



CHILDREN'S TRUST OF ALACHUA COUNTY
LISTENING INITIATIVE



CHILDREN'S TRUST
OF ALACHUA COUNTY

ITIN 2022-05
Response Opening July 15, 2022 at 3:00 PM



JULY 15, 2022

Submitted by:

CRL Media, LLC D.B.A CRL Media Advertising & Public Relations

120 S. Olive avenue, suite 704

West palm beach, FL 33401

(561) 855-2144 office

CLAUDIA RUIZ-LEVY, President

CLAUDIA@CRLMEDIAADVERTISING.COM

Contents

Page	Contents
2	Cover Letter and Executive Summary of Proposal
3-7	Response: Record of Past Experience—Organizational Background and Similar Projects
8-20	Project Plan, Scope of Services, Proposed Methodology, Resumes, Sample Data Collection Tools
21-22	Subcontracting
23-24	Price/Budget
25-27	Attachment B: Insurance, Commercial General Liability, Worker’s Comp and Employer’s Liability, Professional Liability
28-30	Form 1- Prospective Contractor Certification
31-32	Invitation to Negotiate ITN Addendum

Cover Letter



Dear Members of the Committee,

We are pleased to submit our letter of interest to offer Market Research Services for the CTAC Listening Project. CRL Media understands your needs and brings tremendous amount of experience in the field of qualitative and quantitative research, data analytics and community outreach.

Executive Summary of Proposal

	1	2	3	4
Methodology	In-person Focus Groups (6)	Online Community-Bulletin Boards (2)	Individual Interviews	Community Town Hall Meetings (2)
Listening Participants	General market parents (5), Spanish-language groups (1)	Partners and Potential Partners (N=20)	Key informants and stakeholders (N=10)	Members of the community

Organization Information

CRL Media and Advertising is an award-winning woman and minority-owned business with a stellar 15+ year track record of providing multicultural insight and initiatives that drive awareness, engagement, and brand development to a primarily Florida-based clientele.

We bring a highly skilled staff with “big name” client experience, to our chosen passion of helping strengthen non-profit, local and community-based organizations and businesses. CRL originally started as a Hispanic-focused agency, but as the population has changed and our reputation grew, our work has expanded to include multicultural/“one market” accounts. We are proud to tout a depth of cultural, ethnic and economic diversity within our staff and our client base that is rarely seen in a top firm.

CRL added a full-service marketing research division in 2020, in response to a growing demand from our clients for top-quality data-driven strategy development and meticulously-gathered qualitative insights. All research outlined in this proposal will be conducted using the highest standards of industry-compliant methodologies, execution and analysis.

Commitment to Community Building and Non-Profits

Community building and support is one of the tenants of CRL Media’s core principles. Since its inception, CRL has teamed with a variety of not-for-profit organizations and community efforts. CRL Media President and CEO Claudia Ruiz-Levey has served on a variety of boards and appointed positions for a variety of charitable organizations, including The American Red Cross, The Hispanic Chamber of Commerce of Palm Beach County, Aspira Palm Beach, St. Jude’s Children Research Hospital. Our current non-profit clients includes the Kravis Center and Children’s Services Council of Palm Beach County.

CRL Media has not had any contract terminated for default in the past five years or at any time.

Response: Record of Past Experience

Organization background

CRL Media is an award-winning woman and minority-owned certified business, established in 2007, with a stellar track record of providing multicultural insight and initiatives that drive awareness, engagement, and brand development to a primarily Florida-based clientele.

We bring a highly skilled staff with “big name” client experience, to our chosen passion of helping strengthen non-profit, local and community-based organizations as well as corporate entities. As the cultural and ethnic mix of Florida has evolved, CRL Media has actively listened to the needs of its varied residents, guiding its clients to a better understanding of cultural and market nuances.

CRL Media added a full-service marketing research division in 2020, in response to a growing demand from our clients for top-quality, data-driven strategy development and meticulously-gathered qualitative insights. All research outlined in this proposal will be conducted using the highest standards of industry-compliant methodologies, execution and analysis.

Commitment to Community Building and Non-Profits

Community building and support is one of the tenants of CRL Media’s core principals. Since its inception, CRL has teamed with a variety of not-for-profit organizations and community efforts. CRL Media President and CEO Claudia Ruiz-Levey has served on a variety of boards and appointed positions for a variety of charitable organizations, including Nova Southeastern University NSU (Advisory Board Member) The American Red Cross, (Chairman of Volunteers and spokesperson for the Hispanic community), The Hispanic Chamber of Commerce of Palm Beach County (Board of Directors), Aspira Palm Beach (Board of Directors and Public Relations Chair), St. Jude’s Children Research Hospital (Chair of the St. Jude Palm Beach Walk). Our current non-profit clients includes the Kravis Center and Children’s Services Council of Palm Beach County.

CRL originally started as a primarily Hispanic-focused agency, but as the population has changed and our reputation grew, our work has expanded to include all types of multicultural/“one market” integrated accounts. We are proud to tout a depth of cultural, ethnic and economic diversity within our staff and our client base. We actively seek out clients with similar goals and commitments.

Record of Past Experience



Similar projects

1. Children's Services Council of the Palm Beaches

2021

WHAT: Maximizing App and Website effectiveness in the Hispanic and Haitian communities

PURPOSE: The agency needed to determine local parents' most urgent needs and examine online/social media habits, to maximize its impact and budget for their proprietary website and app. The focus was on optimizing reach and messaging among hard-to-reach, underserved and marginalized cohorts (immigrants, economically disadvantaged, at-risk, etc.)—particularly the growing number of Hispanic and Haitian residents in Palm Beach County.

METHODOLOGY: A mixture of **Database Analytics**, **Qualitative** and **Quantitative** research was conducted, which included: 1. **CRL conducted an analysis of the demographics** of their current client database, to determine who they were successfully reaching, and where more effort was needed; 2. A quantitative survey that was programmed online, for which data collection took place both in-person at a local flea market popular with unacculturated (Spanish-speaking) residents, as well as via networking through local groups; 3. **Qualitative** in-depth interviews were conducted via Zoom amongst a handful of Hispanic and Haitian respondents who were hand-selected amongst the "stars" of the quantitative portion.

OUTCOMES: This research identified critical current and urgent needs in local underserved communities and clarified next steps in figuring out how to best reach these parents with important information. It provided a framework for visualizing how a much-needed large-scale initiative within these communities might look and how they could best leverage their efforts.

REFERENCE CONTACT INFORMATION:

Christine Potter, Director of Communications, Children's Services Council of Palm Beach County, 2300 High Ridge Road, Boynton Beach, FL 33426, 561.374.7608, Christine.potter@cscpb.org.

Similar projects, continued

2. Children's Services Council of the Palm Beaches

2022 (Ongoing)

WHAT: Created a data-driven roadmap for large-scale multicultural initiative. Includes quantitative and qualitative methodologies as well as community outreach.

PURPOSE: This research created a roadmap to launch a large-scale multicultural initiative:

Clear, data-backed strategies are needed to launch a comprehensive multicultural program, including social media, app, website, YouTube channel, and community outreach.

METHODOLOGY: 1. Reviewed and conducted an analysis of posts/content of the top 10 local Spanish-language Facebook groups in Palm Beach County. 2. A community-based "Charla" or informal focus group was conducted at a local community center among immigrant Hispanic moms. This was conducted in Spanish, and gave great insight into their everyday lives, where they seek information and potential spokespeople; 3. An online focus group was conducted among social media users who participate in Spanish-language mom's groups. This helped hone in on social media strategies and potential influencers, as well as set the foundation for an ongoing advisory panel. **OUTCOMES:** This research created a roadmap for developing and launching a Spanish-language Facebook group, how to implement strategies to reach the segments of the local community that aren't easily reached via traditional and English-only media, and effectively plan ongoing outreach and content.

REFERENCE CONTACT INFORMATION:

Christine Potter, Director of Communications, Children's Services Council of Palm Beach County, 2300 High Ridge Road, Boynton Beach, FL 33426, 561.374.7608, Christine.potter@cscpb.org.

Similar projects, continued



3. Nicklaus Children's Hospital System (South Florida)

2021

WHAT: Longitudinal ongoing online “Bulletin Board” community to serve as open, two-way communication between the hospital and parents throughout South Florida.

PURPOSE: As this entity expands its scope and geographical coverage of children's hospitals/urgent care facilities/primary care throughout South Florida, it was looking for a way to form an ongoing conversation with parents of children of different ages in the area.

METHODOLOGY: Quarterly online bulletin board events that do a deep dive on families' lives, concerns and experiences with medical providers. Communities incorporate a variety of topics from creative and messaging evaluation, to gathering a candid (private) read on how they feel about controversial issues like COVID vaccines and teen gender/sexual identity. **OUTCOMES:** We love this type of study because it yields an exponentially larger volume and quality of feedback, as compared to a traditional focus group setting. Every participant answers every question, in their own time and in as much detail as they like. Because answers can be set to private (not shared with the group), they are often more honest and detailed. These communities have helped the hospital system craft its position, tone, and strategies on touchy subjects, as well as to really connect and put human faces on the families they serve.

REFERENCE CONTACT INFORMATION:

Please note that this research was spearheaded by CRL's EVP of Research, Donna Russell, and was contracted another research firm, with whom she worked as an independent contractor for over 15 years. Nicklaus was the end client. Other similar projects for this client include:

- *Atlanta Children's Hospital—several studies on branding, community outreach, awareness of services like WIC,*
- *Strong4Life ethnographies among underrepresented communities. re: website and app launch*
- *Center for Disease Control (CDC), various studies among Hispanic, general market families*

Jackie Fernandez, Owner/President, Inteligencia Research, 1431 Venetia Avenue, Coral Gables, FL 33134, 305.444.2456, jackie.fernandez@inteligenciainc.com.

Similar projects, continued



4. Community Events

2007-2020

WHAT: Variety of Back-to-school events, Hispanic Heritage Month events

PURPOSE: CRL Media is known for being able to pull together sponsors, media and interesting vendors, for large-scale community events like back-to-school PR events, Holiday community parties and Hispanic Heritage Month activities sponsored by their clients, governmental entities and charitable organizations.

EXAMPLES: Community events hosted by a local Hispanic grocery chain: A back-to-school event sponsored by, in which over 3,000 attended and backpacks filled with school supplies were distributed in an underprivileged area. CRL used its extensive relationships with local media, other clients and non-profits to solicit sponsorship, food/beverages, music and live radio feeds. This event generated over \$50,000 in earned media. Another event was "Free Breakfast and Community Bail Out Campaign" which attracted over 5,000 to the supermarket and created over \$90,000 in earned media.

A very successful "guerilla sticker marketing campaign" was planned and implemented to help raise awareness of a local not-for-profit agency in underserved areas of the county. Local media promoted a "take your picture with the QR Code" scavenger hunt, in which residents who posted their pictures won prizes. This is an idea that other clients now plan to implement as well.

We believe that these types of initiatives demonstrate our innovative thinking and love of boots-on-the-ground strategy development and implementation.

REFERENCE CONTACT INFORMATION:

**Luban Quiceno, Former General Manager at La Reina Supermarket
(561) 352-4619**

Project Plan: Proposed Approach & Methodology

Overview and Project Approach

While one vision for the Listening Tour is to hold a series of events in nine communities throughout the county, we are proposing an alternative to that method that we believe will accomplish the goals of ensuring that CTAC's various stakeholders have meaningful input into CTAC's strategic planning, revealing findings that will allow the CTAC to develop priorities and strategies to address the identified needs and gaps while utilizing and mobilizing existing community strengths and resources, and maximizing the impact of CTAC resources in addressing the needs of Alachua County children. We believe that the methodologies we've proposed will provide the depth of feedback needed, while being gathered in a well-organized, consistent way.

The following is our proposal for CTAC's Listening Campaign 2022-2023



Preliminary Planning

Before kicking off the Listening Tour, CRL will This project phase includes the developing of scripts, recruitment strategies, protocols, tools and materials; location procurement, staffing plan with work assignments, coordination with stakeholders, CTAC staff and board for approval.

Project Plan: Potential Timeline



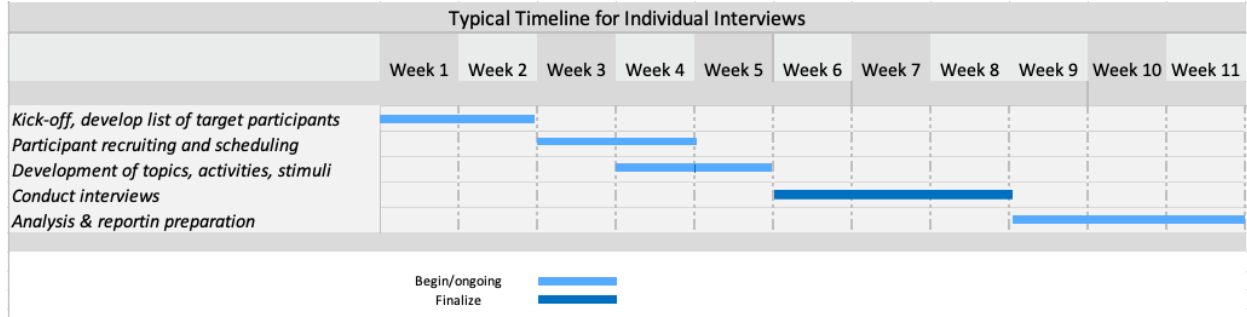
Potential Approximate Timeline

The final order of research tasks and timeline may be developed during team work sessions and the planning process, and could potentially look like the below table. Please reference more detailed explanations of tasks on the following page as well.

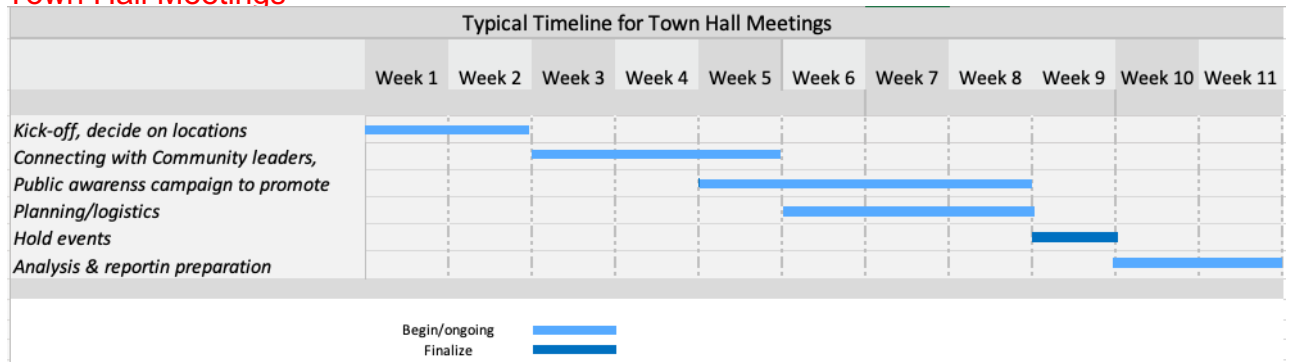
Date	Work	Milestones
August 2022	<ul style="list-style-type: none"> Review of previous research and initiatives,, team planning workshops 	N/A
September 2022	<ul style="list-style-type: none"> Begin processes for Interviews with key stakeholders and Town Hall Meetings 	
October 2022	<ul style="list-style-type: none"> Field IDIs with key stakeholders <i>Continue preparations for Town Hall Meetings</i> <i>Begin process for OBBs</i> <i>Begin planning for Focus Groups</i> 	Project Plan Due 9/5/22
November 2022	<ul style="list-style-type: none"> Field Module 3: Town Hall Meetings <i>Continue recruiting and planning process for OBBs</i> 	
December 2022	<ul style="list-style-type: none"> Field OBBs (Early to mid-month) <i>Begin field prep and recruiting for Parent Focus Groups</i> 	
January 2023	<ul style="list-style-type: none"> Conduct Parent Focus Groups 	
February 2023	<ul style="list-style-type: none"> Conduct Parent Focus Groups (alternate dates) 	
March 2023	<ul style="list-style-type: none"> Analysis and reporting 	Initial report due March 20, 2023; Final March 31, 2023
April 2023	<ul style="list-style-type: none"> Prepare for board presentation 	Board Presentation April 10, 2023
May 2023		Communication Products Due May 15, 2023--initial; May 29, 2023--final

Detailed Timeline Examples

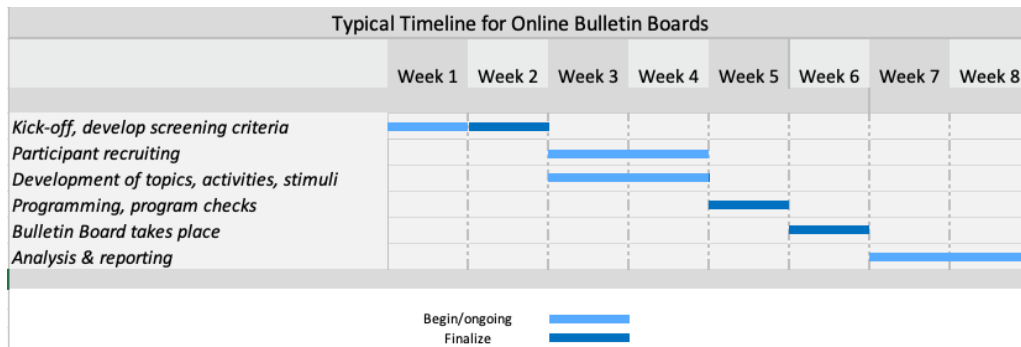
Individual Interviews of Stakeholders



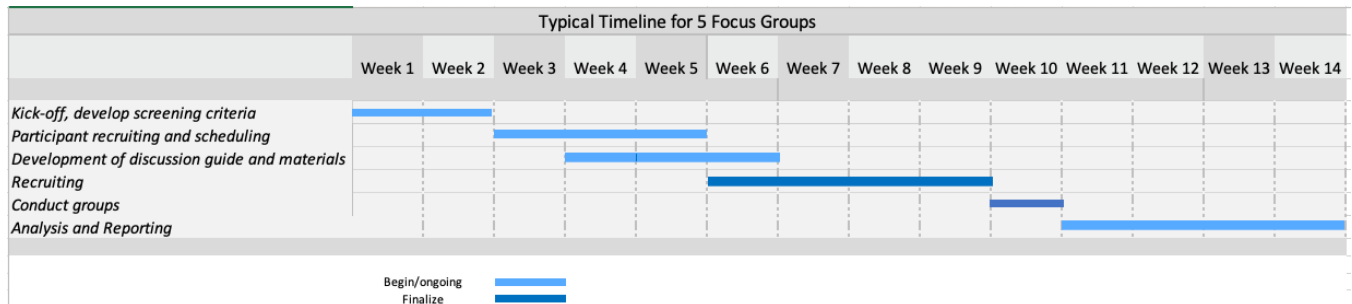
Town Hall Meetings



Online Bulletin Boards (Providers/Potential)



Parent Focus Groups



Proposed Methodology



1 In-person focus groups—select cohorts of parents

WHY: In order to include harder-to-reach communities (at-risk/at-promise, immigrant, etc.) as well as “mainstream” respondents, we believe in meeting them where they are and invoking human interaction.

WHAT: A total of six (6) In-person focus groups, 90 minutes each, five (5) in English and one (1) in Spanish (or four (4) in English and two (1) in Spanish, per client preference). The Spanish-language group will be a “Charla/Chat” using a more informal setting and flow.

METHODOLOGY—English groups: The four English-language groups may be conducted in a hotel, conference center, library, community center or church setting. We may wish to conduct two groups in Gainesville and two in a more rural area. We will recruit 8 participants to seat 5-7 per group. Groups will be video recorded and will have a live feed into a client observation room, if available and feasible.

METHODOLOGY—Spanish group: These groups will be conducted in an affiliate community center, daycare center, or the like. They will be modeled after similar groups conducted for CSC of Palm Beach County, which were a great success. We will invite 10-15 parents (who may bring their children) to participate in the discussion. Please note: we will rely on TCAC to work closely with us to identify affiliate organizations that would be good candidates and would help invite participants. This can serve as a relationship strengthener between CTAC and an affiliate as well, by renting their facility for the Charla and engaging their clientele.

INCENTIVES: Respondents will receive \$100 gift cards, e-cards or checks for their participation. These will be purchased and distributed by CRL Media.

GROUP COMPOSITION: There are several ways that may make sense to divide these groups. We may want to divide by ages of children (under 6, early elementary school, middle school, high school), by urban/rural, by mix of ethnicity, or some other method. Participants will be screened to include representation across key segments of interest.

TOPICS: CRL will work closely with CTAC to develop discussion guides appropriate to each group. Survey topics may include: support needed and missing, barriers to receiving that support, how they find out about services, awareness and perceptions surrounding CTAC, differences in needs over time, media and social media usage, etc.

EXECUTION: Recruiting may be handled through a variety of sources, including placing online ads, Facebook groups, referrals and outside recruiters.

2 Online Community/Bulletin Board (OBB)—Providers and Potential Providers (15-20)

WHY: Online Communities/Bulletin Boards are a highly effective way to gather a large volume of in-depth information from a group of up to 20 experts. This is a format that allows for interaction with others as well as sections that are confidential and can only be seen by the researchers. This format works especially well for studies with busy leaders, because panelists can log in anytime throughout the 2-day window.

WHAT: An online community or “bulletin board” study where pre-screened participants log in at their convenience once a day for 30 minutes or more, over a 2-day span.

METHODOLOGY: Panelists are given 5-7 “tasks” per day, which may include uploading photos/videos of themselves and their work/interaction with the community, answering polls, interacting/commenting on others’ opinions, etc. Moderators interact and ask follow up questions throughout the process as well. While tasks are varied, this methodology relies heavily on open-ended questions. We find that OBB participants take the time to go into a level of depth with their responses that is rarely seen in more time-prohibitive formats like focus groups or interviews. This is a highly interactive and fun experience for panelists and is very popular for soliciting honest, thorough feedback from experts.

INCENTIVES: Respondents will receive a \$125 e-gift card of their choice, from a variety available (Visa, Amazon, Darden Restaurants, etc.).

COMMUNITY COMPOSITION: Providers and Potential Providers will be chosen to represent a wide spectrum of voices, including non-profits, public sector and for-profit.

TOPICS: CRL will work closely with CTAC to develop tasks appropriate to each group (we may show different tasks to Partners/Potentials, for example). Topics may include: perceived community needs, optimizing the relationship between CTAC and partners, building trust, ideal key metrics, wish list of services they’d like to provide/see provided, etc.

EXECUTION: CTAC will provide a list of Partners and Potential Partners they consider good candidates for this community and will assist in recruiting by sending out invitations e-mails explaining the project and inviting them to “apply.” The recruit effort will consist of phone calls as well as CRL will provide a link to an online screener and we will jointly select participants among those who apply. Potential partners will be identified via referral from Partners CTAC, and local organizations. The programming and hosting for the community will be outsourced to a research platform that specializes in this methodology. Please note that our preferred vendor is a UK-based firm; however, similar US-based vendors are available if preferred or required. They will also handle distribution of incentives.

3 Individual Interviews—Key Informants, Stakeholders (10)

WHY: Key Informants and Stakeholders’ opinions and input are critical to CTAC’s success as they have specific touchpoints throughout the community.

WHAT: In-depth individual interviews with 10 key informants.

METHODOLOGY: 1. Individual interviews will be conducted by CRL senior moderators (Claudia Ruiz-Levy and Donna Russell) via Zoom. Interviews will be up to 60 minutes in length and will be recorded for the purpose of reporting; these videos will be kept confidential and not turned over to CTAC. This ensures participants that they can speak freely and confidentially. Reporting will be in aggregate.

INCENTIVES: Respondents will receive a check for \$150 for participation in the interview, and an additional \$100 for participation in the Advisory Panel.

SELECTION: A variety of participants may include community leaders, Gainesville for All, pediatricians, faith groups, fundraisers, etc.

TOPICS: CRL will work closely with CTAC to develop tasks appropriate to each group (we may show different tasks to Partners/Potentials, for example). Topics may include: perceived community needs, optimizing the relationship between CTAC and partners, building trust, ideal key metrics, wish list of services they’d like to provide/see provided, etc.

EXECUTION: CTAC will provide a list of any potential participants they may have identified and will assist in recruiting by leveraging their name and personal connections, by sending e-mail invites or extending direct invitations to leaders who are known to them. CRL will partner closely with CTAC in identifying other relevant voices/participants as needed, to reach the 10 panelists desired. CRL will handle distribution of incentive checks.

4 Community Town Hall Meetings (2)

WHY: While one vision for the Listening Tour was to hold a series of events in 9 communities throughout the county, we are proposing an alternative to that method. Voices from the other areas will be incorporated throughout the focus groups, OBBs and Individual Interviews. However, we see the potential for low turnout/a small number of voices to include in the smaller communities, as well as more logistical challenges that could potentially eat away at budget and yield less-than-optimal data gathering efforts.

WHAT: We propose holding 2 Town Hall meetings, one in Gainesville and one in a more rural community. Other communities will be represented via focus groups, OBBs and Individual interviews with community leaders from those areas.

METHODOLOGY: We will coordinate with a CTAC-friendly organization such as churches, community centers, etc., to invite members of the community at large to voice their opinions and concerns. These will last no more than 2 hours and will be attended by CTAC executives as well as CRL Moderators and identified community leaders.

INCENTIVES: Prizes and light snacks will be provided, to encourage participation.

TOPICS: CRL will work closely with CTAC to develop an agenda for each Town Hall.

EXECUTION: CTAC will assist in selecting potential locations and making appropriate introductions to leaders who will help host or promote these events. CRL will provide physical and online announcements/invitations to the communities.

CRL will create and distribute press releases to the local media outlets to generate interest.

Project Plan: Deliverables

Initial Planning

Deliverables:

- Write-up of insights gained, questions and topics to review with CTAC team upon reviewing previous research and efforts
- Meeting agendas and summaries of all planning sessions
- Documentation on approved plan to move forward and specific timelines

2. In-person Focus Groups

Deliverables:

- Discussion Guide (includes translation for Spanish)
- Programmed screener to see who qualifies
- Participant grid
- Moderation
- Incentives and fulfillment
- Video recordings of groups
- Full analysis and reporting in PowerPoint (samples below)

Influencer evaluations

Carlos Mahecha
Media personality

- Several participants recognized Carlos Mahecha (Dixie TV, Facebook). His Facebook page is popular and has a daily update feature that many follow.
- These women would trust him with sensitive information, but not necessarily parenting advice.

Albany Rojas
Influencer @albanysrojas, live content, member of Hispanic Latino (H) group

Albany is the owner of the Facebook group from which these women were selected to participate in the study, therefore, it's not surprising that she was recognized and liked. What they specifically like about her:

- She's inspiring as a professional and a mother
- She's relatable and comes across as confident, but not "better than"
- She posts useful, practical information, particularly about children

Erid Cochran-Rivera
High school counselor, life coach, educational expert, model

- Participants find it very inspiring because of her immigrant story, the success she's built in this country, and the way she helps other immigrants.
- She wasn't seen as a particularly warm person, however, but it's highly relatable or someone who would share their feelings. They feel she comes across as a "bit of all trades, master of none" - emotional coach, mom, educational expert, model; they would rather see an expert in each area.

Internet access and social media

Fairly tech-savvy
This group is more tech-savvy than the Experiencia Center group, and use social media for connecting with others, making friends, seeking out information, keeping in touch with family here and in their home countries, and entertainment.

How they connect
These women use Facebook and WhatsApp most often and are involved in groups on both, however, Facebook is the clear winner for participating in groups and seeking out information. Some also mention using Instagram.

Information sought
In contrast to the Experiencia groups, the moms in this group have older children. Seeking out information about their education is a theme they bring up often. Many are highly engaged in ensuring that their children receive the best education possible. They feel like there's so much information out there, it can be overwhelming.

Daily challenges for local Latina moms

Hispanic immigrants to Palm Beach County face many obstacles

- Arriving with nothing**
Many who experienced arriving in the US with only one suitcase. Their belongings they had to abandon in their home countries. Many have limited mobility as they must take care of their children. They look for opportunities to interact and connect with others in person frequently.
- Isolation**
Many find it difficult to make new friends outside the areas of community they had to abandon in their home countries. Many have limited mobility as they must take care of their children. They look for opportunities to interact and connect with others in person frequently.
- Where to turn**
These women were familiar with nearby (Miami?) Health Centers, Bridges, etc. The Guatemalan Health Center and Experiencia Center, as places they could turn to for social and support services. They also look for their informal networks, and local shops, hairdressers, barbershops, etc.
- Finding work**
Finding a job comes with many challenges for these women. In addition to their language abilities, they lack the capital skills, transportation, and often have "limited ability to work" for an entrepreneur for the actual job.
- Navigating new systems**
These women describe the feeling of "arriving, or being "lost in a new" - not knowing how to navigate complex tasks, like getting housing.
- Not speaking English**
Group participants believe the ability to speak English could open many doors for them. They didn't realize right away that they would have to be able to negotiate outside their home country and communicate with their families, but also for their work and manage their daily life needs.

APPLIED ACTION

RECOMMENDATIONS

Project Plan: Deliverables, continued

3. Online Bulletin Boards (OBB)

Deliverables:

- Discussion/Task Guide
- Screening program
- Participant grid
- Access to back room
- Hosting
- Full transcripts of sessions in Excel
- Incentives and fulfillment
- Full analysis and reporting in PowerPoint (samples below)

Parents are under great pressure – financially, emotionally and mentally

Increased cost of living

South Florida has seen a staggering increase in the cost of living recently. Skyrocketing rental/real estate costs, lack of affordable daycare, and inflation have left many families scrambling. Parents are taking on second jobs, moving in with family and cutting costs to make ends meet.

Uncertainty in parenting

Parents can feel overwhelmed with information when it comes to parenting, and don't always know which sources they can trust. They are under extreme scrutiny to "get it right," and often second-guess their parenting decisions. This can be compounded by having their lives "out there" on social media.

Healthcare costs

Our parents worry about keeping up with the increasing cost of medical insurance, and being able to pay for medical needs not covered—OOP, copays, dental and vision care, etc. Several of their children have faced serious illnesses requiring extensive care, putting a strain on the family's finances and adding to their stress.

Mental health

Moms in this study view their child's mental and emotional health as just as important as their physical health. Many worry about the effects of the pandemic, school interruptions, bullying, etc. on their child's mental health. Those whose children have been diagnosed, feel there are more options for treatment and support.

YouTube captures the very young; tweens are online, and teens are fully engaged

And which of the following, if any, does your child/ren use, even if it's occasionally?

Age Group	Platform	Count
6 and Under (n=17 parents)	YouTube	13
	None	3
	TikTok	0
7-12 years old (n=23 parents)	YouTube	21
	TikTok	0
	WhatsApp	4
13-17 years old (n=14 parents)	TikTok	11
	YouTube	3
	Snapchat	0
	Instagram	0

**Several parents have children in more than one age group*

Online groups connect, inform...and confuse

Groups are a great resource for connection, community and referrals

"People who are dealing with some stuff I am." -- PB, Under 6 & 7-12, Non-user

"I really use them to find recommendations and reviews on local childcare, schools, babysitters, and buy and sell children's items." -- PB, 13-18, User

It can be hard to know if the information in groups is reliable

"You have to be able to discern what is good information and what is nonsense." -- Broward, Under 6 & 7-12, User

"Sometimes they're just oversaturated with information. It becomes overwhelming." -- Broward, 7-12, Non-user

Moms want more expert voices and smaller, more personal groups, including the chance to meet "in real-life"

"If there were a group run by pediatric doctors answering general questions for parents, it could help prevent parents from misapprehending their kids and only trusting the opinions of fellow parents." -- Broward, Under 6, Non-user

"I would like a more personal online group of moms to share day-to-day parenting struggles with. Perhaps a smaller group that lives near me and that could meet up once a month." -- Atlantic Coast, Under 6, User

Lucy | SAHM
Palm Beach | 41

Who I am

I am a Colombian mom that homeschools my 3 kids, mostly due to my autistic child which has been a challenge.

I feel it's important to keep my kids on track academically, and I often question myself as to whether "the doing things right."

Worries and struggles

The ability to afford good health insurance and to make the right decisions when it comes to my children's health is a major challenge.

I worry about having enough money to pay for all their medical needs. My husband makes a good living, but medical costs are increasing, as is the cost of living.

What I worry about

I wonder if I'm doing things right, worry about my child's mental health, finding information I can trust about my family's health, and knowing if I've made the right decisions when it comes to my children's health.

Social media and information seeking

Go to's, Kaltura.com, Reddit, Facebook, Pinterest, WebMD, and Mayo Clinic.

"I would prefer to hear about health from a medical specialist (pediatrician), even better if they are also a parent."

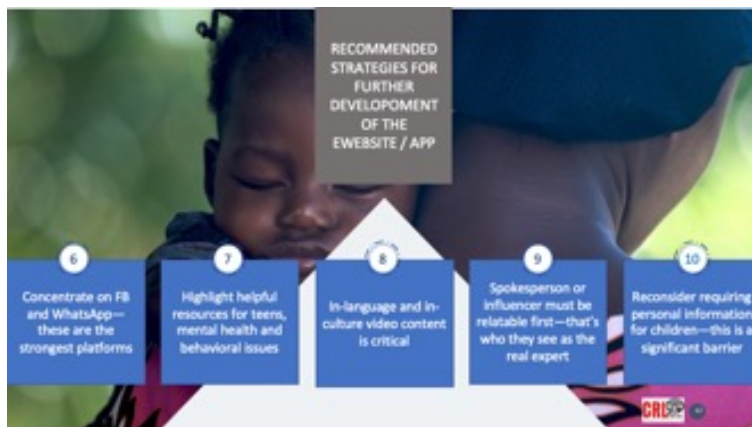
Project Plan: Deliverables, continued

17

4. Individual Interviews

Deliverables:

- Introduction script for e-mails
- Participant grid
- Videos of interviews
- Transcripts of interviews (Computer generated)
- Incentives and fulfillment
- Full analysis and reporting in PowerPoint



5. Town Hall Meetings

Deliverables:

- Ongoing updates as to who/how/when partners have been contacted
- Coordination of logistics—set up, clean up afterward, etc.
- Light snacks and drinks
- Purchase of door prizes
- Summary reporting, including prioritization of action items and recommendations

Key Staff: Claudia Ruiz Levy



Claudia Ruiz Levy

President & CEO

Experienced Leader

15 years at the helm of CRL Media, named one of the Top 10 PR Firms in PBC for past 4 years

Recognized expert and leader in multicultural and community topics

Basis for Team Selection

Established success as a DEI consultant to corps and non-profits

Relationship with community and civic leaders and journalists

Served on the Board of Directors for several local non-profit organizations

Credentials

Goldman Sachs 10K Small Business Alumni, Hispanic Woman of Distinction, Latina Entrepreneur of PBC

B.A. in Advertising from Catholic University at Manizales - Colombia

Journalism, from Autonoma University, Cali, Colombia

Experience

Ms. Ruiz Levy has more than 20 years' experience in advertising, marketing and public relations. She launched CRL Media in 2007, a Florida-based multicultural shop. The firm has grown and evolved with the dynamic changes in the Florida community, increasingly attracting integrated and general market work in addition to its Hispanic roots, and earning several awards.

Ms. Ruiz Levy started her career at one of the largest ad agencies in the world: McCann Erickson, where she managed multinational accounts such as Bayer Pharmaceuticals and Gillette.

Her passion for giving back to the local community is evidenced throughout her work. She served as Chair of Volunteers for the American Red Cross, Board member of NSU Palm Beach County Advisory Board, Hispanic Chamber of Commerce, Aspira, and Walk Chair for St. Jude's Children's Research Hospital local Walk,

Relevant Experience

- **Children's Services Council of Palm Beach County**—ongoing research, awareness and engagement campaigns and consulting for digital strategies for the Hispanic and Haitian markets in Palm Beach County
- **Kravis Center for the Performing Arts.** Ms. Ruiz Levy and her CRL team are responsible for the Kravis Center's Spanish language communications and promotions to the Hispanic community which in less than a year received over \$250,000 in earned media and increased the Center's Spanish audience by 10%.
- **Helix Urgent Care of Palm Beach and Broward**—Marketing, PR, Event Management & Community Outreach. CRL Media has been with this rapidly-growing chain of urgent care centers and now virtual health provider, since its inception. An important part of its growth strategy has been successful community outreach events among a variety of local residents/populations, including marginalized and underprivileged communities.
- **La Reina Supermarkets**—Marketing, Public Relations, Event Management & Community Outreach. Ms. Ruiz Levy was responsible for creating large events for the community as well as creating marketing and public relations material, media placements and community outreach for the company. The "Free Breakfast and Community Bail Out Campaign" attracted over 5,000 people and created over \$90,000 in earned media.

Key Staff: Donna Russell



Donna Russell
EVP, Research

Experienced Leader

20 years' experience as a consultant and researcher teaming with major brands, agencies and government agencies

Pioneered several techniques that have become standard practice in Hispanic, Multi-ethnic and Whole Market branding

Wheelhouse that includes advanced Quantitative and Qualitative research techniques, Corporate immersion events, Data Analytics and Visualization

Credentials

B.S. in Marketing and Spanish, Virginia Commonwealth University

Fluent in Spanish

Experience

Ms. Russell was tapped to launch the research division of CRL Media in response to clients' growing need for data-driven research and "human connection" insights.

Her early career as a consultant with her own firm for 12 years, focused primarily on consulting global organizations (Kraft, MasterCard, ConAgra, Target, Hershey's etc.) to navigate the increasingly multicultural environment in which they do business. As a "gringa" who has lived and worked in several Latin American countries and cultures, she developed a knack for translating cultural nuances and insights into the boardrooms of US-based firms, enabling them to craft relevant branding.

Ms. Russell is a seasoned researcher and RIVA-trained moderator, with expertise in quantitative and qualitative techniques, data analytics and visualization.

Her career path has enabled her to indulge in exploration of several aspects of interest, including "tech initiatives for whole humans" (Microsoft, Apple, SAP and others), Data Analytics for a Top 3 Research firm (Kantar) and more recently, advanced studies in Data Visualization. As part of "The Great Resign" trend during the pandemic, Ms. Russell decided to leave the corporate grind and return to her first love and passion—making a difference for non-profits and growing local firms. She joined CRL Media as head of its research department in 2020.

Relevant Experience

- **Children's Services Council of Palm Beach County**—research lead for ongoing initiatives
- **Nicklaus Children's Hospital**—Creation and execution of a major longitudinal community and advisory panel of parents throughout South Florida
- **Atlanta Children's Hospital and Strong4Life**—various studies among underserved communities including Hispanic, AA and economically disadvantaged
- **Variety of child-focused research** for major corporate and governmental organizations such as Kraft Mac-n-Cheese, Center for Disease Control (CDC), US Census, Target and Toys-R-Us

Key Staff: Tatiana Munevar, Juana Mejia and Jannette Matos



Tatiana Munevar, Field Manager

Ms. Munevar's has a background in journalism for The Sun Sentinel and other publications, where she honed valuable skills such as identifying and making connections with community leaders, and knowing how to extract the most relevant information from an interview.

She is a multimedia and bilingual editor and journalist with experience in content generation and design and implementation of digital strategies.

Ms. Munevar holds a B.A in Journalism from Javeriana University (Colombia).



Juana Mejia, Project Manager

Ms. Mejia oversees the day-to-day PM of several accounts. Her meticulous organizational skills and ability to keep projects on budget and timeline were first by working as a legal assistant for a top area legal firm and at the Palm Beach State Attorney Office.

Ms. Mejia holds an Associate's Degree from Palm Beach State Honors College and is currently enrolled in Florida Atlantic University to earn her BA in Sociology and minor in Communications.

She actively volunteers with La Esperanza Center, committed to improving the experiences of immigrant families and building strong ties with the community



Jannette Matos, Recruiter and Field Supervisor

Ms. Matos is an experienced recruiter, field service coordinator, on-the-ground field supervisor, project coordinator, interviewer and interpreter. She is fully bilingual and bicultural. Ms. Matos has been a valued team leader and go-to freelance talent for a variety of market research studies that CRL and senior staff have conducted over the years.

Some of the projects she has supervised include CDC, Corona/InBev group, Mercantil Bank, Delta Airlines and many others.

Ms. Matos studied Business Administration at the University of Puerto Rico.

Subcontracting

Individuals and Firms proposed for subcontracting

Approximately 10% of budgetary resources for this job will be subcontracted. This is primarily for programming, hosting and A/V needs. (Breakdown: 75% In-house labor, including planning, admin, moderating, interviewing, field coordination; 10% Outsourced/Subcontracted programming & hosting; 8% Incentives and prizes; 7% Facility rental and travel.

1. In-person Focus Groups

TASKS	PERSON(S) ASSIGNED
Client Point Person, Oversees all aspects, Lead moderator for Spanish Charlas, Co-moderator for English	Claudia Ruiz-Levy, Principal
Client Co-Point Person, Lead moderator for English groups, Co-moderator for Spanish, Discussion Guide development, analysis and reporting	Donna Russell, EVP Research
Field service management, programming screeners, participant management, report support as needed	Juana Mejia, CRL Program Manager and Jannette Matos, Contractor, Tatiana Munevar, Field Manager
Audio-visual support (video recording of English-language groups, livestream if available, video management)	Contractor—at each facility

2. Online Bulletin Boards

TASKS	PERSON(S) ASSIGNED
Client Point Person, Oversees all aspects, Co-Moderator	Claudia Ruiz-Levy, Principal
Client Co-Point Person, Guide/Task development, programming checks, Lead Moderator, analysis and reporting	Donna Russell, EVP Research
Field service management, report support as needed	Juana Mejia, CRL Program Manager and Jannette Matos, contractor
Provide platform and programming, Participant management—send invites and reminders, track participation, tech support, Incentive fulfillment	Contractor—our preferred vendor is UK-based; however, a similar US firm may be used if required www.incling.com

Individuals and Firms proposed for subcontracting

4. Individual Interviews and Advisory Council Session

TASKS	PERSON(S) ASSIGNED
Client Point Person, Oversees all aspects, Contact potential respondents and schedule interviews, Executive Interviewer for IDIs	Claudia Ruiz-Levy, Principal
Client Co-Point Person, Lead Executive Interviewer for IDIs, Discussion Guide development, analysis and reporting	Donna Russell, EVP Research
Administrative support, participant management, report support as needed	Juana Mejia, CRL Program Manager and Jannette Matos, contractor, Tatiana Munevar, Field Manager

4. Community Forums

TASKS	PERSON(S) ASSIGNED
Client Point Person, Oversees all aspects, Moderator	Claudia Ruiz-Levy, Principal
Client Co-Point Person, Moderator, reporting	Donna Russell, EVP Research
Administrative support, logistics coordination, report support as needed	Juana Mejia, CRL Program Manager and Jannette Matos, contractor, Tatiana Munevar, Field Manager
A/V needs	Provided through venues or local contractor.

Price

Budget Overview	\$	98,242
Summary of Costs		
In-house labor, including planning, admin, moderating, field coordination	\$ 73,225	75%
Outsourced: Programming, hosting	\$ 10,200	10%
Incentives, Prizes	\$ 7,700	8%
Facility Rental	\$ 4,500	5%
Travel	\$ 2,617	3%
Project Total	\$ 98,242	100%

Planning Sessions and Review of Previous Initiatives		\$ 15,000
In-house	Includes review of previous research and initiatives, 2-3 hours of team sessions with CTAC	\$ 15,000
	<i>Sub-total, Planning</i>	<i>\$ 15,000</i>
2. Focus Groups among Parents: In-person, 5 groups total (1 Spanish, 4 English)		\$ 36,443
	4 general market in-person focus groups, Recruit 9 to seat 5-7	
Facilities	Facility rental 2 days, possibly 2 locations, incl A/V, snacks	\$ 3,000
In-house	Recruiting @ \$125 pp, 36 people	\$ 5,625
In-house	Moderators @ \$2500 per group	\$ 10,000
Incentives	Incentives @ \$75 pp, 36 people	\$ 2,700
Outsourced	A/V equipment and tech. @1K per day	\$ 2,000
In-house	Administrative/Field Management	\$ 2,000
In-house	Analysis and reporting	\$ 3,000
	<i>Sub-total, General Market Focus Groups</i>	<i>\$ 28,325</i>
	Spanish-language "Charla/Chat" informal focus group	
Facilities	Facility rental one day	\$ 500
In-house	Administrative--coordinate with facility director, publicize/invite/remind participants, screening and scheduling, 30 hours \$25/hour	\$ 750
In-house	Moderators (2)	\$ 2,500
Incentives	Incentives @ \$50 pp, 20 people or similar raffle	\$ 1,000
In-house	Translation of materials, analysis and reporting	\$ 2,000
	<i>Sub-total, Spanish Charlas</i>	<i>\$ 6,750</i>
	Travel including Spanish and English groups (held on 2 consecutive days)	
Travel	Mileage from West Palm Beach 700 miles @ \$.62/mile	\$ 438
Travel	Hotel-3 nights, 2 rooms @ \$96/night	\$ 576
Travel	Meals @ \$59 per diem, 3 days, 2 people	\$ 354
	<i>Sub-total, Travel includes all groups if done over 3 days</i>	<i>\$ 1,368</i>

Continued on next page

Detailed Budget

2. Online Community Bulletin Boards (2): Service Providers (1) and Potential Providers (1)		\$ 25,700
Online Bulletin Boards up to 20 participants each (recruit 20 to seat 15)		
In-house	Recruiting/field coordination @ \$125pp, 25 to seat 20 in each group	\$ 6,250
In-house	Guide development	\$ 2,000
Outsourced	Programming and hosting, set up, tech support, invites/reminders	\$ 8,200
In-house	Incentives @\$125 pp includes fulfillment	\$ 6,250
In-house	Reporting	\$ 3,000
<i>Sub-total, OBB</i>		\$ 25,700
3. Key Informants--Zoom IDIs		\$ 12,250
N=10, 45-60 minute Individual interviews plus a live online session		
In-house	Recruiting @\$125 pp	\$ 1,250
In-house	Interviews/Moderating @\$500 each	\$ 5,000
In-house	Reporting	\$ 3,000
Incentives	Incentives of \$250 each plus admin processing	\$ 3,000
<i>Sub-total, IDIs and Advisory Meeting</i>		\$ 12,250
4. Community Meetings Town Hall		\$ 8,850
Two (2) Town Hall-style meetings in different geographic locations		
In-house	Publicity, coordinate with community leaders that have been identified and worked with CTAC previously	2000
Facility Rent	Facility rental (2 locations)	1000
In-house	A/V equipment and personnel (2 days)	1000
In-house	Light snacks	300
Incentives	Raffles at \$500 per meeting	1000
In-house	Misc. equipment as needed (Visuals, tables, chairs, whiteboards, etc.)	300
In-house	Reporting	2000
<i>Sub-total, Town Halls</i>		\$ 7,600
Travel		
Travel	Mileage from West Palm Beach RT, 700 miles	\$ 438
Travel	Hotel-3 nights, 2 rooms @ \$96/night	\$ 576
Travel	Meals @ \$59 per diem, 2 days, 2 people	\$ 236
<i>Sub-total, Travel</i>		\$ 1,250

Attachment B: Insurance Commercial General Liability



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
02/28/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Hiscox Inc. 5 Concourse Parkway Suite 2150 Atlanta GA, 30328	CONTACT NAME:	
	PHONE (A/C, No. Ext): (888) 202-3007	FAX (A/C, No):
	E-MAIL ADDRESS: contact@hiscox.com	
	INSURER(S) AFFORDING COVERAGE	NAIC #
INSURED CRL MEDIA LLC 120 S Olive Ave Ste 704 West Palm Beach FL 33401	INSURER A:	Hiscox Insurance Company Inc 10200
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		UDC-5097113-CGL-22	02/28/2022	02/28/2023	EACH OCCURRENCE \$ 2,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:					MED EXP (Any one person) \$ 5,000
	<input type="checkbox"/> AUTOMOBILE LIABILITY ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY					PERSONAL & ADV INJURY \$ 0
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$					GENERAL AGGREGATE \$ 2,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N / A				PRODUCTS - COMPI/OP AGG \$ S/T Gen. Agg.
						\$
						COMBINED SINGLE LIMIT (Ea accident) \$
						BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
						PROPERTY DAMAGE (Per accident) \$
						\$
						EACH OCCURRENCE \$
						AGGREGATE \$
						\$
						PER STATUTE OTH-ER
						E. L. EACH ACCIDENT \$
						E. L. DISEASE - EA EMPLOYEE \$
						E. L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER	CANCELLATION
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE

Attachment B: Insurance Workers Comp and Employers Liability

Technology Insurance Company, Inc.

A Stock Insurance Company
20 Trafalgar Square, Suite 459
Nashua, NH 03063

WORKERS COMPENSATION
AND EMPLOYERS LIABILITY
INSURANCE POLICY

WC 99 00 01 B

INFORMATION PAGE

Ncci Code: 39071

1.	Insured:	Policy Number:	TWC4074225
	CRL Media LLC		
	201 South Olive Avenue Suite 704		
	West Palm Beach, FL 33401	<input type="checkbox"/> Individual	<input type="checkbox"/> Partnership
	Other workplaces not shown above:	<input type="checkbox"/> Corporation or	<input checked="" type="checkbox"/> LLC
	See Extension of Information Page	Federal Tax ID:	68-0646152
	Producer:	Risk ID:	
	AmTrust North America, Inc.	Renewal of:	TWC3962521
	c/o CoverWallet, Inc DBA CWALLET Insurance Services in		
	CWALLET Insurance Services in CA		
	P. O. Box 6718		
	Somerset, NJ 08875		
2.	The policy period is from	3/1/2022 to 3/1/2023	12:01 a.m. at the insured's mailing address.
3.	A. Workers Compensation Insurance: Part One of the policy applies to the Workers Compensation Law of the states listed here: Florida		
	B. Employers Liability Insurance: Part Two of the policy applies to work in each stated listed in item 3.A. The limits of our liability under Part Two are:		
	Bodily Injury by Accident	\$ 100,000	each accident
	Bodily Injury by Disease	\$ 500,000	policy limit
	Bodily Injury by Disease	\$ 100,000	each employee
	C. Other States Insurance: Part Three of the policy applies to the states, if any, listed here: All states except ND, OH, WA, WY and State(s) Designated in Item 3A.		
	D. This policy includes these endorsements and schedules:		
	See attached endorsement schedule.		
4.	The premium for this policy will be determined by our Manuals of Rules, Classifications, Rates and Rating Plans. All information required below is subject to verification and change by audit.		
	See Extension of Information Page		
	TOTAL ESTIMATED ANNUAL PREMIUM		192
	STATE ASSESSMENT		0
	TOTAL ESTIMATED COST		192
	Minimum Premium		192
	Deposit Premium		192
	Issue Date:	1/28/2022	
	Countersigned By:	_____	
		Authorized Representative	

Attachment B: Insurance Professional Liability

27



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
07/14/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Hiscox Inc. 5 Concourse Parkway Suite 2150 Atlanta GA, 30328	CONTACT NAME: PHONE (A/C, No, Ext): (888) 202-3007 FAX (A/C, No): E-MAIL ADDRESS: contact@hiscox.com			
	INSURER(S) AFFORDING COVERAGE			
INSURED CRL MEDIA LLC 120 S Olive Ave Ste 704 West Palm Beach, FL 33401	INSURER A:	Hiscox Insurance Company Inc	NAIC #	10200
	INSURER B:			
	INSURER C:			
	INSURER D:			
	INSURER E:			

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Ea occurrence) \$ MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP/OP AGG \$ \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N	N/A			<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Professional Liability		N	UDC-4340116-EO-21	11/26/2021	11/26/2022	Each Claim: \$ 1,000,000 Aggregate: \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Marketing firm

CERTIFICATE HOLDER CRL MEDIA LLC	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
--	--

ACORD 25 (2016/03)

The ACORD name and logo are registered marks of ACORD

© 1988-2015 ACORD CORPORATION. All rights reserved.

Form 1- Prospective Contractor Certification

FORMS

FORM 1 - Prospective Contractor Certification

By submitting this proposal, the prospective contractor certifies the following:

1. The contractor representative who signs below certifies that they have carefully read and understand the provisions of the solicitation and associated documents attached thereto, and hereby submits the attached proposal to perform the work specified therein, all in accordance with the true intent and meaning thereof.
2. The contractor representative further understands and agrees that by signing this certification all of the following information in the certification is true and accurate to the best of their knowledge. If this certification cannot be made unequivocally, a written description of all instances wherein the prospective contractor cannot unequivocally make this certification is provided with this proposal.
3. Prospective Contractor is:
 - Sole Proprietor
 - Partnership
 - Corporation* if yes, what state? _____
 - Joint Venture
 - Other (Specify)
4. Other entities or individuals shall not be allowed to perform work or take contracted-related information or data outside the United States without advance written authorization from the CTAC's Project Manager. All personnel provided for work under this contract, who are not United States citizens, will have executed a valid I-9 form, Employment Eligibility Form, and presented valid employment authorization documents.
5. This proposal is signed by a representative who is authorized to commit the prospective contractor.
6. The entity identified below is the prime contractor.
7. The prospective contractor's insurance carrier(s) can provide insurance certificates as required within ten calendar days following notice of award.
8. The proposed prices have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such process with any other organization or with any competitor.
9. Unless otherwise required by law, the prices proposed have not been knowingly disclosed by the prospective contractor on a prior basis directly or indirectly to any other organization or to any competitor.
10. No attempt has been made, or will be made, by the prospective contractor to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
11. The price and availability of all equipment, materials, and supplies associated with performing the services described, including associated indirect costs and profit, herein have been determined and included in the proposed price. All labor costs, direct and indirect, and profit have been determined and included in the proposed price. The incremental costs expected to be incurred by the CTAC, should it enter into this contract, have also been estimated to the best ability of the prospective contractor. It is understood that the life cycle cost includes the total of the contract price plus the estimated costs to be incurred by the CTAC should it enter into this contract.
12. The prospective contractor can and shall provide the specified performance bond or alternate performance guarantee (if applicable) at no added cost to the CTAC.
13. In submitting its proposal, the prospective contractor agrees not to discuss or otherwise reveal the contents of the proposal to any source outside of the using or contracting CTAC, government or

Form 1- Prospective Contractor Certification

- private, until after the award of the contract. Prospective contractors not in compliance with this provision may be disqualified, at the option of the CTAC, from contract award. Only discussions authorized in advance and in writing by the contracting CTAC are exempt from this provision.
14. The prospective contractor hereby certifies that it and all of its affiliates collect appropriate taxes and remits them as provided by law.
 15. The prospective contractor certifies that all insurance policies required by this contract shall remain in full force and effect during the entire term of this contract. All insurance policies and any extensions or renewals thereof, shall not be cancelled or amended except with the advance written approval of the CTAC. The Contractor agrees to submit certificates of insurance, which indicate coverage and notice provisions as required by this contract, to the CTAC upon execution of this contract. The insurance certificates shall be subject to approval by the CTAC. The insurance certificates shall include a statement in the certificate that no cancellation of the insurance shall be made without at least thirty calendar days' prior written notice to the CTAC. Approval of the insurance certificates by the CTAC shall not relieve the contractor of any obligation under this contract.
 16. The prospective contractor has read and understands the conditions set forth in this ITN and agrees to them with no exceptions. (If exceptions are taken, attach a written description of each exception to this certification.)
 17. The prospective contractor warrants, represents, and certifies that no elected or appointed official or employee of the CTAC has, or will, personally or indirectly benefit financially or materially from this contract.
 18. In the event any part of this Agreement or work is to be funded by federal, state, or other local agency monies, the Contractor hereby agrees to cooperate with the CTAC in order to assure compliance with all requirements of the funding entity applicable to the use of the monies, including providing access to and the right to examine relevant documents related to the work and as specifically required by the federal or state granting agency, and receiving no payment until all required forms are completed and submitted.
 19. Any contract and/or award arising from this ITN may be terminated for default by the CTAC if it is determined that gratuities of any kind were either offered to, or received by, any of the aforementioned officials or employees, or their close relatives or friends, from the prospective contractor, the prospective contractor's agent(s), representative(s), or employee(s). Any contract and/or award arising from the ITN may also be terminated for default if it is determined that the contract and/or award was obtained by fraud, collusion, conspiracy, or other unlawful means, or if the contract and/or award conflicts with any statutory or Constitutional provision of the State of Florida or of the United States.
 20. Prohibition Against Contingent Fees. The Contractor warrants that it has not employed or retained any company or person other than an employee working solely for the Contractor to solicit and secure this Agreement and that it has not paid or agreed to pay any person, entity, company, or firm any fee, commission, gift, or other consideration contingent upon or resulting from award or making of this Agreement.
 21. Therefore, in compliance with this Invitation to Negotiate, and subject to all conditions herein, the undersigned offers and agrees, that if this proposal is accepted within 90 days from the date of the opening, to furnish the subject services for a Not-to-Exceed Contract Price of \$100,000_____.

Form 1- Prospective Contractor Certification

30

The following addenda have been received, and considered in the preparation of this proposal:

Invitation to Negotiate (ITN) Addendum

Attachment A: scope of services Attachment B: Insurance requirement

Attachment C: deliverables

I affirm and certify that: neither I, nor to the best of my knowledge, information, and belief, the entity identified below, or any of its officers, directors, partners, or any of its employees directly involved in obtaining or performing contracts with public bodies has been convicted of, or has had probation before judgment imposed pursuant to criminal proceedings, or has pleaded nolo contendere to a charge of bribery, attempted bribery, or conspiracy to bribe in violation of any state or federal law, except as indicated on the attachment [indicate the reasons why the affirmation cannot be given and list any conviction, plea, or imposition of probation before judgment with the date, court, official or administrative body, the sentence or disposition, the name(s) of the person(s) involved, and their current positions and responsibilities with the business]:

Prospective Contractor Name: CRL MEDIA LLC

Business Street Address: 120 S. Olive Ave. Suite 704

City, State, & Zip + 4: West Palm Beach, FL 33401

Payment Address (if different): _____

Payment City, State, & Zip + 4: _____

Federal Employer ID Number: 68-0646152

E-mail Address: info@crlmediaadvertising.com

By: *Claudia R Levy* Title: President
(Signature)

Name: Claudia R Levy
(Typed or Printed)

Unsigned certifications may result in a determination that the proposal is non-responsive.

Invitation to Negotiate (ITN) Addendum

31



Invitation to Negotiate (ITN) Addendum

6/30/2022

Addendum No.: 2

Invitation to Negotiate: 2022-05

Project Title: Listening Project

Date of Addendum: 6/30/2022

ITN Due date: July 15, 2022 at 3:00 PM ET

This Addendum No. 2 contains the following Questions

1. When sharing the results of the project will the youth or their families who engage in the listening project have the opportunity to become part of the larger strategic plan? Will the communities be notified of which recommendations from the listening project are elevated to the strategic plan? In a nutshell I would just like to know how the Childrens Trust will engage in continuing the work beyond the listening project.?

Answer: The results and report from the Listening Project will be shared with the public when the contractor provides project updates to the Board.

The Listening Project will guide the steering committee and feed into the Strategic Plan. It will elevate the voices of the community regarding how the Children's Trust can best serve children based on the resources, strengths, and gaps in services within the county. The Strategic Plan, Listening Project Report, and related Communication Products will be available on the Children's Trust website and will likely also be shared through other communication venues such as: social media, newsletters, press release, etc.

The Listening process, relationships, results, etc. will be used by CTAC's community engagement and communications team to further engage the project's participants.

2. I would like to know if the application submission is required via mail or in person, printed and how many copies of the application we would need to submit. Additionally, I would like to know if can submit the application via email with an electronic document attached?

Invitation to Negotiate (ITN) Addendum

32

Answer: Yes, response to the ITN should be emailed to the Trust using the following email: procurement@childrenstrustofalachuacounty.us. Only one electronic copy is needed. Please remember to sign and submit all with your ITN submission.

This addendum will become part of the Invitation to Negotiate and acknowledgement of its receipt should be submitted with the Invitation to Negotiate response. A signature on this addendum does not substitute for a signature on the original response. The original Invitation to Negotiate document must be signed.

RESPONDER NAME: Claudia Ruiz Levy/ CRL Media LLC

SIGNATURE: *Claudia r Levy*

TITLE: President

DATE: 7/14/22