

Sole Source Purchase Justification/Verbal Contract Agreement

Contractor/Vendor Name:

1. Description of Purchase (product or service) :

Facilitate a multi-year comprehensive approach to improving the holistic childcare industry for all in the City of La Crosse: parents, providers, childcare employees, community stakeholders, and children.

2. Cost/Price of product or service:

\$350,000 for year 1 (Approximately July 2022-June 2023)

3. Justification (why this contractor/vendor, product or service is unique):

The Parenting Place is the Child Care Resource and Referral Agency (CCR&R) in La Crosse County and also serves as the only entity that provides child care Certification and Pre-licensing Consultation in La Crosse County, programs that new regulated child care providers must participate in to start a business. As the designated CCR&R, the agency's role is to serve all regulated child care programs (in-home, centers, before and after school programs), with technical assistance, quality initiatives, and professional development. In addition, The Parenting Place works at the community level to coordinate child care initiatives, educate about child care issues, and represent the child care industry on work groups and task forces. The agency manages the only data base of all regulated child care providers from which it provides customized child care referrals to families and local data collection about child care gaps, trends and family child care needs. The Parenting Place is the only organization providing comprehensive services to child care providers that has a physical office presence in the City of La Crosse, staff located in the city and a comprehensive knowledge of the La Crosse Community. It is the only organization that serves both child care providers and families in the City of La Crosse, and assessing the child care needs of families is essential in finding and implementing solutions. Local childcare providers have referred to the Parenting Place as the local "neutral entity" that serves as a resource center and their (providers) "collective voice".

4. Reasons other contractor/vendor, products or services do not meet the needs or specifications:

There literally is no other entity within La Crosse County that is doing this work: coordinating efforts of childcare, working directly with all providers, supporting parents and children, has complete familiarization and expertise of "nuts & bolts" of childcare (licensing, financial resources and programs available, regulations, etc), and facilitates data collection and child care referrals. Additionally, any other entity working to build the number of child care providers would need to work with The Parenting Place to access certification or Pre-Licensing services which they cannot, themselves, provide. The Parenting Place is the only organization that provides services to the child care community and families who are searching for child care. The parent voice is crucial to identifying and effectively addressing child care needs. The Parenting Place's blend of services are inclusive of all child care providers including family child care, group centers, school age care and provide outreach, technical assistance and professional development to unregulated providers. If another contractor were to attempt to fulfill the obligations in the contract, they would be "starting from scratch", as no such other entity exists. Among many other things, the entity would need to develop similar community relationships which could take a significant portion of this contract timeline and jeopardize efficiency of the delivery of identified services.

5. Efforts to identify other sources:

Held open meeting with all current childcare providers in the City of La Crosse to gain feedback. Remained consistently engaged with others connected locally to the industry and this issue: County, higher-ed institutions, school district, key employers, statewide organizations, etc. Sought input from many of these experts in the field

to be assured of the role of The Parenting Place in the community and this industry, and that no other similar entity exists.

Definition

1. Sole Source. A product or service that is unique and that the contractor/vendor, to the best of the requestor's knowledge and belief, based on research of the requester is the only contractor/vendor able to furnish the product or service.
2. Unique. The product or service obtained can only be requested from one contractor/vendor and no other contractor/vendor's make or provide comparable products or services that meet standards.
3. Technical Specifications. A highly technical piece of equipment can be deemed "sole source" if the technical aspects of the piece of equipment are required or necessary for the work and no other contractor/vendor can provide those required technical specification in a similar or comparable piece of equipment.
4. Standards. If standards have been developed in an effort to streamline processes or reduce costs, then this could be an acceptable sole source purchase justification.
5. Compatibility. A piece of equipment can be a sole source purchase due to its compatibility with existing equipment.

Sole source justifications based on personal preference, perceived quality, contractor performance, delivery time are **NOT PERMITTED**; rather, these items may be considered in evaluating bids and proposals.

Signature: Julie Emslie

Date: 6/7/2022

Julie Emslie, Economic Development Administrator