

JLR Manager (Initial)



Notice of Intent to Award

Solicitation Number	GG000074	Award Date	9/22/2026 7:42 AM CDT
Solicitation Title	Doula Services		
Buyer Name	Von L Bell	Buyer Email	von.bell@nashville.gov
BAO Rep	Christopher Wood	BAO Email	christopher.wood@nashville.gov

Awarded Supplier(s)

In reference to the above solicitation and contingent upon successful contract negotiation, it is the intent of the Metropolitan Government of Nashville and Davidson County to award to the following supplier(s):

Company Name (1)	Regina Jackson dba Golden Milk Mama Lactation & Doula Services
Company Name (2)	Burston with Joy LLC dba Birthing with Joy Health and Wellness
Company Name (3)	Jensine Pearman dba Labor of Love Holistic Birth & Wellness Collective
Company Name (4)	Erika Perez Latorre dba Birthing Undisturbed – Caring Company
Company Name (5)	Felicia Randolph
Company Name (6)	

Certificate of Insurance

The awarded supplier(s) must submit a certificate of insurance (COI) indicating all applicable coverage required by the referenced solicitation. The COI should be emailed to the referenced buyer no more than 07 days after the referenced award date.

Equal Business Opportunity Program

Where applicable, the awarded supplier(s) must submit a signed copy of the letter of intent to perform for any and all minority-owned (MBE) or woman-owned (WBE) subcontractors included in the solicitation response. The letter(s) should be emailed to the referenced business assistance office (BAO) rep no more than two business days after the referenced award date.

☐ Yes, the EBO Program is applicable.

☒ No, the EBO Program is not applicable.

Monthly Reporting

Where applicable, the awarded supplier(s) will be required monthly to submit evidence of participation and payment to all small (SBE), minority-owned (MBE), women-owned (WBE), LGBT-owned (LGBTBE), and service-disabled veteran owned (SDV) subcontractors. Sufficient evidence may include, but is not necessarily limited to copies of subcontracts, purchase orders, applications for payment, invoices, and cancelled checks.

Questions related to contract compliance may be directed to the referenced BAO rep.

☐ Yes, monthly reporting is applicable.

☒ No, monthly reporting is not applicable.

Public Information and Records Retention

Solicitation and award documentation are available upon request. Please email the referenced buyer to arrange. A copy of this notice will be placed in the solicitation file and sent to all offerors.

Right to Protest

Per MCL 4.36.010 – any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the purchasing agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto. Such facts shall be detailed in the submitted protest.

Michelle R. Hernandez Lane

Michelle Lane
Interim Purchasing Agent & Chief Procurement Officer
michelle.lane@nashville.gov

ZK (Initial)
Zak Kelley



GG000074 – Doula Services

Company Name	Fixed Rate Fee Acceptance	Qualifications & Experience (50 Points)	Methodology & Approach (50 Points)	Total Points (100)
Regina Jackson dba Golden Milk Mama Lactation & Doula Services	Yes	50	50	100
Burston with Joy LLC dba Birthing with Joy Health and Wellness	Yes	44	47	91
Jensine Pearman dba Labor of Love Holistic Birth & Wellness Collective	Yes	48	41	89
Erika Perez Latorre dba Birthing Undisturbed – Caring Company	Yes	40	40	80
Felicia Randolph	Yes	40	40	80
GMAC Nurse Consulting LLC	Yes	25	30	55
Morgan Jones dba Magnificent Birthing	Yes	22	22	44

Regina Jackson dba Golden Milk Mama Lactation & Doula Services	
Strengths	Weaknesses
Proposal demonstrated 13 years performing comprehensive doula services, several doula certifications, lactation counselor certification list of hospitals each doula is certified to render services and required trainings, and capacity to attend a minimum of three 3 births per month per doula with including (full spectrum, spinning babies training, mental health first aid, perinatal mood disorders, high risk doula) lactation counselor/certification (Certified Blacktation Educator/CBE) and breastfeeding certification (Certified Breastfeeding Specialist); Vanderbilt doula collaboration, Vandy REDCAP training, Vandy annual badge requirements, Vandy facility onboarding training, and Ascension Saint Thomas Midtown OR Badge training for doula access and support, and plan to attend required births with a secondary doula for 24/7 backup when primary doula is unavailable which exceed expectations in this regard. Proposal demonstrated experience providing scope of services outlined in the solicitation including psycho-social, prenatal support labor, postpartum care, lactation, pre-birth, health education, retention rate and continued engagement, peer-to-peer breastfeeding experience, and natural, cesarean, and vaginal birthing which meet expectations in this regard. Proposal demonstrated three projects of similar size and scope including doula pilot project, healthy start project, and development and housing agency; projects provided full description, dates, role, scope link, and references which meet expectations in this regard. Proposal demonstrated methodology on how requirements and provisions in the scope of project will be implemented for comprehensive doula services including project management process based on client centered, trauma informed, culturally responsive process from assignment through postpartum care which meet expectations in this regard. Proposal demonstrated approach to managing projects and providing comprehensive plan with the identification of clearly defined project management process including service plan from assignment to enrollment, required service approach, continuous in-person non-clinical support during labor, complete individualized prenatal visits for prenatal support, postpartum care and care plan within days of hospital discharge, regular status reports, intake assessments, lactation support and depression screening continuity, risk management and perform which meet expectations in this regard.	N/A

Burston with Joy LLC dba Birthing with Joy Health and Wellness	
Strengths	Weaknesses
Proposal demonstrated experience providing scope of services including psycho-social, prenatal, labor, postpartum care, pre-birth on call, lactation, health education, and birthing which meet expectations in this regard. Proposal demonstrated three projects of similar size and scope including maternal and infant health initiative support project and community care outreach, projects provided dates, role, dollar value, references, and link to scope which meet expectations in this regard. Proposal demonstrated methodology on how requirements and provisions in the scope of project implementation to perform comprehensive doula services including structured client-centered, evidence-based model built around three phases of care of prenatal, labor, and delivery, individualized postpartum care plan supported by consistent documentation, communication protocols, and quality checkpoints at each stage which meet expectation in this regard. Proposal demonstrated approach to managing projects and providing comprehensive plan that identifies clearly defined project management process including phases, key tasks, and deliverables or including intake and onboarding, prenatal engagement, on-call readiness, labor and delivery immediate and extended postpartum, quality assurance, lactation support, delivery outcomes, health education plan, birth plan, and identification of potential issues and mitigation, regular status reports, depression screening which meet expectation in this regard.	Proposal lacked details regarding qualifications and experience firm's years performing the scope of services Please include the following qualifications: Doula Certification, Lactation Counselor Certification (if applicable), List of hospitals each doula is certified to render services and required hospital trainings, capacity to attend to attend a minimum of three 3 births per month per doula and below expectation in this regard. Proposal lacked substantive responses to requested evaluation criteria information and below expectation in this regard.

Jensine Pearman dba Labor of Love Holistic Birth & Wellness Collective	
Strengths	Weaknesses
Proposal demonstrated 4 years of experience performing comprehensive doula services, doula certification, list of hospitals each doula is certified to render services and required trainings, and capacity to attend a minimum of three 3 births per month per doula including Vanderbilt, StoneCrest, Ascension Saint Thomas Midtown, and Tristar Centennial Medical Center, Huntsville Hospital for Women & Children, Crestwood Medical Center, and Jackson General Hospital; capacity to attend a minimum of three (3) births per month per doula while maintaining a high quality prenatal and postpartum care, operating under a Lead Doula model with a defined back-up coverage plan to attend required births which meet expectations in this regard. Proposal demonstrated experience providing scope of services including psycho-social support, prenatal support, labor support, postpartum care, pre-birth on call support, lactation support, health education, and client retention which meet expectations in this regard. Proposal demonstrated three projects of similar size and scope including full continuum of doula services, labor and postpartum doula services, and labor and postpartum doula community services; projects included date, role, and link to scope which meet expectation in this regard. Proposal approach to managing projects and providing comprehensive plan that identifies clearly defined project management process including Lead Doula model serving as single point contact, coordinating client assignments, monitoring capacity and ensuring documentation and reporting deadlines are met, process deliverables, anticipated challenges and mitigation, prenatal and labor support, depression screening, status reporting and documentation, and retention and client engagement which meet expectation in this regard.	Proposal evaluation criteria lacked good organization of requested information, substantive responses and is below expectation in this regard. Proposal lacked details regarding methodology and how the requirements and provisions of the scope of this project will be implemented for comprehensive doula service and below expectations in this regard.

Erika Perez Latorre dba Birthing Undisturbed – Caring Company	
Strengths	Weaknesses
Proposal demonstrated experience performing doula services outlined in solicitation including healthcare team collaboration, online childbirth education, informed decision-making, emotional support, advocacy and continuity of care, client intake assessment, birth planning, labor and birth support, immediate postpartum screening and lactation support and prenatal education, which meet expectations in this regard. Proposal demonstrated methodology and how provisions in the scope of project implementation to perform comprehensive doula services including developing trusting relationships from labor, birth, and postpartum period for healthy outcomes which satisfactorily meet expectation in this regard. Proposal approach to managing projects and providing comprehensive plan that identifies clearly defined project management process demonstrate evidence, based culturally responsive, family centered support that improves maternal and infant outcomes which meet expectation in this regard.	Proposal lacked details regarding qualifications and experience firm's years performing the scope of services Please include the following qualifications: Doula Certification, Lactation Counselor Certification (if applicable), List of hospitals each doula is certified to render services and required hospital trainings, capacity to attend to attend a minimum of three 3 births per month per doula and below expectation in this regard. Proposal lacked details regarding three projects of similar size and scope lack required details and below expectation in this regard.

Felicia Randolph	
Strengths	Weaknesses
Proposal demonstrated 2 years performing comprehensive doula services, doula certification, list of hospitals each doula is certified to render services and required trainings, and capacity to attend a minimum of three 3 births per month per doula including Vanderbilt, Ascension St. Thomas, and StoneCrest, and capacity to attend required births which meet expectations in this regard. Proposal demonstrated experience performing doula services outlined in solicitation including psycho-social, prenatal, labor, postpartum, pre-birth, lactation, health education, and retention rate which meet expectations in this regard. Proposal demonstrated three projects of similar size and scope including Nashville, strong babies, and Vanderbilt doula pilot project dollar value, brief description, role, and link to scope which meet expectations in this regard.	Proposal lacked details regarding methodology and how the requirements and provisions of the scope of this project will be implemented for comprehensive doula service and below expectations in this regard. Proposal lacked details regarding approach to managing project with clearly defined management process and is below expectation in this regard.

GMAC Nurse Consulting LLC	
Strengths	Weaknesses
Proposal demonstrated 6 years proposed doula supervisor performing comprehensive doula services with 100 child births, several doula services certifications, breastfeeding, and midwife certification list of hospitals each doula is certified to render services and required trainings, and capacity to attend a minimum of three 3 births per month per doula including Ascension St. Thomas hospitals, Vanderbilt University Hospital, TriStar hospitals, and Nashville General Hospital and plan for back up doulas which exceed expectations in this regard. Proposal approach to managing project and providing comprehensive plan that identifies clearly defined project management process demonstrate introductory intake assessment, birth plan discussion, prenatal visit per trimester, onsite support during birthing and labor process which satisfactorily meet expectation in this regard.	Proposal lacked good organization of requested evaluation criteria information and below expectation in this regard Proposal lacked details regarding firm's experience and team experience in providing the scope of services outlined in the solicitation. Please include the following support services: Psycho-social, Prenatal, Labor, Postpartum care, pre-birth on call as needed Lactation, Health Education, Birthing Retention Rate and below expectation in this regard. Proposal lacked details regarding similar size, scope, and complexity. Identify when the work was completed (preference is given to more recent projects of similar scope). Include the following: Company/agency/department/office for which performed Dates of project, Type of project, Dollar value Description of how the scope of this project is linked to the scope of services of responding solicitation. Owner contact information for the listed projects, including an email address that can be used as reference verification. Bad contact information and/or non-responsive references will be reflected in the scores which is below expectations in this regard. Proposal lacked details regarding approach to managing projects and providing comprehensive plan that identifies clearly defined project management process and is below expectation in this regard.

Morgan Jones dba Magnificent Birthing

Strengths	Weaknesses
Proposal demonstrated three projects of similar size and scope demonstrate Nashville Strong Babies, Blissful Birthing, and Independent Private Practice which satisfactorily meet expectations in this regard. Proposal demonstrated methodology and how provisions in the scope of project implementation to perform comprehensive doula services including a model of care with individualized intake assessments, three in-person prenatal visits, weekly pre-birth on-call support, continuous in-person labor support, postpartum, recovery visits, depression screening and community resource coordination which meet expectations in this regard.	Proposal evaluation criteria lacked good organization of requested information and below expectation in this regard. Proposal lacked details regarding years performing the scope of service. Please include the following qualifications: Doula Certification Lactation Counselor Certification (if applicable) List of hospitals each doula is certified to render services and required hospital trainings Capacity to attend to attend a minimum of three 3 births per month per doula and is below expectation in this regard. Proposal lacked details regarding experience in providing the scope of services outlined in the solicitation. Please include the following support services: Psycho-social, Prenatal, Labor, Postpartum care, pre-birth on call as needed, Lactation, Health Education, Birthing, Retention Rate and is below expectation in this regard. Proposal lacked details regarding approach to managing project with comprehensive plan lacks clearly defined project management process and is below expectation in this regard.

Certificate Of Completion

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Envelope Originator:

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Von Bell

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Terri L. Ray

Terri.Ray@nashville.gov

Finance Manager

Metropolitan Government of Nashville and Davidson County

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Zak Kelley

Zak.Kelley@Nashville.gov

Finance Manager

Metro Nashville Government

Security Level: Email, Account Authentication (None)

Signature Adoption: Drawn on Device

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Electronic Record and Signature Disclosure:

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Michelle A. Hernandez Lane

michelle.lane@nashville.gov

Deputy Director of Finance

Metro

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Electronic Record and Signature Disclosure:

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In Person Signer Events

Signature

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Editor Delivery Events

Status

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Agent Delivery Events

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Intermediary Delivery Events

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Certified Delivery Events

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Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	9/14/2026 2:11:52 PM
Certified Delivered	Security Checked	9/22/2026 7:41:54 AM
Signing Complete	Security Checked	9/22/2026 7:42:56 AM
Completed	Security Checked	9/22/2026 7:42:56 AM
Payment Events	Status	Timestamps