

**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 Hillsborough County

**TITLE:** ARPA Language Development with LENA Grow

Short description of the commodity or service desired: Evidence-based solution to boosting language and literacy development, accelerating social-emotional development, and improving classroom quality.

**CONTACT**

Name: Gary Meyer

Address: 6302 East Dr. Martin Luther King Jr. Blvd. Suite 100, Tampa, FL 33619

Telephone: 813-906-2942

Email: gmeyer@elchc.org

Internal tracking number, if any: N/A

DMS Single Source number, if applicable:

**Date posted: 3/14/2024   Time posted:**

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

We intend to contract with LENA Grow for \$399,000 for their evidence-based solution to boosting language and literacy development, accelerating social-emotional development, and improving classroom quality. This fee will pay for 30 children in year 1, 54 children in year 2, and 64 children in year 3 at \$2,700 per child per year and include room materials, devices, clothing, software processing, curriculum, resources, and support at \$1,500 per child per year and third-party instructional coaching at \$1,200 per child per year. It also includes an implementation fee comprising system wide set-up, remote training, software configuration, technical assistance, and coach materials for up to three coaches.

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

Early Learning Coalition of Hillsborough 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):

We intend to contract with LENA Grow for \$399,000 for their evidence-based solution to boosting language and literacy development, accelerating social-emotional development, and improving classroom quality. LENA Grow has demonstrated significant increases in all three CLASS domains.

Intended Single Source:  
LENA Grow

Price:  
\$399,000

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.

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

Gary Meyer, 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: Early Learning Coalition of Hillsborough County Attention: Gary Meyer 6302 East Dr. Martin Luther King Jr. Blvd. Suite 100, Tampa, FL 33619**

**Email: gmeyer@elchc.org**

**Fax: 813-435-2299**