



Sole Source Acquisition Request

1. Fully describe the product(s) and/or service(s) being requested.

UCSF - California PreTerm Birth Initiative (PTBi) has devoted \$100,000 to establish a place-based Best Baby Zone (BBZ) project entitled Fresno GROWS (Growing, Real Opportunities for West Fresno) in the 93706 zip code of Southwest Fresno. This zip code has one of the highest rates of infant mortality among Black babies. The funding will pass through the Department of Public Health's Maternal, Child and Adolescent Health (MCAH) program in order to leverage Federal Title XIX match to enhance and provide community engagement of the Black community in the 93706 zip code, to provide linkage to perinatal support services for women and families in the 93706 zip code.

Vendor will conduct project start-up activities including hiring dedicated staff, convening monthly Partners table meetings, and generating MOUs and communications plans. Vendor will also host three Fresno GROWS community wisdom gatherings, develop and implement a community engagement strategy, launch a pilot community-generated intervention, and participate in scheduled calls, learning sessions and evaluation activities.

2. Identify the selected vendor and contact person; include the address, phone number and e-mail address for each.

West Fresno Health Care Coalition, dba West Fresno Family Resource Center
1802 E California Ave
Fresno, CA 93706
559-621-2967
Executive Director: Yolanda Randles
email: yrandles@wfresnofrc.org

3. What is the total cost of the acquisition? If an agreement, state the total cost of the initial term and the amounts for potential renewal terms.

Total of \$423,162 for three years. \$140,866 for FY 2019-20 and two additional 1-year renewals at \$141,148 each.

4. Identify the unique qualities and/or capabilities of the service(s) and/or product(s) that qualify this as a sole source acquisition.

UCSF - PTBi is providing the funding and has selected West Fresno Health Care Coalition, dba West Fresno Family Resource Center (WFFRC) as the lead agency for the BBZ Fresno Grows Project. The WFFRC is well-respected and reflects the population where infant mortality rates are the highest. The agency is well-established and has partnerships with many of the other services and programs in Southwest Fresno. It is made up of members of Southwest Fresno and knows the community which gives them a unique ability to service the target population in these neighborhoods well. The selection of the lead agency was also supported by First 5 Fresno County and Fresno Economic Opportunities Commission based on their long history of service to the 93706 zip code residents.

5. Explain why the unique qualities and/or capabilities described above are essential to your department.

The Department has collaborated with these partners; UCSF - PTBi, WFFRC, First 5 Fresno County and Fresno Economic Opportunities Commission on a variety of projects related to African American Infant Mortality and preterm births in Southwest Fresno. This BBZ Fresno GROWS project would allow the Department to enhance its work toward reducing high infant mortality rates in the County. As part of the Department meeting its MCAH program scope of work, the funding would leverage Federal Title XIX match into the community to enhance and provide community engagement of the Black community and linkage to perinatal support services.

6. Provide a comprehensive explanation of the research done to verify that there is only a sole vendor that is capable of providing the required service(s) and/or product(s). Include a list of all other vendors contacted with regard to providing the requested product(s) and/or service(s) and indicate their response.

The WFFRC was selected by the funding agency, PTBi-UCSF, as part of the Fresno GROWS collaboration to be the lead agency in completing BBZ activities. As a requirement of accepting the funding, County would therefore be required to select WFFRC as the only vendor who could provide the services based on the funding agency's specific requirement.

Established in 2001, WFFRC, a 501(c)(3) nonprofit organization, serves residents of one of the poorest metropolitan communities in California's Central Valley Southwest Fresno. Its mission is: "to empower and support the West Fresno community to achieve optimal health and well-being." A trusted and respected community partner with a strong record of providing culturally and linguistically effective, neighborhood and community-based services to more than 5,000 annually, WFFRC conducts outcomes-based health improvement and illness prevention program activities through education, outreach, counseling and advocacy in the areas of prenatal education, school readiness, health insurance access, diabetes and chronic disease management, mental health, and workforce development support. WFFRC is one of the few community agencies that is able to do the BBZ work. The selection of WFFRC as the lead agency was also supported by First 5 Fresno County and Fresno Economic Opportunities Commission based on their long history of service to the 93706 zip code residents.

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Requested By:

Title

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I approve this request to sole source for the service(s) and/or product(s) identified herein.

dpomaville 1/22/2020 8:14:08 AM

Department Head Signature

[\[✕ Sign\]](#) Double click!

gcornuelle 1/23/2020 1:09:50 PM

Purchasing Manager Signature

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