

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: 11/28/2022

ITEM(S): LocaliQ Media and outreach efforts

PRICE: \$ 100,000 FUND #: 10005 (to be moved to grant)

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. Initially, MITRE was engaged to supplement outreach efforts; however, MITRE has not yet begun work due to contracting issues, and we were informed that it may be several weeks before those problems are resolved (if at all). 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. We feel this is the best option to solve this urgent need and are requesting permission to move forward swiftly with this vendor as an emergency, cost-effective replacement for the originally selected vendor.

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).

As stated above, MITRE was originally in talks to provide outreach services. However, contract discussions with MITRE took an extended period of time and we could no longer wait to engage in outreach services due to the quick turnaround on this project. A preliminary draft of the paper is due to the State in January. LocaliQ Gatehouse Media was recommended by Jessica Rood, AVP in University Communications and Marketing as capable of of meeting the quick turnaround and demands of this project.

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.

As stated above, these services were originally supposed to be provided by MITRE, but we could not complete the contract negotiations as quickly as necessary to get started in time to meet the deadlines on this project.

DocuSigned by: Brianna Matier 12/2/2022 | 12:05 EST START 12/2/22 END 12/6/22
Approved By (Procurement) DATE **PUBLIC POSTING DATES**
 Authority: USF4.02010(IV)(A)(2)(b) Last Modified: 05/10/2021