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## **The School District of Pittsburgh (Pittsburgh, PA)**

### **REQUEST FOR PROPOSALS (RFP)**

### **ATHLETIC STREAMING SERVICES**

**Issue Date: June 23, 2025**

**Submission Deadline: July 3, 2025**

#### **Introduction**

[www.pghschools.org](http://www.pghschools.org)

Parent Hotline: 412-529-HELP (4357)

The Pittsburgh Public Schools does not discriminate on the basis of race, color, age, creed, religion, sex, gender (including gender identity or expression), sexual orientation, ancestry, national origin, marital status, pregnancy, or disability in its programs, activities or employment and provides equal access to designated youth groups. Inquiries may be directed to the Title XI Compliance Officer at 341 S. Bellefield Avenue, Pittsburgh, PA 15213 or (412) 529-HELP (4357).

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The School District of Pittsburgh (PPS (Pittsburgh Public Schools) invites proposals from qualified firms to provide streaming services for athletic events at six (6) high school gymnasiums and one open-air stadium. The goal is to provide high quality, reliable live and recorded streaming solutions for students, parents, and the community.

## District Mission

PPS will be one of America's premier school districts, student-focused, well managed, and innovative. We will hold ourselves accountable for preparing all children to achieve academic excellence and strength of character, so that they have the opportunity to succeed in all aspects of life.

## District Vision

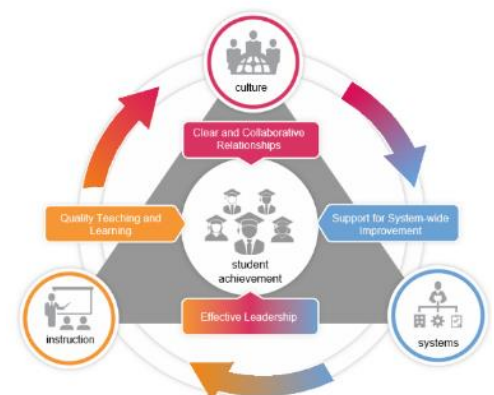
All students will graduate high school college, career and life-ready prepared to complete a two-or four-year college degree or workforce certification.

## District Beliefs

- All children can learn at high levels.
- Teachers have a profound impact on student development and should have ample training, support, and resources.
- Education begins with a safe and healthy learning environment.
- Families are an essential part of the educational process.
- A commitment from the entire community is necessary to build a culture that encourages student achievement.
- Improvement in education is guided by consistent and effective leadership.
- Central office exists to serve students and schools.

## District Theory of Action

If PPS **CULTURE** values clear and collaborative relationships and **SYSTEMS** are in place that support system-wide improvement and effective leadership, then quality and equitable teaching and learning practices utilizing culturally responsive practices and standards-based **INSTRUCTION** with a belief that all students can learn, will ensure high expectations and **STUDENT ACHIEVEMENT**, so all students successfully graduate college, career and life-ready.



## Priority Goals

The Superintendent's five priority goals articulate key strategies aimed at improving Culture, Systems, and Instruction in the School District of Pittsburgh. The implementation of these priority goals will serve as steppingstones to outline a collaborative and strategic approach via a strategic plan to solve our challenges with student outcomes and experiences.

1. Invest in culturally responsive, evidence-based training, tools, and resources.

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2. Construct safety, health, and wellness protocols.
3. Expand stakeholder communication and partnerships.
4. Design effective organizational systems.
5. Strategically allocate resources to ensure equity, excellence, and efficiency.

Please click [here](#) to learn more about the Superintendent's five priority goals.

## Background

As the largest of 43 school districts in Allegheny County and the second largest in the Commonwealth of Pennsylvania, PPS serves nearly 20,000 students in Pre-Kindergarten through Grade 12, in 54 schools, over 4,000 employees, and a general budget of 716.9 million dollars. The student population is 53% African American, 33% White, and 14% Other, with 95 languages spoken, representing 58 countries.

## Scope of Services

The selected provider will be required to:

1. **Live Streaming:**
  - Provide live-streaming services for athletic events held at six high school gyms and one open-air stadium.
  - Ensure high-definition video and audio quality with minimal latency.
  - Low-bandwidth options that have adaptive streaming
2. **On-Demand Access:**
  - Offer on-demand playback of recorded events viewers with limited connectivity
  - Archive events for a minimum of one academic year.
3. **Multi-Platform Access:**
  - Support access via web browsers, mobile applications, and smart TV platforms.
4. **Technical Support:**
  - Provide setup and training for school staff to operate streaming equipment.
  - Offer ongoing technical support during events.
5. **Monetization Options:**
  - Include potential for pay-per-view or subscription-based access, if applicable.
6. **Customization:**
  - Integrate school branding, such as logos and colors.
  - Enable overlays for scores, timers, and other game-related data.
7. **Analytics and Reporting:**
  - Provide detailed analytics on viewership and engagement.
8. **Compliance:**
  - Ensure adherence to applicable data privacy and security regulations.

## Deliverables

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To effectively address this requirement, you should include the following key components in your deliverables:

1. Communication Schedule: Clearly outline the frequency and method of communication. This could include weekly progress updates, bi-weekly meetings, or any other agreed-upon schedule.
2. Access to Information and Materials: Specify how access will be provided to the collected information and materials. This could involve setting up a shared drive, providing regular updates via email, or scheduling specific times for information sharing.
3. Reporting Mechanisms: Detail how progress will be reported, including the format of reports, key metrics to be included, and any specific requirements for reporting.
4. Escalation Procedures: Outline the process for escalating issues or concerns, including who should be contacted and how quickly issues should be addressed.

By including these components in your deliverables, you can ensure clear communication and effective collaboration with the Superintendent throughout the project.

## Timeline/Response Submittal

The **Athletic and Public Relations/Media Content Departments** requests proposals from experienced and qualified firms/companies. The consultant will be selected based on the proposals and an interview if needed. A timetable for the selection process is provided below:

RFP Release Date: June 23, 2025

Proposal Submission Deadline: July 3, 2025

Possible Interviews (if needed):

Legislative Approval by Board: July 23, 2025

Project Start Date: July 24, 2025

**Upon the release of this RFP and during the conclusion of the selection process, there shall be no communication between any prospective respondents, their lobbyist(s) or agent(s), and any employee of PPS or its elected Board of Directors, except as provided for in the RFP. Any violation of this provision by any prospective firm and/or its agent shall be grounds for immediate disqualification.**

All proposals shall be submitted to the School District of Pittsburgh as follows:

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**Karen Arnold and Ebony Pugh**

*School District of Pittsburgh*

341 South Bellefield Avenue, Room 107

Pittsburgh, PA 15213

Tel: (412) 529-2222 or

Fax: (412) 622-3948

Email: [karnold1@pghschools.org](mailto:karnold1@pghschools.org) and [epugh1@pghschools.org](mailto:epugh1@pghschools.org)

Proposals can be submitted electronically via [karnold1@pghschools.org](mailto:karnold1@pghschools.org) and [epugh1@pghschools.org](mailto:epugh1@pghschools.org) by Noon on **July 3, 2025**. Proposals should not exceed 30 pages on 8 ½" X 11" paper 11" paper (including the cover letter, budget narrative, references, and all attachments), single-spaced, using a minimum font size of 10 pt. Any questions regarding this RFP should be addressed to Karen Arnold and Ebony Pugh.

- Those submitting proposals by Fed Ex, messenger, or electronically bear the risk of non-receipt by the District.
- The proposals may be hand delivered to **Karen Arnold and Ebony Pugh**. Provide three copies by the deadline via delivery to the Administration Building at the address indicated.
- Recipient shall record the time, date, and manner of delivery of proposals and shall maintain a log showing the name, date, and time of submission and the manner of delivery.
- Proposals received after the deadline will not be accepted or considered.
- Proposals shall be clearly marked **ATHLETIC STREAMING SERVICES**.
- No amendments to proposals shall be accepted after the proposal has been submitted.

Proposals should be submitted following the instructions detailed below. PPS reserves the right to select a proposal in its entirety or some portion(s) thereof. Furthermore, PPS reserves the right to reject any proposals and waive irregularities.

Responses should address the following questions or requests for information:

## **I. Letter of Transmittal**

Each proposal should be accompanied by a letter of transmittal that summarizes the proposal's key points and is signed by an authorized officer.

## **II. Experience and Qualifications**

Provide brief biographies for the partners and employees supporting the PPS account, including any relevant experience for each. Please include only those individuals who will work on the PPS account and specify their role in the project.

Please describe relevant experience with streaming services projects, including previous work with other school districts. Please share any current projects and identify team members dedicated to current projects. Please provide three references.

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### III. **Company Information/Equal Employment Opportunity**

- A. Describe your company's equal employment opportunity policies and programs.
- B. Has your company or any of its employees, or anyone acting on its behalf, ever been convicted of any crime or offense arising directly or indirectly from the conduct of your company's business or have any of your company's officers, directors or persons exercising substantial policy discretion ever been convicted of any crime or offense, i.e., financial misconduct, fraud, or child abuse? If so, please describe any such convictions and surrounding circumstances in detail.
- C. Has your company, or any of its employees, or anyone acting on its behalf, been indicted or otherwise charged in connection with any criminal matter arising directly or indirectly from the conduct of your company's business which is still pending or have any of your company's officers, directors or persons exercising substantial policy discretion been indicted or otherwise charged in connection with any criminal matter, i.e., financial misconduct, fraud or child abuse which is still pending? If so, please describe any such indictments and surrounding circumstances in detail.

### IV. **Project Work Plan**

1. **Company Overview:**
  - Background, experience, and expertise in streaming services.
2. **Technical Solution:**
  - Detailed description of proposed streaming technology and infrastructure.
3. **Implementation Plan:**
  - Timeline for deployment/installation of cameras and staff training.
4. **References:**
  - At least three references from previous clients with similar requirements.
5. **Additional Features:**
  - Highlight any unique features or value-added services including

Submit a detailed work plan for performed services. A timeline for the completion of specific work products should also be included.

### V. **Fee Proposal**

#### **Cost Proposal:**

- Detailed breakdown of costs, including equipment, licensing, maintenance, and any optional features.

### VI. **Additional Information**

All submissions shall include:

- Compliance with clearance requirements, i.e. that employees working on the project shall have clearances required by 24 P.S. §1-111 and §1-111.1 and 23 Pa. C.S. §6344 - proof shall be submitted to the District.
- Proof of liability insurance coverage and limits.
- Resumes, licenses, registrations, and certifications of key personnel of the firm.

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- Firm's completed projects during the past 5 years.
- Uncompleted projects over the past 5 years.
- Terminations and incomplete projects during the past 5 years.
- Litigation history, i.e. any legal proceedings, convictions, and fines within the past 5 years.

## Evaluation Criteria and Selection Process

The contract will be awarded to the qualified proposer whose proposal is most advantageous to PPS based on the evaluation criteria specified below. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily determine the award. Rather, the overall scores will guide PPS in making an intelligent award decision based on the evaluation criteria.

PPS reserves the right to request an interview from those companies determined to be in a competitive range and shall use the information derived from these interviews, if any, in its evaluation.

PPS anticipates selecting one consultant using the following criteria:

- Firm's experience and qualifications (20)
- Quality and feasibility of the proposed approach (30)
- Cost-effectiveness of the proposal (30)
- Ability to meet project timelines (10)
- Accessibility Features/Language Support (10): Availability of closed captions, audio descriptions, and platform compatibility with assistive tools. Specify multi-language menus or captions for non-English-speaking families.

The contractor will be selected by **July 25, 2025**

## Eligible Business Enterprise (EBE) Participation

### 1. EBE Goal

An aspirational Eligible Business Enterprise (EBE) goal of 10% for business diversity spending, has been assigned for this contract opportunity. An EBE is a collective of firms that are certified in one or more of the following business diversity categories, registered in our online EBE directory, and used to track the district's diversity spend:

- Minority Business Enterprise (MBE)
- Women Business Enterprise (WBE)
- Disadvantaged Business Enterprise (DBE)
- U. S. Small Business Administration 8(A)

### 2. Proposed Business Diversity Utilization

Is your firm a certified MBE, WBE, DBE, or 8(A) firm? If so, please provide proof of current certification from a certifying entity. Self-certification is not accepted.



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Please also provide detailed information regarding any additional business entity that will assist in completing the scope of work defined by this solicitation. This should include the following:

- Company Name
- Company Contact (including title, email, and phone number)
- Scope of Work
- Dollar Amount & Percentage of Contract
- Company Diversity Type (provide proof for each certified firm)
  - MBE, WBE, DBE, 8(A), Diverse but not certified, N/A

### 3. Good Faith Effort

If no portion of this contract will be awarded to a diverse business, specifically \$0 or 0% diversity spend, please provide detailed information addressing your firm's culture for business diversity & inclusion.

- Diversity Spend: How much money did your company spend with certified MBE, WBE, DBE, or 8(a) firms last year? What was the diversity percentage based on your total spending?
- Diversity Count: What is the total number of MBE, WBE, DBE, or 8(A) firms your company contracted with last year? Please itemize by each diversity type as well.
- Membership: Are you a member of any supplier/business diversity organizations? If so, please share the organization's name and provide details concerning your involvement with that organization.

For additional documentation related to EBE policies, the proposer should visit the district's website at: <https://www.pghschools.org/mwbe> or contact Paula B. Castleberry, Minority/Women Business Coordinator, [pcastleberry1@pghschools.org](mailto:pcastleberry1@pghschools.org).