

HAMPTON VA

MEMORANDUM

To: Mary B. Bunting, City Manager
Steven D. Bond, Assistant City Manager

From: Wanda E. Rogers, Director *WER*
Hampton Department of Social Services

Date: July 21, 2016

Re: Sole Source Families Forward Initiative Contract Agreement
with Alvean Lyons, Inc.

SERVICE DESCRIPTION (PURPOSE AND COST):

The attached contract agreement with Alvean Lyons, Inc. implements the Families Forward Initiative designed to offer effective violence prevention and interventions through its direct partnership with the City of Hampton's City Manager's Office and the Healthy Families Partnership Division. Under the leadership of the Director of Human Services, it provides neighborhood-based parenting programs and workshops coordinated with Hampton Balanced Approach to Success and Empowerment Initiative (BASE). Further, it utilizes social media to offer effective parenting tips and to connect parents with parent education programs offered by the Healthy Families Partnership.

Annual cost is \$75,000 dollars.

FUNDING SOURCE AND FISCAL IMPACT:

The City of Hampton Healthy Families Division

TIMELINE:

The terms of this contract with Alvean Lyons, Inc. will run from July 1, 2016 through June 31, 2017.

OTHER INFORMATION:

The Families Forward Initiative focuses on increasing the capacity of parents to play a positive, primary role in the care, nurturing and development of their children. It raises awareness of the importance of effective parenting and promotes parent education as a community norm. Additionally, it improves family functioning by teaching problem-solving skills, building trusting relationships and identifying family support systems. The City Policy relating to Sole Source Procurement for the Families Forward Initiative is attached.

Department of Human Services

1570 LaSalle Avenue | Hampton, Virginia 23669
www.hampton.gov | P: (757) 727-1800

City Policy Relating to Sole Source Procurements Responses

- Detailed specifications for the product or services to be purchased from a sole source vendor;

The Families Forward Initiative developed and implemented by Alvean Lyons, Inc. offers effective violence prevention and interventions through its direct partnership with the City of Hampton City Manager's office, the Community Action Coalition for the Prevention of Youth Violence and the Hampton Healthy Families Partnership.

Families Forward is a multi-faceted parent education learning initiative. The framework is based on research from Healthy Families America, the Family and Community Engagement Network Centers for Disease Control, the Child Welfare Gateway and local initiatives within the City of Hampton, Virginia including: Department of Human Services, Healthy Families, The Bassette Approach to Support and Empowerment (BASE) the HERE Initiative and the Safe and Clean Neighborhoods Initiative all of which validate the importance of helping youth learn problem-solving and communication skills and to have life enriching experiences.

In 2009, the Centers for Disease Control reported that programs that are structured like the Families Forward Initiative, which emphasize parenting strategies, utilizing relationship-building through effective communication and processing skills, have been found to be more successful than those that do not. Intervention combined with parent training has been found to be very effective.

Specifically the services that will be purchased include custom, parent specific topics and methodologies directly aligned with existing prevention/intervention resources:

Alvean Lyons will provide practical and functional information which the audience (parents and practitioners) can implement immediately. Topics will be approved in partnership with Hampton Healthy Families/Parent Education and provided at least monthly. The following strategies will be used to share the information with various audiences in the community:

- 1) The Hampton Roads Show
- 2) Round Robin Show
- 3) Live Online Parenting Chats
- 4) Neighborhood-based parenting programs and workshops coordinated with Hampton BASE schools: Aberdeen, Andrews, Bassette, Forrest and Tyler Elementary Schools as well as city staff who participate in the Safe and Clean Initiative

Alvean Lyons, as the presenter, will support the work and activities of the Community Action Coalition for the Prevention of Youth Violence. She will attend and present at community meetings, events and programs as it relates to effective parenting in direct correlation to youth violence prevention. Promotion of these strategies will include, but not limited to the following:

- 1) City of Hampton eNews
- 2) Hampton City Schools eNews
- 3) Facebook
- 4) Twitter
- 5) Healthy Families/Youth, Education and Families websites, social media sites, Kids Priority One Calendar, and printed marketing materials.
- 6) General mass marketing strategies to include radio newspaper, etc.
- 7) Hampton Roads Parent Education Network, Smart Beginnings of the Virginia Peninsula, Community Builders Network and other community-based coalitions and organizations.

Alvean Lyons shall personally perform all of the work outlined above and shall not delegate performance of any of the work to her staff or contractors without the prior, express written consent of the City.

Additionally, Alvean Lyons will implement the mutually agreed upon platform of the Families Forward Initiative. She will research and design effective and relevant methodologies to support effective relationship development to be utilized for program enhancement. She will establish and maintain effective partnerships.

- **All research conducted by the Department which justifies the sole source;**

Alvean Lyons, Inc. Families Forward Initiative is consistent with research conducted by the Hampton Department of Human Services as reference by the following:

- Centers for Disease Control and Prevention
- Annie E. Casey Foundation
- Healthy Families America
- Youth Violence: A Report of the Surgeon General
- Child Welfare League of America

No other person than Alvean Lyons offers the uniqueness to the Families Forward Initiative in this region or the City of Hampton.

- **A written recommendation to Procurement that the goods or services are to be procured from a sole source; and**

Alvean Lyons, Inc. responded to an opportunity for action, with deliverables through The Families Forward Initiative, a multi-faceted parent education initiative, utilizing unique expertise, knowledge skills and abilities to contribute to community-wide efforts to prevent youth violence in Hampton, Virginia. Alvean Lyons, Inc. is the only source practicably available from which to procure Families Forward resources and services.

It is recommended that authorization is granted for the negotiation and execution of a purchase contract with Alvean Lyons, Inc. as "Sole Source".