

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

AGENCY: Florida Department of Health in Broward County

TITLE: Broward County Bus Wraps for WIC

Short description of the commodity or service desired: Advertising WIC services on Broward County Transit Buses.

CONTACT

Name: Bill Zimmerman

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Email: Bill.Zimmerman@flhealth.gov

Internal tracking number, if any: EXP2439

Date posted: 3/14/2022

Last day for receipt of information: 4/04/2022 @ 3:30 PM EST

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 15 business days.

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

82101605 Television commercials productions service

82101800 Advertising agency services

82101801 Advertising campaign services

Quantity or Term (as appropriate): 1 Year

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

Florida Department of Health in 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):

DOH-Broward has a need to place social marketing advertising for public health programs and services on Broward County transit buses. These buses are able to reach DOH-Broward's target market as they frequently run through underserved and at-risk communities in need of services and health awareness opportunities. Previous Broward County social marketing advertising of various public health programs and services have proven to be effective for at-risk population areas.

In accordance with Chapter 60A-1.045 Florida Administrative Code, the Florida Health Department in Broward County is requesting authorization to purchase, as a sole source, social marketing from Vector Media

Intended Single Source:

Vector Media

Estimated Dollar Amount:

\$35,000.00

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 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):

Samantha Washington, Chief, Bureau General Service

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.