



SOLE SOURCE FILING JUSTIFICATION

TO: Choose or Type a Name.
CONTRACT # 25-1205
TODAY'S DATE: Click here to enter a date.
CONTRACT SUB OBJECT CODE: CZ - Other Pro Serv

CONTRACTOR'S LEGAL NAME	TIN/UBI NUMBER
WithinReach	

ADDRESS	155 NE 100 Street #500, Seattle, WA 98125
----------------	-------------------------------------------

CONTRACT PURPOSE
The purpose of the contract is to allow WithinReach, the Help Me Grow Statewide Affiliate, the capacity to provide guidance and expertise around the planning and design of two strategies supporting "Activity Area 3 Maximize Parent and Family Engagement," within the Preschool Development Grant B-5 work plan. The Help Me Grow Washington system (HMG) will be leveraged to support this activity through two strategies: 1) Develop specialized referral pathways leveraging a Targeted Universalism framework to connect HMG WA with Child Care Aware of Washington, tribes and/or native-serving organizations, and local communities, and 2) Integrate the state's outreach for Paid Family Medical Leave (PFML) with HMG WA to better support family access to this essential benefit.

FUNDING	
FEDERAL FUNDING \$535,000	STATE FUNDING \$

CONTRACT TOTAL \$535,000

CONTRACT DATES	
START DATE: 3/18/2025	END DATE: 1/31/2026

SOLE SOURCE CRITERIA
<p><u>What is a sole source contract?</u></p> <p><i>"Sole source" means a contractor providing goods or services of such a unique nature or sole availability at the location required that the contractor is clearly and justifiably the only practicable source to provide the goods or services. (RCW 39.26.010)</i></p> <p><i>Unique qualifications or services are those which are highly specialized or one-of-a-kind. Other factors which may be considered include past performance, cost-effectiveness (learning curve), and/or follow-up nature of the required goods and/or services. Past performance alone does not provide adequate justification however will not be on its own a sufficient justification.</i></p> <p><u>Why is a sole source justification required?</u></p> <p><i>The State of Washington, by policy and law, believes competition is the best strategy to obtain the best value for the goods and services it purchases, and to ensure that all interested vendors have a fair and transparent opportunity to sell goods and services to the state.</i></p> <p><i>A sole source contract does not benefit from competition. Thus the state, through RCW 39.26.010, has determined it is important to evaluate whether the conditions, costs and risks related to the proposal of a sole source contract truly outweigh for going the benefits of a competitive contract.</i></p>

SPECIFIC PROBLEM OR NEED

1. What is the business need or problem that requires this contract?

The Preschool Development Renewal Grant (2024-25) intentionally builds upon the work conducted in the Preschool Development Planning Grant (2023-24). Specifically, this grant seeks to maximize family engagement through two strategies initially tested in the planning grant: 1) Develop specialized referral pathways leveraging a Targeted Universalism framework to connect Help Me Grow Washington with Child Care Aware of Washington, tribes and/or native-serving organizations, and local communities, and 2) Integrate the state's outreach for Paid Family Medical Leave (PFML) with Help Me Grow Washington to better support family access to this essential benefit.

Repeatedly in various strategic planning processes, the need to link families to the resources across the state and in local communities is cited as a high priority. Help Me Grow Washington is the early childhood resource and referral system DOH, DCYF, DSHS, ESD, local health jurisdictions, and a growing number of communities have chosen to use in Washington State.

WithinReach is the WA state affiliate of the National Help Me Grow system, and have been since 2010. As such, WithinReach is the only organization that is contracted with the Help Me Grow National Center that can certify and ensure fidelity to the Help Me Grow model and hence the only entity in Washington State that can lead this work to help Washington grow an interconnected statewide and local system of early childhood resource and referral.

PROVIDING COMPELLING ANSWERS TO THE FOLLOWING QUESTIONS WILL FACILITATE THE EVALUATION

2. Describe the unique features, qualifications, abilities or expertise of the contractor proposed for this sole source contract.

WithinReach is the statewide affiliate of the National Help Me Grow system and have been since 2010. As such, they are the only Washington organization that is contracted with the national offices that certify and ensure fidelity to the Help Me Grow model and the only entity in Washington State that can lead this work to help Washington grow an interconnected statewide and local system of early childhood resource and referral.

Help Me Grow Washington’s statewide navigational infrastructure and expertise in building referral pathways for families with young children paired with their unique experience in partnering with the Washington State Paid Family & Medical Leave program directly aligns with the work outlined in this contract. As detailed below, this capacity and infrastructure to develop specialized referral pathways tailored for families with young children paired with the deep expertise in Paid Family & Medical Leave access support is unique to Help Me Grow Washington.

Navigational Infrastructure for Specialized Referral Pathways

The Help Me Grow Washington system has been invested in over many years by several state agencies, including DCYF, DOH, HCA and DSHS. This has allowed Washington State to develop a statewide perinatal and early childhood resource and referral linkage system with robust navigational infrastructure, including a statewide contact center and ever-growing network of coordinated access points, a comprehensive resource directory specializing in perinatal and early childhood services and supports, robust referral relationships and technology, and state affiliate capacity that works to weave systems together while offering technical assistance to providers and partnering organizations. As such, Help Me Grow Washington is skilled at leveraging its existing expertise and infrastructure to create and sustain statewide referral pathways with partnering organizations, such as those required for the work outlined in this contract. Specifically, the Preschool Development Planning Grant leveraged the Help Me Grow system to plan a bidirectional referral pathway with Childcare Aware of Washington; this new cycle of funding builds upon the work that Help Me Grow Washington is uniquely positioned to continue.

Expertise in Paid Family & Medical Leave Support

Help Me Grow Washington has been legislatively mandated (initially in 2020, and now in an ongoing nature) to partner with Employment Security Department’s Paid Family & Medical Leave program to examine approaches to provide integrated services to beneficiaries. For four years, the two programs have worked together to provide equitable access to both this important economic state benefit program as well as the wraparound services and supports offered through Help Me Grow. The Preschool Development Planning Grant leveraged the Help Me Grow system to test approaches to reach families furthest from access to the Paid Leave program; this new cycle of funding builds upon the work that Help Me Grow Washington is uniquely positioned to continue.

- 3. What kind of market research did the agency conduct to conclude that alternative sources were inappropriate or unavailable? Provide a narrative description of the agency's due diligence in determining the basis for the sole source contract, including methods used by the agency to conduct a review of available sources. Use DES' Market Research Template if assistance is needed.**

Much research has been conducted by state agencies as well as local health and community groups around early childhood referral and linkage systems. Although there are several other proprietary models that offer similar services, Help Me Grow was assessed to be the most flexible, and through an extensive stakeholdering process Help Me Grow was deemed to be the most appropriate system to fit with the early childhood sector's needs in Washington state. WithinReach is the only organization that can hold the lead role in this process and system.

In our program research, Help Me Grow Washington is the only statewide entity with the unique pairing of: 1) expertise in developing statewide referral pathways in the perinatal and early childhood system and 2) existing statewide capacity and service delivery around the Paid Family & Medical Leave program.

- 4. As part of the market research requirements, include a list of statewide contracts reviewed and/or businesses contacted, date of contact, method of contact (telephone, mail, e-mail, other), and documentation demonstrating an explanation of why those businesses could not or would not, under any circumstances, perform the contract; or an explanation of why the agency has determined that no businesses other than the prospective contractor can perform the contract.**

No other contractor can perform this contract. WithinReach is the statewide affiliate of the National Help Me Grow system and has been since 2010. As such, they are the only Washington organization that is contracted with the national offices that certify and ensure fidelity to the Help Me Grow model and the only entity in Washington State that can lead this work to help Washington grow an interconnected statewide and local system of early childhood resource and referral.

As described in detail in response to Question 2, Help Me Grow Washington's statewide navigational infrastructure and expertise in building referral pathways for families with young children paired with their unique experience in partnering with the Washington State Paid Family & Medical Leave program directly aligns with the work outlined in this contract. As detailed below, this capacity and infrastructure to develop specialized referral pathways tailored for families with young children paired with the deep expertise in Paid Family & Medical Leave access support is unique to Help Me Grow Washington.

- 5. Per the Supplier Diversity Policy, DES-090-06: was this purchase included in the agency's forecasted needs report?**

Yes

- 6. Provide a detailed and compelling description of the costs and risks mitigated by contracting with this contractor (i.e. learning curve, follow-up nature).**

DCYF has been collaborating with WithinReach since the inception of the Help Me Grow pilot project in WA in October 2010. Over the last decade, DCYF has invested in the Help Me Grow model to assist families with access to community services and supports so they can easily connect to the resources they need, when they need them. More recently, DCYF has markedly increased investment (with funds and staffing capacity) into the Help Me Grow system as essential statewide navigational infrastructure, and much investment from several state agencies has been made into the Help Me Grow Washington system. Without being able to contract with WithinReach, DCYF would have to start over with another proprietary model to take the place of Help Me Grow. It is estimated to cost the state a minimum of \$6M to begin anew with a new contractor.

7. Describe what targeted industry outreach was completed to locate small and/or veteran-owned businesses to meet the agency's need?

No other contractor can perform this contract. WithinReach is the statewide affiliate of the National Help Me Grow system and has been since 2010. As such, they are the only Washington organization that is contracted with the national offices that certify and ensure fidelity to the Help Me Grow model and the only entity in Washington State that can lead this work to help Washington grow an interconnected statewide and local system of early childhood resource and referral.

8. What considerations were given to unbundling the goods and/or services in this contract, which would provide opportunities for Washington small, diverse, and/or veteran-owned businesses. Provide a summary of your agency's unbundling analysis for this contract.

The analysis indicated that unbundling was not recommended. The work is centralized in a non-specific area (virtual); the size of the contract is small/simple; the one service is early childhood resource and referral navigation; and work is driven by a timeline outlined in a federal grant.

9. Provide a detailed and compelling description that includes quantification of the costs and risks mitigated by contracting with this contractor (i.e. learning curve, follow-up nature).

DCYF has been collaborating with WithinReach since the inception of the Help Me Grow pilot project in WA in October 2010. Over the last decade, DCYF has invested in the Help Me Grow model to assist families with access to community services and supports so they can easily connect to the resources they need, when they need them. More recently, DCYF has markedly increased investment (with funds and staffing capacity) into the Help Me Grow system as essential statewide navigational infrastructure, and much investment from several state agencies has been made into the Help Me Grow Washington system. Without being able to contract with WithinReach, DCYF would have to start over with another proprietary model to take the place of Help Me Grow. It is estimated to cost the state a minimum of \$6M to begin anew with a new contractor.

10. Is the agency proposing this sole source contract because of special circumstances such as confidential investigations, copyright restrictions, etc.? If so, please describe.

NOT APPLICABLE

11. Is the agency proposing this sole source contract because of unavoidable, critical time delays or issues that prevented the agency from completing this acquisition using a competitive process? If so, please describe. For example, if time constraints are applicable, identify when the agency was on notice of the need for the goods and/or service, the entity that imposed the constraints, explain the authority of that entity to impose them, and provide the timelines which work must be accomplished.

NOT APPLICABLE

12. What are the consequences of not having this sole source filing approved? Describe in detail the impact to the agency and to services it provides if this sole source filing is not approved.

If this sole source filing were not approved, DCYF would attempt to continue to scale and spread Help Me Grow, but would not be able to tap into the Help Me Grow state affiliate's expertise. Momentum would be diminished and communities and families would inevitably experience system fragmentation.

Losing the ability to specifically contract with WithinReach to develop specialized referral pathways and conduct key outreach to families around state benefit programs (such as Paid Leave) would significantly worsen equitable outcomes for families with young children.

REASONABLENESS OF COST

13. Since competition was not used as the means for procurement, how did the agency conclude that the costs, fees, or rates negotiated are fair and reasonable. Please make comparison with comparable contracts, use the results or a market survey, or employ other appropriate means calculated to make such a determination.

DCYF negotiated with WithinReach to agree to a budget that matched the direct costs that would be incurred and associated with the services that will be offered through the Preschool Development Grant.