

City Policy Relating to Sole Source Procurements Responses FY 2016/2017

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

The Families Forward Initiative for FY2016/2017 developed and implemented by Alvean Lyons, Inc. offers increased parent education access and interventions through its direct partnership with the City of Hampton City Manager's office 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 Balanced Approach to Success 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 Hampton Healthy Families Program. She will attend and present at community meetings and community events to include Y.H. Thomas and North Phoebus neighborhoods. Additionally she will support programs connected to the Athletic Associations and create opportunities to address effective parenting and its correlation to excellent outcomes for children and youth. 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 person other than Alvean Lyons offers the uniqueness of 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".