



***Photolisting***  
**STATEMENT OF NEED**  
***February 1, 2022***

# ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

## General Information and Instructions

### Photo Listing and Child Specific Recruitment Activities Schedule of Events

The schedule of events set out herein represents the Division of Family and Children Services' (DFCS) best estimate of the schedule that will be followed. However, delays to the procurement process may occur which may necessitate adjustments to the proposed schedule. If a component of this schedule, such as the close date, is delayed, the rest of the schedule may be shifted as appropriate. Any changes to the dates up to the closing date of the Statement of Need will be publicly posted prior to the closing date. After the close of the Statement of Need, DFCS reserves the right to adjust the remainder of the proposed dates, including the dates for evaluation, award, and the contract term on an as needed basis with or without notice.

### Schedule of Events

Description	Date	Time
Release of Application	2/1/2022	N/A
Application information meeting Microsoft Teams meeting <b>Join on your computer or mobile app</b> <a href="#">Click here to join the meeting</a> <b>Or call in (audio only)</b> <a href="#">+1 470-344-9228,,239215350#</a> United States, Atlanta Phone Conference ID: 239 215 350# <a href="#">Find a local number</a>   <a href="#">Reset PIN</a>	2/4/2022	10:00 a.m. ET
Deadline for written questions sent via email to <a href="mailto:adoptcontract.submit@dhs.ga.gov">adoptcontract.submit@dhs.ga.gov</a>	2/7/2022	5:00 p.m. ET
Responses to Written Questions	2/10/2022	5:00 p.m. ET
Proposals Due/Close Date and Time	2/16/2022	5:00 p.m. ET
Proposal Evaluation Completed (on or about)	3 to 4 Weeks after Closing	N/A
Final Evaluation (on or about)	3 to 4 Weeks after Closing	N/A
Notice of Award [NOA] (on or about)	6 to 8 Weeks after Closing	N/A

### Submitting Questions

All questions concerning this Statement of Need must be submitted in writing via email to [adoptcontract.submit@dhs.ga.gov](mailto:adoptcontract.submit@dhs.ga.gov). No questions other than written or questions from the information meeting will be accepted. Only written response will be binding. All suppliers must submit questions by the deadline identified in the Schedule of Events for submitting questions. Suppliers are cautioned that the Division of Family and Children Services (DFCS) will not entertain late questions or questions submitted by any other method than as directed in this section. All questions about this Statement of Need must be submitted in the following format:

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

Supplier Name

Question #1 Question, Reference to the relevant section of the Statement of Need

Question #2 Question, Reference to the relevant section of the Statement of Need

### **Restrictions on Communicating with Staff**

From the issue date of this Statement of Need until the final award is announced (or the Statement of need is officially cancelled), Suppliers are not allowed to communicate for any reason with any DFCS staff except through the individual identified in this Statement of Need as the point of contact. Prohibited communication includes all contact or interaction, including but not limited to telephonic communications, emails, faxes, letters, or personal meetings, such as lunch, entertainment, or otherwise. DFCS reserves the right to reject the response of any supplier violating this provision.

### **State's Right to Request Additional Information – Supplier's Responsibility**

Prior to contract award, the DFCS must be assured that the selected Supplier has all of the resources to successfully perform under the contract. This includes, but is not limited to, adequate number of personnel with required skills, availability of appropriate equipment in sufficient quantity to meet the on-going needs of DFCS, financial resources sufficient to complete performance under the contract, and experience in similar endeavors. If, during the evaluation process, DFCS is unable to assure itself of the Supplier's ability to perform, if awarded, DFCS has the option of requesting from the Supplier any information deemed necessary to determine the Supplier's responsibility. If such information is required, the supplier will be so notified and will be permitted approximately seven business days to submit the information requested.

### **Failing to Comply with Submission Instructions**

Responses received after the identified due date and time or submitted by any other means than those expressly permitted by the Statement of Need will not be considered. Suppliers' responses must be complete in all respects, as required in each section of this Statement of Need.

### **State's Right to Amend and/or Cancel the Statement of Need**

The State Entity reserves the right to amend this Statement of Need. Any revisions must be made in writing prior to the closing date and time. By submitting a response, the Supplier shall be deemed to have accepted all terms and agreed to all requirements of the Statement of Need (including any revisions/additions made in writing prior to the close of the Statement of Need whether or not such revision occurred prior to the time the supplier submitted its response) unless expressly stated otherwise in the Supplier's response. THEREFORE, EACH SUPPLIER IS INDIVIDUALLY RESPONSIBLE FOR REVIEWING THE REVISED STATEMENT OF NEED AND MAKING ANY NECESSARY OR APPROPRIATE CHANGES AND/OR ADDITIONS TO THE SUPPLIER'S RESPONSE PRIOR TO THE CLOSE OF THE STATEMENT OF NEED. Suppliers are encouraged to frequently check the Statement of Need for additional information. Finally, DFCS reserves the right to cancel this Statement of Need at any time.

### **Protest Process**

Suppliers should be aware that this Statement of Need is **not** governed by the Georgia Department of Administrative Services (DOAS) protest process outlined in the Georgia Procurement Manual. Therefore, Suppliers will not be able to protest any award made pursuant to this Statement of Need to DOAS. Any protest of an award made pursuant to this Statement of Need must be made to the DFCS Adoption Services Director.

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

The protest must be specific as to the nature of the protest. DFCS will not consider any general protest of this Statement of Need process.

Interested suppliers may file a written protest challenging the Department of Family and Children Services (DFCS) compliance with applicable procurement procedures subject to the interested supplier's compliance with the protest provisions. Supplier protest can be filed by sending an email request to [adoptcontract.submit@dhs.ga.gov](mailto:adoptcontract.submit@dhs.ga.gov)

### **Protest Period**

Suppliers must submit any protest to the application process no later than 5:00 pm on February 3, 2022. Once the contract has been awarded, the supplier will have 10 business days from the award date to protest.

### **Supplier protest must follow the following procedures.**

- The name and address of the protestor.
- The email request subject title must be listed as "**Protest**" in the subject line.
- Appropriate identification of the Application solicitation.
- A statement of reasons for the protest.
- Supporting exhibits, evidence, or documents to substantiate the protest. All protests must be properly submitted within the identified filing period.
- The desired remedy.

### **Standard Insurance Requirements**

If awarded a contract, the Supplier shall procure and maintain insurance that shall protect the Contractor and the Department from any claims for bodily injury, property damage, or personal injury that may arise out of operations under the Contract. Contractor shall procure the insurance policies at its own expense and shall furnish the Department an insurance certificate of the coverage required in this section listing the Department as certificate holder.

In addition, the insurance certificate must provide the name and address of the insured, name, address, telephone number and signature of the authorized agent; the name of the insurance company (licensed to operate in Georgia); a description of the coverage in detailed standard terminology (including policy period and limits of liability); and, an acknowledgment that notice of cancellation is required to be given to the Department.

### ***What are the different types of insurance?***

- **Workers Compensation (WC):** provides medical, disability, and rehabilitation benefits to injured employees of the contractor
- **Commercial General Liability (CGL):** pays for property damage and bodily injury to others resulting from contractor negligence
- **Automobile Liability:** pays for bodily injury or property damage resulting from a motor vehicle accident
- **Professional Liability:** provides coverage in the event of loss or damages from providing service and or advice. Also known as E&O coverage.
- **Umbrella / Excess Liability:** provides limits in excess of an underlying liability policies.

The following *recommended minimum* insurance limits apply to vendors doing business with the State of

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

Georgia. The Standard Insurance Limits are recommended for all procurements of goods and ancillary services. The specific requirements for vendors providing high risk services supersede the Standard Insurance Limits. Coverage types and limits are recommended minimums and should be increased as appropriate based on contract value and potential risks to the state.

The supplier is required to maintain the following insurance coverage during the term of the contract:

A. Workers Compensation Insurance in the amounts of:

Bodily injury by Accident – each employee	\$ 100,000
Bodily injury by Disease – each employee	\$ 100,000
Bodily Injury by Disease – policy limit	\$ 500,000

(A self-insurer must submit a certificate from the Georgia Board of Workers Compensation stating that Contractor qualifies to pay its own workers compensation claims). Contractor shall require all Subcontractors that are required by statute to hold workers compensation insurance and that occupy the premises or perform work under this Contract to obtain an insurance certificate showing proof of Workers Compensation Coverage.

B. Commercial General Liability Policy (Occurrence) to include contractual liability. \$1 million per occurrence/\$3 million dollar aggregate policy limits.

C. Business Auto Policy (Occurrence) to include but not be limited to liability coverage on any owned, non-owned and hired vehicle used by Contractor or Contractor's personnel in the performance of this Contract. \$1 million per occurrence/\$3-million-dollar aggregate policy limits.

D. Malpractice/Professional Liability Policy (Claims Based) with EDP, Errors and Omissions Coverage. \$1 million per occurrence/\$3 million aggregate policy limits.

E. Commercial Umbrella Policy in the amounts of:

Umbrella Liability	\$ 2,000,000
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The Contractor's policy containing coverage amounts with higher limits than stated above will satisfy the requirements of this paragraph.

The foregoing policies shall contain a provision that coverage afforded under the policies will not be canceled, or not renewed or allowed to lapse for any reason until at least ten (10) days prior written notice has been given to the Department. Certificates of Insurance showing such coverage to be in force shall be filed with the Department prior to commencement of any work under this Contract. The foregoing policies shall be obtained from insurance companies licensed to do business in Georgia and shall be with companies acceptable to the Department. All such coverage shall remain in full force and effect during the initial term of the Contract and any renewal or extension thereof. At all times, coverage shall be within limits acceptable to the Department.

### Evaluating Proposal Factors

The Supplier's response to Proposal Factors will be submitted to the DFCS Evaluation Team for evaluation.

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

### Review of Mandatory and Mandatory Scored Questions

The DFCS Evaluation Team will review each proposal in detail to determine its compliance with mandatory requirements. Responses to “Mandatory” questions will be evaluated on a pass/fail basis. If the Supplier cannot meet the mandatory requirements, its response will not be considered or evaluated. If a proposal fails to meet a mandatory scored Statement of Need requirement, DFCS will determine if the deviation is material. A material deviation will be cause for rejection of the proposal. An immaterial deviation will be processed as if no deviation had occurred. All proposals which meet the requirements of the “Mandatory” and “Mandatory Scored” Questions are considered “Responsive Proposals” at this point in time and will be scored in accordance with the point allocation in Scoring Criteria.

### Scoring Criteria

The evaluation is comprised of the following:

Category	Criteria	Points
Technical/Proposal Factors	Mandatory Requirements	Pass/Fail
Technical/Proposal Factors	Mandatory Scored Responses	500 points
<b>Total</b>	N/A	<b>500 points</b>

### Selection and Award

DFCS reserves the right to award a contract to a single Supplier or multiple Suppliers.

### Adoption Photo Listing

#### Section 1 – Introduction

The Georgia Department of Human Services (DHS) is the agency responsible for the delivery of health, human/social and related regulatory services for the state of Georgia. The major service divisions within DHS are, Aging Services, Child Support Services and Family and Children Services. In partnership with local communities, DHS assists individuals and families in achieving safe, healthy, independent, and self-sufficient lives. Many DHS programs have seen record numbers of enrollment in this recent economic downturn. Please refer to DHS website at <http://dhs.georgia.gov> for more information about the Department, its responsibilities/functions and organizational structure etc.

**Section 2 – Background** - The Division of Family and Children Services (DFCS), State Adoption Unit is charged with promoting, developing, and supporting quality adoption services for Georgia’s children and adoptive families. Over the years, the unit has impacted the number of children adopted through; (a) Increased adoptive placements of children who were in the custody of DHS, and (b) Increased collaboration with non-profit and for-profit organizations to serve children and families with adoption services.

With the passage of the Adoption and Safe Families Act of 1997, the Department is mandated to provide recruitment services for children with no identified adoption resource, these children are usually older, members of sibling groups or have medical, emotional and/or behavioral diagnoses. In addition to being federally mandated, both local and national photolisting websites are critical to the recruitment process.

The State Adoption Unit consists of three internal teams. The first team, Regional Adoption Coordinators, act as liaisons between the State Office, County (DFCS) offices, private adoption agencies, and local communities. The second team, Adoption Exchange Consultants, are primarily responsible for the provision of child-specific

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

recruitment for children with no identified adoptive family. The third team, the Post Adoption and Guardianship Consultants, are primarily responsible for providing support to adoption and guardianship families post legalization

### Section 3 – Purpose

At any given time, there are approximately 300 children in the permanent custody of the State of Georgia without an identified adoptive family. The Adoption and Safe Families Act mandates states to conduct child-specific recruitment for waiting children through adoption exchanges, state, and national photolistings, and other recruitment activities. The Department of Human Services, State Adoption Unit is committed to ensuring that every waiting child has a safe and loving home to call his/her own.

### Section 4 – Minimum Requirements

In order to have its proposal considered pursuant to this Statement of Need, a Supplier must meet the following minimum qualification:

Experience in providing child-specific recruitment through the management of a State photolisting in accordance with federal statute and guidelines.

### Section 5 – Scope of Work

The Department of Human Services is requesting proposals to facilitate child specific recruitment for Georgia's waiting children through the management of a web-based photolisting and coordination of other child-specific recruitment activities in compliance with Federal statute during the period of July 1, 2022 - June 30, 2027.

This Statement of Need is being issued to establish a contract with a qualified supplier who will provide **Child Specific Recruitment through Web-Based Photolisting, other Child-Specific Recruitment Activities and Managing a Toll-Free Line** for the Georgia Department of Human Services (hereinafter, "the State Entity") as further described in this application.

The successful applicant of the Statement of Need must detail their ability to facilitate child specific recruitment for *waiting children* as specified below:

#### Photolisting

Supplier must describe their experience and qualifications that demonstrate that they have the capacity to successfully manage a photolisting for child-specific recruitment.

Supplier must describe the process for maintaining and updating photos and child descriptions on the photolisting website.

Supplier must describe a process and the capacity for managing a toll-free line.

Supplier must describe the process for managing family inquiries received for waiting children from the website and toll-free line.

Supplier must describe a process for developing and distributing photolisting Books quarterly.

# ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

## Recruitment

Supplier must describe in detail the types of child-Specific recruitment activities that will be completed for waiting children.

## Section 6 – Performance Measurement

Some of the key performance measures to be used to determine the effectiveness of this program will include:

- a. Number of inquiries received monthly
- b. Response to and routing of inquiries within 48 hours of receipt
- c. Number of families who express an interest in a specific child
- d. Timely registration of eligible children to the photolisting site (within 5 business days of receipt of registration materials)
- e. Timely updates of eligible children (within 5 business days of receipt of required materials)
- f. Number and quality of recruitment events (one event per quarter)
- g. Timeliness and quality production of photolisting books (by the 10<sup>th</sup> of the first month of each quarter)
- h. Development and adherence to a photolisting distribution plan

## Section 7 – Submission of Proposal

Proposal must be submitted in Microsoft word via email to: [adoptcontract.submit@dhs.ga.gov](mailto:adoptcontract.submit@dhs.ga.gov)

## Section 8 – Contract Term

The initial term of the contract(s) shall be from the date of award until the end of the State's current fiscal year. The State's fiscal year is from July 1<sup>st</sup> through June 30<sup>th</sup>. The State entity shall possess four (4) one (1) year option(s) to renew, which options shall be exercisable at the sole discretion of the State entity.

## Section 9 – Contract Award

Upon receipt of the proposal from the Social Services Administration Unit, DHS will review the proposal and arrange a meeting or telephone conference for clarifications, questions and answers and contract kick-off as may be necessary. The sample contract to be signed is attached, as **Appendix A**.

## Section 10 - Supplier Information

The following questions seek information regarding the Supplier's business operations, including, among other things, its company structure, staff qualifications and financial viability. If applicable, please attach any documentation supporting your responses to the questions below to your proposal.



## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

### **Company Structure**

- A. The Supplier must include in the application the legal form of its business organization (for profit, non-profit, partnership, etc.), the state in which the organization is incorporated, the office location that will be the point of contact during the term of any resulting contract.
- B. Supplier must attach a copy of its organizational chart identifying the individuals currently holding the positions and the reporting relationships as they relate to this Statement of Need.

### **Business Litigation**

The Supplier must disclose any involvement by organization or any of its officers or principals in any material business litigation within the last five (5) years. The disclosure will include an explanation, as well as the current status and/or disposition. Failure to disclose this information may lead to disqualification of the Supplier proposal or cancellation of contract if it is subsequently discovered that the Supplier to truthfully disclose this information.

### **Criminal Background**

Supplier must describe in detail how it will ensure that its staff will have a completed background investigation per Department of Human Services standards prior to delivery of service and submit verification to the Social Services Administration Unit within 30 days of contract award.

### **Staff Qualifications & Experience**

Staff must have two (2) years of experience working in the field of child welfare and a high school diploma or equivalent. The Department has the final discretion to approve or disapprove any staff and/or sub-contracted provider. Offeror must attach a hiring protocol for all levels of its staff.

### **Financial Stability**

Any contract awarded as a result of this Statement of Need will be on a reimbursement basis in accordance with the established rate schedule. The fore it is important that an awarded Supplier be able to demonstrate its financial viability. To that end, Supplier must provide sufficient detailed financial information to allow DFCS to evaluate its financial stability as follows:

Supplier should identify its entity type, A or B. An Authenticity Statement is required for the entity type chosen.

- A. If a public company/entity:
  - Supplier must provide its most recent audited financial reports/statements (must be within 12 months of application).
- B. If a private company/entity the Supplier must provide either:
  - A copy of its most recent annual audited financial reports/statements (must be within 12 months)

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

**or**

- Authenticity Statement (All financial documents must include or be accompanied by a notarized certification statement signed by the CFO, President/CEO, or other authorized senior officer that all documents represent a true and accurate reflection of the entity's financial condition. The Authenticity Statement must be accompanied by a copy of the Service Provider's internal financial reports/statements including at minimum:
  - i. Balance Sheet (i.e. cash, property, any cash owed or due),
  - ii. Profit & Loss Statement (i.e. all income and expenses for last year, money made and paid out)
  - iii. Cash Flow Statement (i.e. the total amount of money the business has brought in and spent over the last year)
  - iv. Bank Statements (for past 12 months of as verification of Cash Flow Statement).

## ADOPTION PHOTOLISTING AND CHILD SPECIFIC RECRUITMENT

### Definition of Terms

Please review the following terms:

Agency – office, agency, department, board, bureau, commission, institution, authority, or other entity of the State of Georgia.

Annual Report - The annual report is a detailed report highlighting outcomes and successes for the entire year.

Client Satisfaction Survey- A questionnaire about quality-of-service provisions.

Department - State of Georgia Department of Human Services (DHS) is the state agency responsible for the provision of health and human services throughout Georgia.

DFCS - Division of Family and Children Services – A division of DHS responsible for welfare and employment support, protecting children, foster care and other services to strengthen families.

Federal Requirement - Adoption and Safe Families Act (ASFA) - ASFA requires the state to document the steps it takes to find an adoptive family or other permanent living arrangement for children whose permanency plan includes adoption or placement in another permanent home (42 USCA § 675(1)(E)). The documentation must cover attempts to find a fit and willing relative, a legal guardian, or another planned permanent living arrangement and the steps to finalize the adoption or legal guardianship. It must include child- specific use of state, regional, or national adoption exchanges, including electronic exchanges.

Monthly Report - A report due at the end of each month highlighting all telephone and email inquiries, referrals and registrations for children profiled. The monthly report will also provide information on all home studies that were submitted to the Adoption Exchange along with how many information packets and recruitment brochures were mailed to potential adoptive parents.

O.C.G.A. - Official Code of Georgia Annotated (State Statute) Offeror – Respondent to this Statement of Need.

Photolisting - A child-specific recruitment strategy used by agencies and adoption organizations aiming to present children available for adoption to prospective adoptive parents. Photolisting commonly contain pictures of the child, descriptions, and information regarding how adoptive families can learn more about the child. (AdoptUSKids)

Programmatic Staff – DHS's staff that oversees the specific contract or Statement of Need.

State Adoption Unit - Composed of three (3) units and 28 staff with the primary purpose and functions of assuring the safe and timely achievement of positive adoption outcomes for children receiving services from the Department of Family and Children Service, who cannot be safely reunited with their families. Additionally, the unit is responsible for ensuring efficient and effective adoption services to adoptive families.

SSAU- Social Services Administration Unit – is composed of two units and --- staff with the primary purpose of administering Adoption Assistance and Adoption Assistance Medicaid to adoptive families. Additionally, the unit is responsible for the administrative functions of adoption services contracts.

Staff Qualifications & Experience – The education and experience required from the staff in order to carry out the duties listed in the Statement of Need.

Supplier(s) – companies desiring to do business with the State of Georgia.