

**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 Orange County

**TITLE:** ARPA Early Learning Software and Technology

Short description of the commodity or service desired: Expansion of Current LENA Grow program for providers- including purchase of additional software and technology, training, and supports

**CONTACT**

Name: Amy Richter

Address: 7700 Southland Blvd., Suite100, Orlando, FL 32809

Telephone: 321-468-3701

Email: arichter@elcoc.org

Internal tracking number, if any:

DMS Single Source number, if applicable:

**Date posted:**

**Time posted:**

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

LENA Grow technology , training, and support for providers.

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

Early Learning coalition of Orange County

**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):

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.

**Intended Single Source:**

LENA Foundation

**Price:** \$150,000.00

**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):

As of this date, 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/>.

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

Dr. Scott Fritz, Chief Executive Officer      Paul Spears, Chief Financial 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:** 7700 Southland Blvd., Suite 100, Orlando, FL 32809

**Email:** arichter@elcoc.org

**Fax:** 407-749-0282