



SINGLE SOURCE CERTIFICATION

Authority is requested to make the following purchase under the provision of USF System Regulation USF4.02010(IV)(A)(2)(b) as a non-competitive purchase available from only one source. By submitting this form, department acknowledges that existing exemptions will not apply to this purchase. Single source requests exceeding \$75,000 must be signed by a Procurement Director and posted publicly for (3) business days.

DATE: 03/10/2023

ITEM(S): LocaliQ Media and outreach efforts

PRICE: \$ 100,000 FUND #: 21000

SUPPLIER ID: 1006863568 REQUISITION#: _____

SUPPLIER NAME: GateHouse Media Massachussets I, Inc.

FEDERAL GRANT: Y N

In your words, describe the equipment, commodity, or contractual service. Explain how these specifications are essential to the accomplishment of your work:

Cyber Florida is conducting a statewide cybersecurity critical risk assessment mandated by the Florida Legislature using an online survey tool. Survey response rates are low, and we urgently need supplementary outreach services to bolster the response rate and meet our state-mandated deliverable timeline. After consulting with Jessica Rood, AVP in University Communications and Marketing, we have determined that LocaliQ—one of the largest service providers of this type in the nation—has the resources and agility to quickly implement the campaign to the scope needed to assist the success of this project. Furthermore, their pricing is market competitive and there is no added cost for rushing set up and implementation. Based on the deadline for this project, this is the only viable option to solve this urgent need and

In your own words, describe the reason(s) the item is not subject to competition from other sources and how the stated specification(s) restrict the requisition to only one supplier. Description may include unique features/compatibility/specifications/availability/delivery time frame etc. (Note: Price is not a valid reason).

We initially engaged in a contract with LocaliQ when the contracting process with MITRE was significantly delayed. As a result of the project timeline (final paper due 6/30/23) and the project infrastructure already in place with LocaliQ, therefore we need to continue working with LocaliQ to avoid any delays. Additionally, using LocaliQ allows us to take advantage of their B2B email platform, which includes 60,000+ opted-in businesses that fit our target criteria.

In your own words, describe the due diligence conducted to validate this supplier as Single Source. Description SHOULD list all other suppliers with item(s)/service(s) with similar functions, your efforts to identify other suppliers, and why these suppliers would not qualify to submit a competitive quote.

LocaliQ was recommended by Jessica Rood, USF AVP in Communications and Marketing. As a result of the project timeline we would like to continue working with LocaliQ to avoid any pauses in service at this critical time in advertising the project.

DocuSigned by: Carri Kinsman 3/24/2023 | 10:39 EDT START 03/24/2023 END 03/28/2023

Approved By (Procurement) DATE PUBLIC POSTING DATES
Authority: USF4.02010(IV)(A)(2)(b) Last Modified: 05/10/2021