

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

AGENCY: Early Learning Coalition of Marion County, Inc

TITLE: Verbal Communication Measurement Technology and Software

Short description of the commodity or service desired: Wearable device combined with cloudbased software to deliver detailed verbal communication feedback that helps adults make proven, sustainable increases in interactive talk with children.

CONTACT

Name: Marcelle Easter

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Internal tracking number, if any:

**Date posted: 11/06/2023    Last day for receipt of information: 11/28/2023**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

LENA wearable devices, cloud-based software, and classroom subscriptions.

Quantity or Term (as appropriate):

180 Classrooms, LENA Grow fee includes room materials, devices, clothing, software processing, curriculum, resources, and support

Requestor (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Marion County, Inc

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

ARPA Discretionary Local Initiatives to Improve School Readiness

Intended Single Source:

LENA

Estimated Dollar Amount:

\$405,000.00

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

The LENA System™ is the only validated tool for automatically measuring adult word counts, conversational turn counts (a proxy for serve and return interaction), child vocalization counts, and other metrics associated with the child’s natural language environment. It is used in a wide variety of research studies around the world and has been integrated into programs focused on improving interactive talk between parents/caregivers/teachers and children. More information on the core technology is provided here: <https://www.lena.org/technology/>. The patented and proprietary LENA System comprises: the specially-designed recording device; acoustically designed clothing to properly hold the recorder; LENA software that offloads, uploads, and/or processes the audio data; and LENA Online™, the cloud-based data and reporting system. Information on LENA’s patents can be found here: <https://www.lena.org/patents/>. The LENA System has been integrated into the proprietary LENA StartR (<https://www.lena.org/lena-start/>) and LENA GrowR (<https://www.lena.org/lena-grow/>) adult learning (professional development) programs delivering objective feedback on the natural language environment and coaching tips to parents/caregivers and teachers. This feedback has unique advantages: comprising a sequence of full day of objective data versus short-duration snippets and is specific to each child (because the child wears their device). LENA SP™ (<https://www.lena.org/lena-sp/>) is a proprietary configuration of LENA Online designed to meet the needs of researchers and other language professionals.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Carrie Theall, Chief Executive Officer

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.