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 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
Telephone: 941-212-4991
Email: kgaylord@elc-manatee.org

Internal tracking number, if any: NA
DMS Single Source number, if applicable:

Date posted: 11/25/26 Time posted: 8:00AM

Commodity or Contractual Service (commodity or United Nation 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.

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

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):

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

Price:
$130,000

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):
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

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: Attn: Kerry Gaylord 600 8th Avenue West, Suite 100, Palmetto, FL 34221

Email: kgaylord@elc-manatee.org

Fax: