

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

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

Address: 2300 SW 17th Rd, Ocala, Fl 34471

Telephone: 352-369-2315

Email: measter@elc-marion.org

Internal tracking number, if any: NA

DMS Single Source number, if applicable:

Date posted: 12/01/2023 Time posted: 2:15 PM

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

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 (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, as appropriate):

ARPA Discretionary Local Initiatives to Improve Kindergarten Readiness

Intended Single Source:

LENA

Price:

\$216,000.00

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual 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

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:

Mail: Attn: Marcelle Easter 2300 SW 17th Rd, Ocala, Fl 34471

Email: measter@elc-marion.org

Fax: