 10 years as a trusted community resource on education issues, JPEF represented an important voice in supporting the referendum. JPEF leveraged our significant audiences through our website, social media and email list to help inform the community on the issue. A few examples include:
- JPEF's webpage about the half-penny had 4,800-page views between March and November 2020, largely driven by voters searching for information about the referendum.
- JPEF used our significant following on social media to promote a message of support for the half-penny. We published more than 280 messages in support between June and November, with the message reaching local residents more than 94,000 times, according to Facebook Insights.
- JPEF led a significant communications effort to our email list, which includes more than 11,000 local community leaders and education advocates.
- JPEF's independent voice, advocacy and research were highly sought by the media, leading to significant positive coverage for the half-penny for schools across nearly every major media outlet in Jacksonville.
- As Election Day approached, JPEF turned our energy toward recruiting volunteers for key actions including phone banking, placing yard signs, finding locations for large signs for commercial properties, sign waving and spreading the word on social media. JPEF served as a distribution site for yard signs and car clings, and helped get out the word

about the yard sign distribution event in which more than 4,000-yard signs were given out.

- In September and October, we were able to engage volunteers to spend evenings making phone bank calls with us to get out the vote for the half- penny. Together, we were able to make over 4,000 dials (4,038).

Objectives

- 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.
- With partners, drive learning gains and proficiency results in literacy in targeted communities using targeted strategies.

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; and
- **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:

JPEF, along with each partner participating in the campaign proposes to serve more than X public-school students through the overall impact of the Campaign for Grade Level Reading.

Term of Agreement and Service Time:

July 1, 2021-June 30, 2022 with two renewals

Location(s):

TBD

The provider will be expected to follow the same guidelines set forth by The Florida Department of Children and Families in regards to childcare licensure or exemption in addition to the requirements in the Kids Hope Alliance contract, Technical assistance is available.

2. **Program Fees and Program Income**

No fees will be received from participants of students who are benefitting from the program. JPEF may raise additional funds to help cover direct and indirect program costs not included in the funding provided by Kids Hope Alliance.

3. **Safety Requirements**

The Jacksonville Public Education Fund works diligently to ensure the safety of stakeholders attending meetings.

4. **Dissemination Plan**

TBD

Budget Narrative

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

Reports

Quarterly reports will be submitted to KHA beginning in September 2021 through June 2022 to include the following:

September 2021 Milestones ($25,000)

- Steering Committee member and Working Groups roster
- Work plan that aligns with the CGLR vision and strategy, including a timeline for monthly meetings, planning and logistics of convenings, content and draft agendas for each meeting.
- Updated the CSAP and monitor content for regular updates as needed

December 2021 Milestones ($25,000)

- Program materials of JPEF's EDTalks event to include the literacy campaign as a main topic and call to action (October 2021)
- Agenda and facilitated outline of discussions during EdTalks + Action, a post event conference following EdTalks.
- Meeting roster with attendance
- Meeting notes, including next steps and assignments of fellow Steering Committee members and/or Working Groups

March 2022 Milestones ($25,000)

- Meeting roster with attendance
- Meeting notes, including next steps and assignments of fellow Steering Committee members and/or Working Groups
- Cobranded marketing materials, including yard signs, print media, radio and TV appearances, business partnerships, etc.)

June 2022 Milestones ($25,000)

- Meeting roster with attendance
- Meeting notes, including next steps and assignments of fellow Steering Committee members and/or Working Groups

Multi-year Learning Loss Recovery Community Challenge

In addition to the convening role to support the Campaign for Grade Level Reading, JPEF is also prepared and positioned to partner with Kids Hope Alliance to stand up a broader multi-year learning recovery community challenge, including representation at the table of JPEF President and CEO on the Steering Committee.

An addendum and additional scope of services and budget will be available for expanded work beyond the Campaign for Grade Level Reading as details become more developed.

Leslie-Burney, Annette

From: Watson, Joyce
Sent: Thursday, September 9, 2021 11:29 AM
To: Leslie-Burney, Annette
Cc: Young, Tyrica; Newby, Bridgette; Williams, Delores
Subject: RE: Administrative Awards (Urgent)

Please see below response in chart. If you need additional information, please let me know.

Thank you and have a wonderful day.

Joyce J. Watson, Director
Administration, Contracts and Purchasing
The Jacksonville Partnership for Children, Youth & Families
City of Jacksonville|Kids Hope Alliance
1095 A. Philip Randolph Boulevard
Jacksonville, Florida 32206
P: (904) 255-4444 |F: (904) 255-4500
Email Address: jwatson@coj.net

From: Leslie-Burney, Annette <ABurney@coj.net>
Sent: Wednesday, September 8, 2021 4:59 PM
To: Watson, Joyce <JWatson@coj.net>
Subject: FW: Administrative Awards (Urgent)

Joyce, see chart below...

Annette L. Burney
Purchasing Analyst
Procurement Division
Finance and Administration Department
214 N. Hogan Street, Suite 800
Jacksonville, FL 32202
Ph.: 904-255-8810
Fax: 904-360-8527
Email: aburney@coj.net

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From: Watson, Joyce <JWatson@coj.net>
Sent: Thursday, August 26, 2021 4:21 PM
To: Leslie-Burney, Annette <ABurney@coj.net>
Subject: RE: Administrative Awards (Urgent)

Annette,
Please find the attached documents for Parents Who Lead/ They are:

1) CEO Authorization to execute contracts $65 and under
2) Procurement Memo

If you need additional information, please let me know.

Thank you.
Joyce J. Watson, Director
Administration, Contracts and Purchasing
The Jacksonville Partnership for Children, Youth & Families
City of Jacksonville|Kids Hope Alliance
1095 A. Philip Randolph Boulevard
Jacksonville, Florida 32206
P: (904) 255-4444 |F: (904) 255-4500
Email Address: jwatson@coj.net

From: Leslie-Burney, Annette <ABurney@coj.net>
Sent: Thursday, August 26, 2021 3:34 PM
To: Watson, Joyce <JWatson@coj.net>
Cc: Newby, Bridgette <BNewby@coj.net>
Subject: RE: Administrative Awards (Urgent)

Joyce, I'm working on the administrative awards below. UNF and the Fairgrounds are covered under 127.107(f), and I issued a PO for Jax Children's Chorus. Once I receive the executed contract, it can be processed.

Is there legislation for the others?

The Greater Jacksonville Agriculture Fair	AgVentures - using exemption 127.107(f)	KHOD500619-21	07/23/2021 Board Approval & Budget Ordinance 2020-511-E – Effective date 8/1/21
Jacksonville Public Education Fund, Inc	Campaign for Grade Level Reading – needs a memo (board action document attached twice); also needs legislation or other authorization	KHOD-500621-21	07/26/2021 Board Approval & Budget Ordinance 2020-511-E
Jacksonville Public Education Fund, Inc	Parents Who Lead - needs legislation or other authorization	KHOD-500622-21	07/26/2021 Board Approval & Budget Ordinance 2020-511-E – Effective Date of Award
University of North Florida Foundation, Inc	PK5 STEM – using exemption 127.107(f)	KHOD-500635-21	07/29/2021
University of North Florida	Diversity in Business - using exemption 127.107(f)	KHOD-500626-21	07//27/2021
Jacksonville Children's Chorus	Youth Travel Trust – issued a PO for executed contract (627994-21)	KHOD-500636-21	07/29/2021 Budget Ordinance 2020-511-E
The Allison Brudnick Haramis Foundation, Inc	Angels for Allision - needs legislation or other authorization	KHOD-500637-21	07/29/2021 Budget Ordinance 2020-511-E

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CITY OF JACKSONVILLE

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From: Newby, Bridgette <BNewby@coj.net>
Sent: Tuesday, August 17, 2021 10:24 AM
To: Leslie-Burney, Annette <ABurney@coj.net>