



CITY OF MADISON • FINANCE DEPARTMENT • PURCHASING SERVICES

Non-Competitive Selection Request

Date: 02/06/2023

Requisition Number: (8 characters)

Requestor Name: Devyn Brown

Requestor Phone Number: 608-215-4901

Requestor Email: dbrown@publichealthmdc.com

Fund: 6100 PUBLIC HEALTH MADISON DANE

Agency: 32 PUBLIC HEALTH MADISON DANE

- Major:
- ☐ 53*** Supplies/Goods
 - ☐ 541** Utilities
 - ☐ 542** Building/Facility Maintenance/Repair
 - ☐ 543** Software/Equipment Maintenance/Repair
 - ☐ 544** Public Works Maintenance/Repair
 - ☐ 545** Training/HR-Related Services
 - ☒ 546** Consulting/Professional Services
 - ☐ 548** Grants/Loans/Insurance/Other Services

Total Purchase Amount: \$149,926.00

Vendor Name: Roots4Change

Product/Service Description: support for community-based education and engagement

☐ **\$50,000 and UNDER**
This form will be sent to the Purchasing Supervisor for review.

☒ **OVER \$50,000**
Complete this form and draft a resolution using the sample resolutions provided by the City Attorney to your Budget Analyst. **Your resolution will not be added to the Finance Committee agenda without this form.**

Check the box(es) for the exception criteria you feel are applicable:

- ☐ 1. Public exigency (emergency) will not permit the delay incident to advertising or other competitive processes.
- ☒ 2. The services or goods required are available from only one person or firm (i.e., **true** sole source).
- ☐ 3. The services are for professional services to be provided by attorneys.
- ☐ 4. The services are to be rendered by a university, college, or other educational institution.
- ☐ 5. No acceptable bids have been received after formal advertising.
- ☐ 6. Service fees are established by law or professional code.

- ☒ 7. A particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant.
- ☐ 8. Otherwise authorized by law, rule, resolution, or regulation. Explain:
- ☐ If procurement is being paid with Federal or State grant funds, the vendor was identified by name in the approved Grant Application. (OPTIONAL)

REASON FOR REQUEST

WHY A COMPETITIVE SELECTION PROCESS CANNOT BE USED:

Provide **detailed** explanation below. For a true sole source, provide all information to explain why this product or service can only be purchased from this vendor. For one-of-a-kind items not sold through distributors, explain the unique performance features of the product requested that are not available from any other product. For services, detail the unique qualifications this vendor possesses, or other reason(s) that meet the criteria selected above. Identify specific, measurable factors and qualifications.

Recent infant mortality data from 2019-2021 is showing concerning trends for Hispanic and Latino families. Infant mortality for Hispanic babies jumped from 4.3% in 2010 to 8.4% in 2021. In an effort to address these concerning data and center the voices of those most impacted, PHMDC will work with Roots4Change on this grant project. Roots4Change is an immigrant cooperative in Dane County, led by Latina and Indigenous doulas and community health workers who walk with families in their journeys of parenting, childbirth, motherhood, and womanhood. These funds will be used to reduce MCH disparities in the Latino population in Dane County through community engagement and training led by Roots4Change. Funds will support mental health and trauma informed training for the Roots4Change doulas, community engagement sessions led by Roots4Change with the Latino community, and storytelling via La Comunidad magazine. Root4Change is uniquely positioned to support the Latino Community and has collaborated on several Public Health projects in the past, creating a long-lasting and strong partnership that cannot be replicated with another vendor.

COMMENTS REGARDING PURCHASES OVER \$50,000

The City of Madison has paid Roots4Change a total of \$26,075 since 2020, with each purchase being under the threshold requiring competitive selection.

Date:

Submit