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County Manager

SOLE SOURCE DETERMINATION

January 31, 2025

TO: Procurement File

FR: Bill Taylor, Procurement Manager

VIA: Jennifer N. Romero, Community Services Deputy Director
Anne Ryan, Community Services Director

RE: Sole Source Determination Dolly Parton Imagination Library Program for Santa Fe County, in the Amount of \$100,000.00

BACKGROUND:

In December 2015 Santa Fe County Community Services Department with the assistance of Santa Fe County Purchasing Division issued an RFP to partner with a “Local Champion” to continue the Dolly Parton Imagination Library for Santa Fe County Residence. United Way of Santa Fe County was the single respondent to the RFP and was found to be the only qualified “Local Champion” to provide the program to the County.

In 2020, United Way of Santa Fe County branched out to become now Growing Up New Mexico to provide the Dolly Parton Imagination Library for Santa Fe County Residence.

The County Community Services wish to continue benefiting from the services provided with the Dolly Parton Imagination Library Program, and request a sole source determination to enter into contract with Growing Up New Mexico to provide the program to the County.

DETERMINATION:

In searching sources on the internet for the Dolly Parton Imagination Library Program, it was found that the Growing Up New Mexico was the only organization that has the capability and capacity to meet the requirements that are specific to this program and the administration of the program.

In addition, the County publicly solicited these services via an RFP and Letter of Interest. As a result, United Way of Santa Fe, now known as Growing Up New Mexico was found to be the only organization to provide the Dolly Parton Imagination Library Program.

Pursuant to 13-1-126, NMSA 1978 the Purchasing Department and User Agency conducted a due diligence and good faith effort for this sole source request and finds that *“a contract may be awarded without competitive sealed bids or competitive sealed proposals regardless of the estimated cost when the state purchasing agent or a central purchasing office makes a determination, after conducting a good-faith review of available sources and consulting the using agency, that other similar services, construction or items of tangible personal property cannot meet the intended purpose of the contract.”*

Therefore, it is determined that of the County Procurement Manager, CPO that Growing Up New Mexico is deemed a Sole Source Contractor with the following services being procured as a Sole Source Procurement.

Vendor Information: Growing Up New Mexico
 440 Cerrillos Rd, Suite A
 Santa Fe, New Mexico 87501

The Scope of Services Shall Include:

Serve in partnership with Santa Fe County to expand the Dolly Parton Imagination Library program in Santa Fe County. The purpose of the program is to provide books to children ages 0 to 5 in support of early childhood education.

A. Provide a monthly report detailing the number of children enrolled in the Program; present an Action Plan that specifies steps that will be taken to pursue and acquire additional funding sources for the purchase and distribution of Spanish language books to Spanish speaking families and provide a quarterly report on the status of the action plan; and maintain a database of information input registration data into the Dollywood Foundations’ database to include data on the distribution of English and Spanish books, and provide a report on a quarterly basis.

B. Promote and publicize the Program to supporters and partners including CHRISTUS St. Vincent, La Familia, Brindle Foundation, local libraries, and other social support and health agencies; develop and print localized registration brochures customized by the Dollywood Foundation. This will include:

- 1) Including Santa Fe County in a prominent manner on all registration brochures; and
- 2) Distributing brochures at public places including local libraries and satellite offices; and
- 3) Presenting to Santa Fe County the marketing, publicity and promotions that will take place in order to reach the agreed upon goal of 1,200 children enrolled in the Program.

C. Provide an evaluation of the Program on a quarterly basis to Santa Fe County. The evaluation will measure the impact of the program in the County and the number and ages of kids enrolled

in the Program under this Agreement, the number of Spanish language books being provided as part of the Program.

- D. Conduct an annual satisfaction survey to be distributed to enrolled families in the Program.

The Compensation:

The compensation payable to the contractor is \$100,000 over a two-year term from 2025 to 2027, with the option to renew the term for an additional year.