



Interoffice Memorandum

January 14, 2022

TO: Mayor Jerry L. Demings
-AND-
County Commissioners

 FROM:

Carrie Mathes, CFCM, NIGP-CPP, CPPO, C.P.M., Manager, Procurement Division

CONTACT: Lavon B. Williams, Esq., AICP, Manager, Community Action Division
407-836-5614

SUBJECT: Approval of Purchase Order M106458, Economic Marketing, Outreach and Job Training in the Pine Hills Community

ACTION REQUESTED:

Approval of Purchase Order M106458, Economic Marketing, Outreach and Job Training in the Pine Hills Community, with African American Leadership Consortium, Inc., in the total amount of \$446,800.

PROCUREMENT:

This purchase order will provide outreach to the community and assist in business development. Services under this purchase order include job coaching and placement to assist in re-employment and the support necessary for securing and maintaining stable employment. The performance period for this purchase order is February 8, 2022 through September 30, 2022.

FUNDING:

Funding is available in account number 5880-062-8129-4115.

APPROVALS:

The Community Action Division concurs with this recommendation.

DISCUSSION:

This purchase order will provide outreach to the community and business development and implementation of a comprehensive marketing and outreach plan to reach and engage businesses and under-employed or unemployed residents. Services provided under this purchase order include, but are not limited to:

- Advertisement and promotion through multiple media channels, website, and social media platforms;
- Identification of potential business partners through engagement of local Chambers of Commerce and geo mapping within the Pine Hills Community;
- Attendance at public community events, both virtual or in-person, to communicate new re-employment resources;

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- Providing seminars, training, and strategy workshops for businesses, community partners, and/or clients;
- Job coaching and job placement services which are individual and group activities geared to assist the re-employment process;
- Identification of both job and career advancement opportunities for clients based on their needs, objectives, and skill sets.

In an effort to identify any additional sources able to provide these services, the Procurement Division posted a notice of intent to sole source to African American Leadership Consortium, Inc. on the County's website for a period of 10 business days. Three other firms responded to the posting; however, after evaluation, the Community Action Division determined the responses did not conform to the requirements of the project.

Price reasonableness was established by conducting a wage analysis using data from Florida's Department of Economic Opportunity, as well as current market data acquired from multiple sources to determine salaries. The Community Action Division has reviewed and determined the prices are fair and reasonable.

In accordance with federal standards, negotiations were attempted with African American Leadership Consortium, Inc., the price offered remains unchanged.