

**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 Hillsborough County

TITLE: School Readiness

Short description of the commodity or service desired: Automated, AI-driven behavioral and developmental reporting for early childhood classrooms, operating on dedicated classroom hardware with a privacy-first data architecture.

CONTACT

Name: Dr. Fred Hicks

Address: 6302 E. Martin Luther King, Jr., Blvd. Suite 100, Tampa, FL 33619

Telephone: (813) 515-2340

Email: FHicks@elchc.org

Internal tracking number, if any: N/A

DMS Single Source number, if applicable: N/A

Date posted: 08/11/26 Time posted: 9:00 A.M.

Commodity or Contractual Service (commodity or United Nation Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

StoryLine, is an automated, AI-driven behavioral and developmental reporting for early childhood classrooms, operating on dedicated classroom hardware with a privacy-first data architecture. The platform delivers continuous, objective, and automated observation of children's play, movement, and social interaction in early childhood classrooms. StoryLine converts everyday classroom activity into structured developmental reports for teachers, directors, and families, reducing the burden of manual observation and documentation while supporting, not replacing, educators' professional judgement.

Requestor (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Hillsborough County

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):

* Directors and teachers receive daily access to the StoryLine app, including automatically curated

behavior clips and photos of each child's play, interaction, and activity, with no manual photo taking required.

* Role-based dashboards give directors a center - wide and classroom - level view, and give teachers a focused view of their own classroom and children.

* Parents and families may, at the center's discretion and with consent, receive app access to their own child's daily highlights and reports, strengthening the connection between home and classroom.

* All access is secured by individual logins and multi-factor authentication. Content is view-only, and nothing is shared automatically; teachers review and approve what families see.

Intended Single Source:

Playtag, Inc.

Price:

\$30,000

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):

StoryLine operates on Playtag's proprietary PlayLens system, a closed and isolated classroom camera network paired with secure on-site network-attached storage and encrypted transmission to certified cloud infrastructure. The platform and the PlayLens system are designed, integrated, and supplied solely by Playtag. There are no authorized resellers or alternative sources. The behavioral analytics at the core of StoryLine are produced by a proprietary foundational model developed in-house by Playtag. The model is the result of approximately two years of development and was trained on millions of hours of classroom behavioral video. This dataset and the resulting model are not commercially available and cannot be licensed from any third party.

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

Dr. Fred Hicks

Any protest must be addressed to FHicks@elchc.org and received within 72 hours of posting.

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: 6302 E. Martin Luther King, Jr., Blvd. Suite 100, Tampa, FL 33619

Email: FHicks@elchc.org

Fax: N/A