

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

AGENCY: Florida Department of Health in Miami-Dade County

TITLE: Beefree, LLC d/b/a Freebee

Short description of the commodity or service desired: Mobile app based, on-demand transportation advertising services.

CONTACT

Name: Jenny Cooley

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Internal tracking number, if any: EXP2320

Date posted: **1/24/2020 @ 4:50pm**

Last day for receipt of information: **2/4/2020 @ 4:50pm**

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 and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
80171603 Publicity and marketing advisory service

Quantity or Term (as appropriate):
6 months

Requestor (division, bureau, office, individual, as appropriate):
Department of Health/ Miami-Dade

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, Miami-Dade, HIV/STD Program has a need to purchase mobile app based, on-demand transportation advertising services for the “Getting 2 Zero” statewide HIV and AIDS prevention campaign. Under section 381.0046, Florida Statutes, the “Getting 2 Zero” campaign, is a movement to reduce new infections, increase access to care, and to promote health equity. This is a community investment to address the HIV/AIDS epidemic, as Miami-Dade County leads the nation with the highest HIV infection rates. In accordance with 60A-1.045, Florida Administrative Code, the Florida Department of Health in Miami-Dade County HIV/STD Program requests authorization to purchase, as a single source, on-demand transportation advertising services from Beefree, LLC d/b/a Freebee.

Intended Single Source:
Beefree, LLC d/b/a Freebee

Estimated Dollar Amount:
\$36,000.00

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):

- Beefree, LLC d/b/a Freebee is the sole vendor in Miami-Dade County providing mobile app based, on-demand transportation advertising, using 100% electric, low speed vehicles. Freebee provides a unique service where passengers are exposed to the branding of the HIV/AIDS “Getting 2 Zero” campaign by in-car video advertisements and marketing materials distributed by W2 employee drivers who serve as brand ambassadors for the “Getting 2 Zero” campaign.
- Miami-Dade County Health Department has determined through raw data, fact finding and testing that one of the most effective placements of HIV/AIDS awareness advertising is through mobile app based, on-demand transportation advertising services that frequent at risk population areas.

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

Sonja German-Jones, OMC Manager

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 s.120.57(3), FS.