DESCRIPTION OF INTENDED SINGLE SOURCE PURCHASE (PUR 7776)

AGENCY: Early Learning Coalition of Manatee County, Inc.

TITLE: All-Access Professional Development Solution for Early Childhood Educators
Short description of the commodity or service desired: The All-Access Professional Development Solution provides unlimited access to a robust library of early childhood education courses, six curated learning pathways aligned to key program areas (including VPK, school readiness, and infant/toddler care), and CDA credentialing opportunities. The package also includes quarterly expert-led webinars, monthly office hours for personalized support, and dedicated implementation assistance to drive engagement and successful adoption. Designed to build educator capacity and improve program outcomes, this solution offers a cost-effective, comprehensive approach to workforce development with built-in tracking, reporting, and continuous learning supports.

CONTACT
Name: Kerry Gaylord
Address: 600 8th Avenue West, Suite 100, Palmetto, FL 34221
Telephone: 941-212-4991
Email: kgaylord@elc-manatee.org

Internal tracking number, if any:

Date posted: 11/4/26 Last day for receipt of information: 11/24/26

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 (F.S.), 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):
Investment includes, all-inclusive professional development package providing six-month access for educators. Including unlimited access to 650+ online courses and 20+ additional learning pathways, six curated Florida-specific learning pathways, and CDA credentialing and renewal opportunities, quarterly live webinars with subject matter experts, monthly office hours for individualized support, and dedicated adoption and engagement assistance to ensure successful implementation, and personalized data dashboards for tracking educator progress and participation.

Quantity or Term (as appropriate):
1/1/27-12/31/27

Requestor (division, bureau, office, individual, as appropriate):
Early Learning Coalition of Manatee County, Inc.

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 All-Access Professional Development Solution provides is designed to provide a comprehensive, scalable professional development system for early childhood educators, directors, and program staff across the Early Learning Coalition of Manatee County. It functions as an all-inclusive, web-based training platform offering 24/7 access to over 650 courses, curated learning pathways aligned to Florida-specific requirements, and CDA credentialing support. The system is intended to strengthen workforce competencies, support regulatory compliance, and enhance program quality through self-paced learning, live webinars, and ongoing coaching support. Its bilingual (English/Spanish) accessibility and flexible delivery model ensure usability across diverse provider settings and staff roles.

Intended Single Source:
Straighterline

Estimated Dollar Amount:
$130,000

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):
This solution represents a unique, fully integrated professional development platform that combines an extensive course library, Florida-specific learning pathways, CDA credentialing, live training, and ongoing coaching within a single subscription model. While other vendors may offer individual training courses or limited resources, no other provider delivers this breadth of accredited content, structured pathways, real-time support, and implementation assistance in one cohesive system tailored specifically to early learning coalitions. Procuring comparable services from multiple vendors would increase costs, create administrative burden, and result in fragmented training experiences, making this solution the only viable and efficient option.

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

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 Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.