

## “SOLE SOURCE” PROCUREMENT JUSTIFICATION

Sole source purchases are goods and services available from only one vendor. There may be just one vendor because of patents or copyrights or simply because the vendor is the only one which supplies the good or service. Using Department must provide a written explanation as to why only this particular product/service is acceptable and why no other will be suitable or acceptable to meet the need. A quote must accompany this form.

Department name: Health and Human Service

1. Name of product or service: Good Behavior Game (GBG) \$72,000
2. Name of product manufacturer: PAX
3. Name of “sole” product supplier or service provider: Coop Consulting Inc.
4. Describe in general terms the product/service you are requesting and the intended application.

DAC-HHS would like to purchase an evidence-based prevention curriculum listed on the Substance Abuse and Mental Health Service Administration’s (SAMSHA) National Registry of evidence-based programs and practices for students that is taught by teachers in Doña Ana County. Evidence-based practice is defined by making decisions on the basis of the best available scientific evidence, using data and information systems systematically, applying program-planning frameworks, engaging the community in decision making, conducting sound evaluation, and disseminating what is learned. DAC-HHS has been allocated funding by the New Mexico Department of Finance and Administration Local Driving While Intoxicated Bureau to procure services for an evidence-based prevention curriculum for a school district in Doña Ana County.

5. Describe the unique features/capabilities/characteristics that distinguish it from other products/services.

The PAX Good Behavior Game (PAX GBG) is a scientifically proven classroom based system that teachers use to teach skills for self-regulation, co-regulation, and self-control during any school or after school activity. Students use these skills purposely to collaborate with others to create; peace, productivity, health, and happiness. PAX uses a classroom-wide game format with teams and rewards to socialize children to the role of student and reduce aggressive, disruptive classroom behavior, which is a risk factor for adolescent and adult illicit drug abuse, alcohol abuse, cigarette smoking, antisocial personality disorder (ASPD), and violent and criminal behavior. PAX strategies allow students to co-create consistent expectations and summon peer support in creating a nurturing classroom/school environment.

PAX GBG is an evidence-based program identified by SAMHSA’s National Registry for Evidence based Programs and Practices, Washington State Institute for Public Policy, the

Institute of Medicine, and teachers' unions in the U.S and other countries. The PAX Good Behavior Game adheres to SAMHSA's six key principles of a trauma-informed approach and model for a trauma-informed classroom. PAX creates a nurturing environment in every school and classroom allowing participants to develop pro-social behaviors in a safe setting far from the predatory environments that encourage anti-social behavior.

In addition, the State of New Mexico Behavioral Health Services Division supports PAX, an identified curricula, in order to leverage the state behavioral health services division funding for prevention.

6. How did you determine there was only one source for the product or service? Provide information on the research that was performed to locate suppliers for this product(s) or service(s). (Please furnish names, addresses and other documentation)

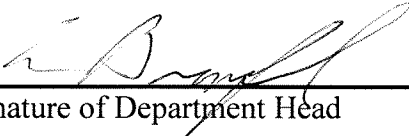
DAC-HHS researched following SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP): Substance Abuse Prevention Programs (Ages 6-12; 13-17). PAX GBG was the only program which is listed on SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP): Substance Abuse Prevention Programs that is taught by teachers.

Attached you will find a list of SAMHSA's National Registry of Evidence-based Programs and Practices (NREPP): Substance Abuse Prevention Programs (Ages 6-12; 13-17)

7. What product supplier or service provider has your Department used until now to satisfy similar requirements?

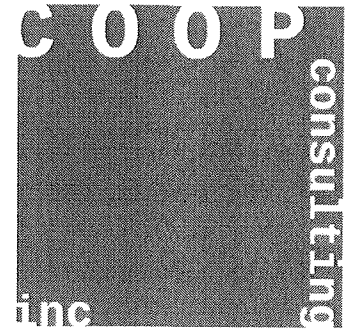
Department used a professional services contract to procure these services.

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 Signature of Department Head  Date

(Attach Quote and Use Additional Sheets As Necessary)

\*\*This form is used by Purchasing Department to determine if a "Sole Source" procurement criterion is met. Completing this form does not guarantee approval of this type of procurement.



October 17, 2019

Dona Ana County Health and Human Services  
845 North Motel Boulevard  
Las Cruces, NM 88007

Dear Dona Ana County Health and Human Services:

Regarding the implementation of the PAX Good Behavior Game in New Mexico, Coop Consulting, Inc., under contract with the State of New Mexico Office of Substance Abuse Prevention, is the sole provider of coordination services supporting the implementation of PAX in New Mexico.

Coop Consulting, Inc. coordinates PAX implementation in partnership with the PAXIS Institute. Coop Consulting, Inc. subcontracts with PAXIS Institute to provide certified trainers for every training event, while staff from Coop Consulting, Inc. provide the individual coaching to schools and teachers, the follow-up services for administrators, and the evaluation. In the state of New Mexico, Coop Consulting, Inc. serves as the intermediary on behalf of the State of New Mexico's Behavioral Health Services Division between school districts and individual schools wishing to implement PAX and the PAXIS Institute to coordinate the necessary trainings, boosters and support needed for successful PAX implementation. Coop Consulting, Inc. is the sole source of these services.

If you have further questions, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Coop", written in a cursive style.

Michael Coop  
President

- research
- planning
- facilitation
- evaluation

711 Alarid St  
Santa Fe, NM 87505  
  
PO Box 22822  
Santa Fe, NM 87502  
  
505.424.4365  
CoopConsulting.com

## Proposal

Coop Consulting, Inc. proposes to coordinate the comprehensive implementation of the PAX Good Behavior Game for an elementary school(s) located within Doña Ana County during the 2019-2020 academic year. This project is a joint effort by Coop Consulting, Inc. and Doña Ana County.

The project will include

- A full day training for all teachers and identified staff who will implement PAX in their classrooms (up to a maximum of 40 participants)
- One or more half day offerings of Booster sessions for trained teachers to occur within 2 months after the initial training
- PLC mentoring and coordination to support PAX implementation in the classrooms for 2-days with two PAX coaches
- On-site follow up visits to work with teachers and administrators on problem solving and other processes where support is needed for PAX implementation, to include role-playing and individual teacher observation and feedback as requested
- Any needed presentations to staff or administrators or district and county leadership
- Ongoing telephone and video call support to teachers during the academic year, plus regular monthly Partner conference calls to support their teacher mentoring
- PAX Partner training and support for 1 on-site partners, identified by the district
- Newsletters that provide information and support implementing teachers and administrators
- Frequent check-ins to support trained PAX Partners
- Data Collection and evaluation

Budget:

### *Overall Budget*

Initial training costs for a one day training for 40 attendees include the cost of the trainer and their travel expenses totaling \$4700. Supplies and materials for this training will allow for the trainees to have everything they need to implement PAX successfully in their school, these kits for 40 participants including shipping total \$12,882.38. Booster training costs for two 4 hour Boosters, for 40 attendees, include the cost of the trainer and their travel expenses, totaling \$3,400. Both training costs amount to \$20,982.38.

Coop Consulting supports the implementation of PAX GBG at a state level. This includes services of coordination, preparation, training services, data collection and analysis. These services total \$7,420.

Coop Consulting will also offer continual support through Booster training and PLC/classroom visit sessions. This also includes services of coordination, preparation, hosting, and training services. The Boosters amount to \$4,600. PLC/Classroom visits amount to \$3,750.

The Budget total amount per school including Gross Receipts Tax is **\$39,853.36**

**PAXIS Budget for Dona Ana County**

<b>Initial Training: 1 School</b>					
Training Cost per day	Days	Total Training c	Travel Expense	Trainer	Total
\$2,900.00	1	\$2,900.00	\$1,800.00		\$4,700.00
<b>Total</b>					<b>\$4,700.00</b>
<b>Attendees</b>					
	Kits/Harmonica	Shipping Costs	Total for kits		
40	\$289.00	\$560.00	\$12,120.00		
<b>Total</b>			<b>\$12,120.00</b>		
<b>Boosters:</b>					
Training Cost	Travel Expense	Total Training C	Days	Total	
\$1,400.00	\$1,800.00	\$3,200.00	1	\$3,200.00	
<b>Total</b>					<b>\$3,200.00</b>
<b>PAXIS Grand Total</b>					<b>\$20,020.00</b>

**Coop Consulting LCPS Budget**

**Initial Training**

	Cost	Total
Coordination (2 staff at 2 days)	4	\$350.00
Prep (Number of days)	4	\$350.00
Hosting	2	\$350.00
Lunch/snacks (bagged lunches)	40	\$20.00
Year Round Data Collection (Coop sta	4	\$350.00
Year Round Data Analysis (Coop staff	4	\$350.00
Car Rental	2	\$250.00
Accomodation	2	\$350.00
<b>Total</b>		<b>\$8,300.00</b>

**Booster Training**

	Cost	Total
Coordination (2 staff at 1.5 days)	3	\$350.00
Snacks	40	\$7.00
Prep (2 staff at 1.5 days)	1.5	\$350.00
Hosting (2 staff at 1 day)	2	\$350.00
Car Rental	2	\$250.00
Accomodation	2	\$350.00
Printing (Training materials)	2	\$100.00

**Total** **\$3,955.00**

**Professional Learning Community Visit**

	Days	Cost	Total
Coordination	2	\$350.00	\$700.00
Hosting	2	\$350.00	\$700.00
Accommodation	2	\$350.00	\$700.00
Printing	1	\$40.00	\$40.00
<b>Total</b>			<b>\$2,140.00</b>

**Coop Total** **\$14,395.00**

**PAXIS and Coop Grand Total** **\$34,415.00**

**Additional Costs:**

**PAX Partner**

	Cost	Number of Part Days	Total
Training Cost	\$1,000.00	2	\$2,000.00
<b>Total</b>			<b>\$2,000.00</b>

**PAX Partner**

	Cost	Total
Stipend/Honorarium (to SFPS staff Pa	\$1,099.00	\$2,198.00
<b>Total</b>		<b>\$2,198.00</b>

**PAXIS and Coop with PAX Partner Costs Grand Total** **\$38,613.00**

## Don Bullard

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**From:** Michael Perez  
**Sent:** Monday, October 21, 2019 9:40 AM  
**To:** Don Bullard  
**Subject:** URGENT - PAX Sole Source Letter needed now  
**Attachments:** 1-2-Page Teacher Snapshot of PAX GBG-fixed-7.docx; PAX Highlights version 8-29 erin&dde9-16-17.pdf; Developing Self-Regulation Through 3-Csv2.pdf; What Are the Proven Academic Benefits of PAX Good Behavior Game-2-1.pdf

Hi Michael, I didn't get an answer to my first questions, see below:

1. Is PAX Good Behavior Game the only scientifically proven classroom based system that teachers use to teach skills for self-regulation, co-regulation, and self-control during any school or after school activity?

YES, with these outcomes related to substance use measured over time. The difference between PAX GBG and other school-based behavior programs can really be seen in notable way that PAX GBG's is more than just a school-based program, it's trauma informed care, it aligns with SAMHSA's 7 key principles for trauma informed care and thus PAX GBG meets the needs of students who have ACEs (Adverse Childhood Experiences). PAX uses particular words and techniques to ensure that students are not reliving any trauma they may have experienced in the past. This impact is largely attributed to creating a nurturing environment in the classroom as well as allowing for students to have a voice in the classroom.

- 2.
3. Additionally, PAX GBG primarily teaches self-regulation whereas many other programs focus on practicing tools that teach behavior modification from an external source. PAX GBG is more geared toward the students learning tools to self-regulate and therefore, have the initiate ability to change their own behaviors and choices, in the present and later in life. This can be seen through a focus and release practice, teaching delayed gratification, and pro-social skills activities, all this strengthen the peace, productivity, health and happiness from within each student.
- 4.
5. Attached are few PAXIS handouts that go into some detail about the impact and science of PAX GBG.

I have a couple of more questions from their sole source letter, the letter states: "Coop Consulting, Inc., under contract with the State of New Mexico Office of Substance Abuse Prevention, is the sole provider of coordination services supporting the implementation of PAX in New Mexico.

1. The contract would between Coop and DAC not the State of New Mexico Office of Substance Abuse Prevention; it's not clear to me why their sole source letter states "under contract with the State of New Mexico Office of Substance Abuse Prevention" Please clarify.  
The state contracts with Coop for these services, but only for a limited number of schools. Because we want to expand the number of schools in our community we need to contract with Coop for the additional schools.
2. Could the County contract with the PAXIS Institute as the provider of these services?

No PAXIS Institute only provides the initial training, but not the follow up training, on-going coaching, nor evaluation. Coop Consulting, Inc. is the only provider of the comprehensive program that includes the initial training plus full-year, on-going support to the trained school. PAXIS Institute does in fact provide the training content as a subcontractor to Coop Consulting, Inc. Coop Consulting, Inc., however, coordinates the entire



training event, provides follow-up services to meet the needs of the school administration and faculty, provides year-round on-site coaching and training to the school community as well as replacement materials as needed, phone and web-based coaching and support; Coop Consulting, Inc. provides the data collection and evaluation of the project, and provides the results back to the school. In the second year of implementation, Coop Consulting, Inc. continues follow-up services, replacement teacher training, and on-going coaching to the teachers trained the previous year, at no cost to the community or school. In addition to this, when a community supports one training, such as this, to initiate PAX Good Behavior Game, Coop Consulting, Inc. provides another training and comprehensive support as just described to another school in the same community at no cost to the community or district (or county), thereby doubling the value of the community's investment. That second training is paid for by the state-supported contract under which Coop Consulting, Inc. works to roll out the PAX Good Behavior Game statewide on behalf of New Mexico's Behavioral Health Services Division, Human Services Department.

Donald E. Bullard, CPO  
Purchasing Manager  
Dona Ana County  
Phone: 575-525-5927  
Fax: 575-525-5930



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**From:** Michael Perez <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)>  
**Sent:** Thursday, October 17, 2019 1:04 PM  
**To:** Don Bullard <[donb@donaanacounty.org](mailto:donb@donaanacounty.org)>  
**Subject:** FW: URGENT - PAX Sole Source Letter needed now

**From:** Michael Coop <[coopconsulting@gmail.com](mailto:coopconsulting@gmail.com)>  
**Sent:** Thursday, October 17, 2019 11:16 AM  
**To:** Michael Perez <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)>  
**Cc:** Andrea Niehaus <[andreaniehaus.nm@gmail.com](mailto:andreaniehaus.nm@gmail.com)>; Michael Coop <[michaelcoop@newmexico.com](mailto:michaelcoop@newmexico.com)>; Michelle Katz <[katz.coopconsulting@gmail.com](mailto:katz.coopconsulting@gmail.com)>  
**Subject:** Re: URGENT - PAX Sole Source Letter needed now

Hi Michael

The sole source letter is attached.

Thanks,

Michael

Michael Coop  
Coop Consulting, Inc.  
711 Alarid Street  
Santa Fe, New Mexico 87505  
Mail: P.O. Box 22822, SF, NM 87502  
505-424-4365  
505-603-2024 (cell)  
[michaelcoop@newmexico.com](mailto:michaelcoop@newmexico.com)  
[coopconsulting@gmail.com](mailto:coopconsulting@gmail.com)

On Oct 17, 2019, at 10:42 AM, Michael Perez <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)> wrote:

Thank you Andrea.

**From:** Andrea Niehaus <[andreaniehaus.nm@gmail.com](mailto:andreaniehaus.nm@gmail.com)>  
**Sent:** Thursday, October 17, 2019 10:39 AM  
**To:** Michael Coop <[michaelcoop@newmexico.com](mailto:michaelcoop@newmexico.com)>; Michelle Katz <[katz.coopconsulting@gmail.com](mailto:katz.coopconsulting@gmail.com)>  
**Cc:** Michael Perez <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)>  
**Subject:** URGENT - PAX Sole Source Letter needed now

Hi Michael:

Michael Perez from Dona Ana County is copied here. I spoke to Michael this morning. He needs a sole source letter from Coop Consulting, Inc. today to ensure PAX can be implemented in Dona Ana County. See question number two below.

A draft of such a letter is attached.

Please edit as needed, sign and return to Michael today.

Thanks,

Andrea Niehaus  
Coop Consulting, Inc.  
711 Alarid Street  
Santa Fe, NM 87505  
Phone: 505.424.4365  
[andreaniehaus.nm@gmail.com](mailto:andreaniehaus.nm@gmail.com)

----- Forwarded message -----

From: **Michael Perez** <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)>  
Date: Thu, Oct 17, 2019 at 9:52 AM  
Subject: FW: PAX Sole Source  
To: Andrea Niehaus <[andreaniehaus.nm@gmail.com](mailto:andreaniehaus.nm@gmail.com)>

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**From:** Don Bullard <[donb@donaanacounty.org](mailto:donb@donaanacounty.org)>  
**Sent:** Thursday, October 10, 2019 4:01 PM  
**To:** Michael Perez <[michaelpe@donaanacounty.org](mailto:michaelpe@donaanacounty.org)>  
**Subject:** PAX Sole Source

Hi Michael, I am looking over your sole source request and have a couple of questions:

1. Is PAX Good Behavior Game the only scientifically proven classroom based system that teachers use to teach skills for self-regulation, co-regulation, and self-control during any school or after school activity?
2. Is Coop Consulting Inc. the only firm that can provide this service? What about the Paxis Institute? If Coop is the only firm, we need a Sole Source Letter from Coop indicating they are the sole source provider and why.

Let me know if you have any questions.

Go Cowboys,

Donald E. Bullard, CPO  
Purchasing Manager  
Dona Ana County  
Phone: 575-525-5927  
Fax: 575-525-5930

