

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

AGENCY: Early Learning Coalition of Orange County

TITLE: Community Outreach and Family Engagement

Short description of the commodity or service desired: Advertising on Central Florida Regional Transportation (LYNX)

CONTACT

Name: Amy Richter

Address: 7700 Southland Blvd., Suite 100, Orlando, FL 32809

Telephone: 352-362-8926

Email: arichter@elcoc.org

Internal tracking number, if any:

Date posted:

Last day for receipt of information:

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):
Advertising on LYNX buses, transit shelters and transit centers

Quantity or Term (as appropriate):
7/1/24-6/30/25

Requestor (division, bureau, office, individual, as appropriate):
Early Learning Coalition of Orange County

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):
SR Outreach Funds

Intended Single Source:
Vector Media

Estimated Dollar Amount:
\$200,000.00

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):

Vector is the sole source provider of transit advertising for Central Florida Regional Transportation Authority (LYNX) buses, transit shelters, paratransit vehicles, and transit centers per contract 17-C07.

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

Dr. Scott Fritz, Chief Executive Officer

Kelly Schulz, Chief of Communication

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.