

**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 section 287.057(3), Florida Statutes.

AGENCY: Florida Department of Health in Broward County

TITLE: Social Marketing Advertising

Short description of the commodity or service desired: Bus advertising and social marketing support services and programs for the Florida Department of Health in Broward County.

CONTACT

Name: Jenny Cooley

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Internal tracking number, if any: EXP2394 Intent

DMS Single Source number, if applicable:

Date Posted: 6/2/21 @ 9:00am

Date End Posting: 6/7/21 @ 9:00am

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

82101801 Advertising campaign services

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

Department of Health, Broward 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):

The Department of Health in Broward County has a need to place social marketing advertising for various public health services and programs on County Transit buses in areas frequented by at-risk populations.

In accordance with 60A-11.045 Florida Administrative Code, Florida Department of Health in Broward County request authorization to purchase, as a single source, social marketing advertising from Vector Media.

Intended Single Source:

Vector Media

Price:

\$60,000.00

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):

-Previous DOH-Broward County social marketing campaigns on transit buses has proven to be effective for at-risk population areas.

-Vector Media has exclusive rights to sell advertising for Broward County Transit.

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

Sonja German-Jones, Purchasing Analyst

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.