

**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: ELC of Lake County

TITLE: Language ENvironment Analysis (LENA) Grow Initiative System of Services for Child Care Providers

Short description of the commodity or service desired: Utilization of the LENA Grow "talk pedometer" technology to deliver empowering, data-driven strength based coaching to help early learning educators in Lake County make proven, sustainable improvements to very young children's language environments.

CONTACT

Name: Alanna Rosario

Address: 1300 Citizens Blvd., Ste. 206, Leesburg, FL 34748

Telephone: (352) 435-0566

Email: arosario@elclc.org

Internal tracking number, if any:

DMS Single Source number, if applicable:

**Date posted: 10/30/23    Time posted: 09:30am**

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

Utilization of the Language ENvironment Analysis (LENA) Grow "talk pedometer" technology to deliver empowering, data-driven coaching that improves outcomes for children and teachers.

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

ELC of Lake 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):

Program Guidance 240.21 COVID – 19 Crisis Emergency Funding Assistance for Early Learning/Child Care Providers American Rescue Plan (ARP) Act Supply Building Initiatives ARPA Discretionary

Intended Single Source:

LENA

Price:

\$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 Language ENvironment Analysis (LENA) Grow is an evidence-based professional development program that helps early childhood educators improve classroom language environments in early learning settings. The Learning Environment Analysis (LENA) Grow is the sole manufacturer and distributor of the "talk pedometer" technology that will be used to measure the quality of teacher-child interactions, collect data and support strength based coaching to early educators increasing both quantity and quality of the teacher-child interactions. The intended outcomes of this initiative include increasing CLASS composite scores leading to better long-term outcomes for children. An exhaustive search for a similar platform did not yield any competitors. Patents for the LENA System™, including one or more of its component software and hardware products, including LENA Pro™, LENA Hub™, LENA Online™ (also known as LENA Mobile™), and the Digital Language Processor™ (also known as the LENA recorder) can be found online at [lena.org/patents](http://lena.org/patents). Sole source letter attached.

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

Lesha Buchbinder, Chief Executive Officer  
Gregory Thomas, Chief Financial Officer  
Tameka Mays, Chief Quality Officer

Please send any protest within 72 hours of posting to the contact below:

Name: Alanna Rosario  
Email: [arosario@elclc.org](mailto:arosario@elclc.org)

**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: 1300 Citizens Blvd., Ste. 206, Leesburg, FL 34748**

**Email: [arosario@elclc.org](mailto:arosario@elclc.org)**

**Fax: (352) 435-0235**