

Media Terms of Use Agreement (Attachment 1), specifying any and all terms that were violated.

3. Under no circumstances are Authorized Users permitted to block members of the public from the limited public forum.
- D. To meet its purpose, CSC Leon social media sites may contain links to other social media sites or websites that are not owned, regularly reviewed, or controlled by CSC Leon. Also, members of the public or other entities may “tag” or link CSC Leon social media accounts to posts. If CSC Leon is tagged inappropriately, authorized users may remove the tag. However, the record must be maintained in the social media site’s archive.
1. The provision of direct links should not be construed as an endorsement or sponsorship of these external sites, their content, or their hosts. CSC Leon specifically disavows legal responsibility for what a user may find on another site. The views and opinions of the authors of documents published on or linked to CSC Leon social media accounts do not necessarily state or reflect the opinion, policy or position of the Governing Council. CSC Leon is not responsible for the content, quality, accuracy or completeness of any offsite materials referenced by or linked through CSC Leon social media accounts. By using CSC Leon social networking sites, the user acknowledges and accepts the risk of injury or damage from viewing, hearing, downloading or storing such materials rests entirely with the user and that CSC Leon is not responsible for any materials stored on other social networking sites or websites, nor is it liable for any inaccurate, defamatory, offensive or illegal materials found on other social networking sites or websites.
 2. CSC Leon does not endorse any content, viewpoint, products or services linked from its social media sites and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. CSC Leon does not warrant the accuracy or reliability of or endorse any products or service providers listed or linked to its site.
- E. All published content is persistent in the public domain. CSC Leon is responsible for all content published by Authorized Users on behalf of the organization. When speaking on behalf of CSC Leon, it should be assumed that all communications are in the public domain and available for publishing and discussion in all forms of media.
1. A list of current social media sites owned by CSC Leon is found on Attachment 2.
- F. All employees should understand the perception of their CSC Leon association on social media. If one identifies as a CSC Leon employee or has a public facing position for which their association is known to the general public, efforts to ensure one’s profile and related content (even if it is personal and not an official nature) is consistent with how one would

want to present oneself as a CSC Leon professional, appropriate with the public trust associated with the position, and conforming to existing standards that already exist in CSC Leon policies.

1. Violations of CSC Leon Personnel Policy occurring from social media activity may result in disciplinary actions.
- G. Council Members may create, manage, administer, or communicate news and their own views and opinions regarding CSC Leon business through their own social media activities, but must ensure that they do not hold out such views as representative of CSC Leon as a whole.
1. Council Members must follow applicable State of Florida laws, including public record and sunshine laws. CSC Leon does not maintain the archive for Council Members' use of social media. This responsibility falls to the Council Member. However, each Council Member will be provided a CSC Leon email address that may be used for the storage of CSC Leon related communications, including screen shots of social media posts and interactions.
 2. The following recommendations are offered to Council Members:
 - a. Post content as desired.
 - b. Follow the general content guidelines as outlined previously for CSC-owned social media accounts.
 - c. Re-post, share and re-tweet applicable posts from CSC-owned social media accounts and like and follow CSC Leon accounts.
 - d. Do not like or follow from campaign accounts.
 - e. Comply with all applicable law regarding social media use for candidates running for election or re-election.

1.5 PROCEDURE

- A. All CSC-owned social media sites **WILL**:
1. Include an introductory statement that clearly specifies the purpose and topical scope of the social media presence.
 2. Use approved/official CSC Leon logos and images for branding the site.
 3. List the CSC Leon website, e-mail address and/or telephone number for contact purposes, where applicable.

4. Conspicuously post or link to the CSC Leon **Social Media Terms of Use Agreement** (Attachment 1).
5. Post official CSC Leon information, resources, news, events and marketing materials.
6. Ensure all content posted by Authorized Users represents CSC Leon’s point of view and not those of individual employees.
7. Respect copyright, trademark, fair use and financial disclosure laws, including the protection of sensitive and personally identifiable information.
 - a. Do not use third party content without permission.
8. Engage with members of the public in a warm, professional tone to convey clear messages at all times.
 - a. While the use of AP style is preferred, it is recognized that social media is a more casual forum and deviance from AP style is permitted.
 - b. Use of emojis should be limited to those that are in context with the message. When in doubt, leave it out.
 - c. Use of profanity and/or inflammatory language is strictly prohibited.
9. Ensure implementation and use complies with applicable mandates, including, but not limited to accessibility guidelines contained in Section 508 of the Rehabilitation Act of 1973, public records provisions contained in Chapter 119 Florida Statutes, and any other applicable Federal, State or local law.
 - a. Alternative-text, or “alt-tags” must be entered for all, non-decorative images on social media sites.
 - b. Captions must be made available for all videos within 72 hours of publishing on a social media site.
 - c. CSC Leon will maintain an archive of all social media activity by Authorized Users on CSC-owned social media sites in the event of a public records request.

B. CSC-owned social media sites will **NOT**:

1. Communicate political advertisements or electioneering communications concerning an issue, referendum, or other matters that may be subject to the vote of the electors, except for electioneering communications limited to solely factual information in accordance with section 106.113, Florida Statutes.

2. Advertise or promote third party businesses or organizations unless the entity is an official sponsor or partner for a CSC Leon approved function or initiative.
 3. Use profanity and/or inflammatory language under any circumstances.
 4. Disclose or report on conversations that are meant to be pre-decisional or internal to CSC Leon unless management has authorized the release of such information.
 5. Communicate irrelevant, impertinent or slanderous information.
- C. The Executive Director or designee has the following responsibilities:
1. Provide Authorized Users access and log in information specific to their role and the social media sites and tools authorized for use.
 2. Determine an email address to serve as the official e-mail account for all approved social media sites.
 3. Review all login credentials to social media accounts to ensure compliance with password strength requirements and compliance with established Information and Technology practices and industry best practices relating to information systems security.
 4. Retain a login credential database for social media accounts, to provide for control and continuity of operations.
 5. Perform an annual evaluation of the City's social media presence in collaboration with all Authorized Users to determine if additional social media sites are necessary based on perceived potential value, function, opportunity and relation to marketing strategies or if one should be discontinued.
 6. Host periodic training for Authorized Users and Council Members, as needed.
- D. The General Counsel has the following responsibilities:
1. Review and approve any changes or additions to the CSC Leon **Social Media Terms of Use Agreement** (Attachment 1), as requested.
 2. Render opinions on matters regarding disclaimers, terms of use, and privacy concerns as they arise.
 3. Provide opinions on matters of public records.
- E. CSC Leon may utilize the services of a reputable third-party system to capture all relevant posts, comments and interactions.

1. Accounts that are archived including all CSC-owned social media sites by department but does not include the personal sites of Council Members. Future accounts may be added at any time.
2. Social media accounts are by definition searchable history feeds, but archiving is necessary to maintain records of removed content, edited content and direct messages.

1.5 EFFECTIVE DATE

This policy is effective as of October 21, 2021.

Attachment 1:

CSC Leon
Social Media Terms of Use Agreement

All social media platforms used by CSC Leon are designated as Limited Public Forums. We welcome a person's right to express his/her/their opinion and encourages posters to keep comments relevant to the topic in question. By posting or commenting on any social media platform used by CSC Leon, you participate by your own choice, taking personal responsibility for your comments, your username and any information you provide therein. Your participation constitutes acceptance of the terms of use described here in this policy.

- A. All comments are subject to public records law. Keep your comments clean and appropriate. Inappropriate comments, comments not related to the purpose of the page or comments not related to the specific post are subject to deletion by the administrator of this account. If you don't comply with the posting guidelines as listed below, an administrator will contact you and your message will be removed.
- B. While this forum is closely monitored, it is not to be used as a reporting mechanism for emergency situations or time-sensitive issues.
- C. CSC Leon reserves the right to remove posts containing inappropriate materials that includes, but is not limited to:
 - 1. Comments not related to the original topic, including random or unintelligible comments;
 - 2. Graphic, obscene or explicit comments or submissions nor any comments that are abusive, threatening, hateful or intended to threaten or defame anyone or any organization or comments that suggest or encourage illegal activity or violence;
 - 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability, gender identity or sexual orientation.
 - 4. Comments in support of, or in opposition to, any political campaigns or ballot measures;
 - 5. Solicitation of commerce, including but not limited to advertising of any business or product for sale. This includes other online pages or organizations asking for donations, excluding other local government partners.
 - 6. Information that may compromise the safety or security of the public or public systems, including comments which may reasonably interfere with, inhibit, or

compromise law enforcement investigations, police tactics, police responses to incidents and/or the safety of police staff and officers;

7. Content that violates a copyright, trademark or other legal ownership interest of any other party;
8. Harassment or content which constitutes and/or facilitates stalking;
9. Repetitive content. Repeated posting of identical or very similar content in a counterproductive manner;
10. Links to or references to commercial websites, spam or any third-party website unless posted by authorized users for links to partnered/sponsored organizations, confirmed governmental agencies or other legitimate organizations as CSC Leon deems appropriate.

Should you have any questions in regards to items contained herein this Terms of Use, please contact CSC Leon at 850-764-2966.

Pursuant to section 668.6076, Florida Statutes: Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to us. Instead, contact our office by phone or in person.

Attachment 2:

**List of current social media sites
owned by CSC Leon**

The list below is current as of September 1, 2021.

Facebook: <https://www.facebook.com/cscleoncounty/>

Twitter: <https://twitter.com/cscleoncounty>

Instagram: <https://www.instagram.com/cscleoncounty/>

LinkedIn: <https://www.linkedin.com/company/cscleoncounty>

YouTube: <https://www.youtube.com/channel/UCc74A9evhLxbHlrH63-clbQ>

Agenda Item

Committee Report: ITN Negotiation Team

Attachments:

1. Award Recommendation Memo

Children’s Services Council of Leon County

P.O. Box 1816, Tallahassee, FL 32301



Date	To	From
October 14, 2021	Judge J. Sjostrom CSC Leon County Council Chair	Dr. Zandra Glenn CSC Leon County ITN Lead Negotiator

SUBJECT: Recommendation of Contract Award for Assets and Needs Assessment

EXECUTIVE SUMMARY

Based on the finding below, the ITN Negotiation Team hereby recommends that CSC Leon award the referenced contract to **Q-Q Research**, which the Team has determined offers the greatest overall benefit in response to the requirements of the Invitation to Negotiate entitled *Assets and Needs Assessment* (the “ITN”). **The contract price is \$279,773.**

BACKGROUND

On August 19, 2021, the CSC Leon governing council approved issuance of the ITN inviting responses from firms interested in completing a comprehensive inventory and analysis of programs currently offered in Leon County, Florida, which will provide a sound basis for future CSC Leon funding decisions. The ITN included a draft statement of work, which the governing council’s needs assessment committee (Carmen Adams Conner, Dr. Zandra Glenn, Darryl Jones, Liza McFadden, Mark O’Bryant, and Jonathan Sjostrom) developed over the course of the preceding months. The ITN also indicated that CSC Leon’s contract budget was \$300,000. Overall, the goal of the ITN is to establish a contract to provide quantifiable information necessary for CSC Leon to prioritize funding for preventive, developmental, treatment, rehabilitative and other services to children, youth and parents.

CSC Leon issued the ITN on August 20, 2021. On September, 24, CSC Leon received eight Responses. All Responses were deemed responsive. The designated ITN Evaluation Team members (Benny Bolden, Zandra Glenn, Liza McFadden, Mark O’Bryant, and Terrence Watts) independently evaluated each Response in accordance with the following high-level criteria:

- Respondent Experience, Qualifications and References (25 points)
- Specialized Expertise (20 points)
- Service Description (45 points)
- Financial Terms (5 points)
- Response Format and Contents (5 points)

On October 7, 2021, the Evaluation Team met publicly to review their collective scores and to establish a competitive range of Responses reasonably susceptible of award. The aggregated evaluation results were as follows (out of 500 possible total points):

<u>Points</u>	<u>Respondent</u>
410	Public Consulting Group
394	The George Washington University Center for Community Resilience
385	Q-Q Research Consultants
371	Downs & St. Germaine Research, Inc.
356	NLP Logix
317	Knowli Data Science
314	Forefront Consulting LLC
314	KPMG

At its public meeting, the Evaluation Team drew a clear distinction between the top four Respondents and the bottom four. The Evaluation Team was authorized to decide which one or more of the Respondents in the competitive range to advance to the negotiation phase. The Evaluation Team decided to advance the top three. Those three Respondents were notified to appear for negotiations beginning October 11, 2021.

On October 8, 2021, after receiving notice of its advancement to the negotiation phase, the George Washington University Center for Community Resilience notified the CSC Leon Purchasing Official that it had decided to withdraw its Response because of concerns that it would not have sufficient staff resources to complete the contract work in a timely manner.

NEGOTIATIONS AND AWARD RECOMMENDATION

After the public meeting of the Evaluation Team on October 7, 2021, the Negotiation Team met for a closed negotiation strategy session. The Negotiation Team members (Carolyn Cummings, Zandra Glenn, Darryl Jones, Walter Sachs, and Neal Skene) had the opportunity to attend the earlier Evaluation Team meeting. Evaluation Team members also had the opportunity to attend the Negotiation Team’s closed strategy session to answer questions and to help hone the approach to negotiations. The Negotiation Team elected Zandra Glenn as the lead negotiator.

On October 11, 2021, the Negotiation Team held separate and closed negotiations with Public Consulting Group and Q-Q Research. The Negotiation Team also held closed negotiation strategy sessions. Negotiation Team member Mr. Jones could not physically attend, but the meetings were recorded and are available for review.

During the negotiation phase, the Negotiation team made no material changes to the project requirements. The major contract deliverables and due dates are:

- Key Outcomes & Measures January 14, 2022
- Comprehensive Programs Inventory April 14, 2022
- Informative Programs Inventory April 14, 2022
- Funding Options A (expedited awards) April 14, 2022
- Gap Analysis May 9, 2022
- Funding Options B June 3, 2022

On October 12, 2021, the Negotiation Team met again for a closed negotiation strategy session. After the meeting, the Purchasing Official sent each of the Respondents a written request for a revised final Response (“best and final offer”), due by noon on October 14, 2021.

On October 14, 2021, the Negotiation Team members received and reviewed the final Responses and then met in a closed negotiation strategy session. The Negotiation Team identified potential ambiguities in the final Responses. The Negotiation Team convened a brief telephone negotiation session with Q-Q research to clarify its Response. The Negotiation Team concluded it was not necessary to clarify PCG’s final Response. The Negotiation Team then concluded no further negotiations were required and that the team was prepared to formulate its recommendation of award.

The Negotiation Team then convened a public meeting to discuss the merits of the final Responses. As outlined in the ITN, the Negotiation Team considered the following selection criteria:

1. The Respondent’s demonstration of its prior relevant experience and the overall professional experience of the Respondent at providing the proposed services.
2. The Respondent’s ability and approach to meeting the ITN goals.
3. The Respondent’s ability and approach to providing the proposed services.
4. The Respondent’s pricing.

The ultimate contract award measure is “best value,” which means the expected outcome of the Contract that provides the greatest overall benefit in response to the ITN requirements.

Applying these criteria, the Negotiation Team unanimously decided to recommend **Q-Q Research** based on the following characteristics of the firm:

- Specific experience at the community engagement level far superior to its competitor.
- Approach to collect quantitative and qualitative data from every population in this community.
- Previous work with other Children’s Services Councils in Florida, including the use of a subject matter expert who served as the project manager on a previous needs assessment in South Florida.
- The willingness to work with local agencies and individuals to ensure representation throughout the process.
- Approach is more informed as to diversity and inclusion and highly valued and incorporated the specific input of the underserved. Their enhanced response to the use of the ACEs framework was substantial and well designed.
- ACEs framework for informing the work was substantial and well-designed and included the expertise of Dr. Ferrante, who holds a trauma informed care certification.
- Ability to identify best practices and evidence-supported interventions from across the country.
- Certified Women and Minority owned business.
- Energy and confidence of the team, with two members of the proposed team located in Tallahassee.
- Approach to address the gaps in service and not duplicate services.
- Commitment of over 3 times the services hours at a lower price than the competitor.

In consideration of the above, we respectfully recommend award of this contract to Q-Q Research, the best value response to the ITN with a contract amount of contract price is \$279,773.

Respectfully,

Zandra Glenn, Lead Negotiator
Children’s Services Council of Leon County
ITN Negotiation Team

Date

Agenda Item

Treasurer's Report

Attachments:

1. July-October 2021 Detailed Income & Expenses
2. July – October 2021 Income & Expenses (Budget to Actual)

