

**n-catt**



**National Center  
for Applied Transit  
Technology**

**Request for Quotations:**

**Consultant Services to Develop a Guidebook  
for Engaging Frontline Employees in Adopting  
New Transit Technologies**

Issue Date: August 19, 2021

Deadline for Submissions, extended to: October 1, 2021

## **Guidebook Production Services Request for Quotations RFQ Number: 387151 010**

### **What This Is**

The Community Transportation Association of America, through its National Center for Applied Transit Technology (N-CATT), is soliciting bids from consultants to produce guidebooks on a variety of transit technology topics. The consultant(s) responding to this RFQ will work closely with N-CATT staff to address the most effective information, case studies, and worksheets to improve readers' understanding of the topics.

**Interested parties must follow the instructions and format set forth in this Request for Quotations, for which responses are due no later than 11:59pm Eastern Time on September 17, 2021.**

### **About N-CATT**

The National Center for Applied Transit Technology's (N-CATT) goal is to improve and make more efficient small-urban, rural and tribal transit service by assisting local transit agencies in understanding, selecting, and otherwise planning to incorporate new technology into service. N-CATT helps transportation agencies, managers, and decision-makers, such as board members or public officials, identify promising technologies, practices, and opportunities that accomplish agencies' goals or resolve particular challenges.

The recent burst of technology-based innovations in transportation has largely focused on dense urban areas. N-CATT seeks to spread the benefits of these developments to smaller transportation agencies that lack the resources and capacities of large-urban systems to research, analyze, and test new products that could enhance their services. This includes educating system managers and helping them to encourage influential stakeholders to support needed technological advancements.

Among its activities, N-CATT hosts resources such as guidebooks, podcasts, and webinars on its website for interested agencies to engage with as it relates to them. In addition, N-CATT provides technical assistance in various formats: hands-on workshops, State Technology Summits for priority-setting with the state Department of Transportation, and Innovative Technology Strike Teams for one-on-one technical assistance with N-CATT, consultants, and recipient transit agencies.

## Overview of Services Required

CTAA will establish a fixed-price contract with the consultant to provide the services described below.

### **General Framework**

CTAA will select one consultant for the guidebook based on bidders' qualifications.

For the guidebook, the selected consultant will work with CTAA to develop content that small-urban, rural, and tribal transit agencies can use to understand promising practices for implementing technological change collaboratively with frontline staff.

N-CATT and the consultant will collaborate with labor organizations to identify agencies who have developed leading change-management examples around technology. The consultant will interview the agencies to identify the keys to success in collaborative implementation; will distill the common themes from the interviews and will outline

1. Elements that empower frontline staff to embrace change
2. Elements that engage staff in the process
3. Steps to reaching out and helping staff be part of the change

N-CATT will facilitate review with a labor organization to be determined to ensure the material properly encompasses the frontline worker perspective.

### **Desired Outcomes**

This guidebook is intended to provide N-CATT's target audience with tools to build collaborative relationships with staff in implementing new technologies within agencies. N-CATT intends that:

1. Readers will increase their understanding of the topic, and have a better grasp of potential strategies for approaching and collaborating with their frontline staff on new tech implementations
2. Readers will be able to utilize the materials provided to prepare for sketch planning on the topic
3. Readers and N-CATT staff can identify case studies from which to learn and replicate
4. N-CATT staff can disseminate lessons learned from these topics to the industry

## Scope of Work and Project Timeline

To develop the guidebooks described above, CTAA anticipates the selected consultant will perform the following steps:

- 1. Task 1: Outline and Format.** This task to be completed by October 29, 2021.
  - a. Prepare an outline to effectively organize the information to be covered, including but not limited to chapters, case studies, and narrative arc

- b. Identify likely supplemental components to the guidebooks that will help readers apply the guidebook's information to their particular situation (e.g. worksheets, flow charts)
  - c. Prepare a methodology for developing the guidebook's content
  - d. **Deliverable:** Work plan for guidebook, including outline and supplemental components identified above.
2. **Task 2: Content Development.** This task to be completed by January 28, 2021.
  - a. Using the Work Plan from Task 1, research content and draft the guidebook
  - b. Meet periodically with N-CATT staff to discuss progress on guidebook, identify issues to be addressed early on, and present early versions of chapters to help guide the development of the guidebook
  - c. Present a first draft to N-CATT staff
  - d. **Deliverable:** First draft of guidebook to be reviewed by N-CATT staff and labor partner
3. **Task 3: Final Drafting.** This task to be completed by February 25, 2022.
  - a. Incorporate feedback from N-CATT staff on Task 2 deliverable
  - b. Format content into accessible .docx document format by running Microsoft Word's Accessibility Checker
  - c. Format content into a PDF with visual supplements where applicable
  - d. N-CATT staff will submit the second round to the FTA and its labor partner
  - e. Incorporate feedback from FTA and/or Advisory Council for a final draft
  - f. **Deliverables:** Second draft for external review; Final draft incorporating external review notes

### Price

CTAA intends to execute a fixed-price contract with the selected consultant. There will be no travel for this project. The term of this contract will be for milestone payments based on the above scope of work, to be made to the consultant upon completion and acceptance of all work and work products under each task.

### Term of the Agreement

The consultant's contract with CTAA will end with CTAA's acceptance of all deliverables.

## Bid Requirements

CTAA will accept and review bids that contain the following information:

- 1) A 1-page cover sheet with:
  - a. Bidder's name / Firm Name
  - b. telephone number,
  - c. email address,
  - d. physical and mailing address, and
  - e. A one-paragraph summary abstract of the bid that states (i) qualifications to perform the indicated work (one sentence), (ii) how the bidder intends to approach the indicated work (maximum of three sentences), (iii) the names, titles, corporate affiliations and pertinent experience of all individuals the bidder intends to have conduct the indicated

- work (one sentence per individual), and (iv) the fixed price for which the bidder is prepared to perform this work.
- 2) A narrative of no more than two pages in length that explains – in sufficient detail – how the bidder would carry out the three tasks detailed in the scope of work above and accomplish the desired outcomes for the guidebook; the bidder’s understanding of working with small transit agencies and factors relevant to the topic, and; the bidder’s experience and qualifications in a manner that demonstrates their ability to conduct work similar in nature and scope to what is requested.
  - 3) A staffing plan that includes:
    - a. A narrative of no more than two pages in length that names the individuals who will carry out this work, briefly explaining each person’s role(s) in the project and identifying which individual will be CTAA’s principal point of contact concerning the work to be performed,
    - b. For each individual being proposed by this consultant, a one-page resume or CV that describes that individual’s qualifications and experience and summarizes previous work performed by the individual that is relevant to this solicitation, and
    - c. the fixed price for which the bidder is prepared to perform the work.
  - 4) Three references from relevant projects, as well as contacts (names, email addresses, and phone numbers) with whom N-CATT staff may communicate to discuss consultant’s skills and experience relative to this RFQ. References should not be employed by CTAA.
  - 5) Statement that the consultant has legal authority to work in the United States. This statement shall include a DUNS number; all consultants and subcontractors must be registered in SAM
  - 6) Statement that the consultant is not debarred or suspended from contracting with the federal government
  - 7) CTAA does not anticipate bids from teams of more than one consulting firm or entity. However, if any of the individuals being proposed are not employees of the firm submitting this bid, an acceptable bid must include a letter or other signed statement from the submitter’s proposed partner(s) agreeing to be included in this bid, and the bid must include items (4) through (8) from the above list for every proposed subcontractor or other external partner that is included in this bid. If the bidder has roles for which some portion of the staffing is “to be determined,” the above staffing plan must include a convincing explanation for how the bidder will address that staffing need without jeopardizing timely and satisfactory completion of the work being proposed. All subcontractors must also be registered in SAM.
  - 8) Three work samples that highlight consultants’ ability to perform the work outlined above, preferably that are similar in type or topic to that described in this RFQ. The samples should reflect the work of the individuals in the staffing plan so that CTAA can directly

gauge consultants' work quality.

**Disadvantaged Business Enterprise Participation**

If more than 50 percent of the staff-hours proposed to be spent by employees of a certified DBE, that bid will receive additional consideration, as detailed under "Selection Criteria," below.

**Selection Criteria and Process**

CTAA staff will review the submitted bids that are received at or prior to 11:59pm (Eastern Time) on September 17, 2021. Staff will contact the references listed in each responsive consultant's bid, but will not engage in any other communication with the bidders or their employees or proposed partners prior to making its decision.

In reviewing consultants' submissions to this RFQ, CTAA will apply the following selection criteria:

Understanding of work to be done	<p>5 points</p> <p>1 = Does not meet expectations</p> <p>3 = Meets expectations</p> <p>5 = Far outperforms expectations</p>
How the consultant intends to carry out the described work to CTAA's satisfaction within the indicated time frame and within the consultant's proposed budget.	<p>5 points</p>
Proposed staffing plan, in terms of its reasonableness and in terms of the skills and qualifications of proposed staff.	<p>5 points</p>
Work samples, in terms of topic coverage, types of documents, and quality of the writing to explain whatever topics are discussed.	<p>5 points</p>
Consultant's references	<p>3 points</p> <p>1 = Does not meet expectations</p> <p>2 = Meets expectations</p> <p>3 = Exceeds expectations</p>

Fixed price for which consultant is willing to perform this work	2 points Scored relative to other bids
DBE status: if at least 50% of the staff-hours proposed on this project will be performed by employees of an entity that is a certified DBE in one or more states where it currently does business, the proposal will receive 1 additional point	0 or 1 points

This opportunity is open to all:

- Who are able to receive federal funding and are not excluded or affiliate with an excluded organization from receiving federal dollars
- American organizations (E.O. 14005 Made in all America, by all of America's Workers)
- Small and minority businesses; women-owned small businesses, and labor surplus firms

Bidding consultants should be aware that this is part of a research project funded through a cooperative agreement between CTAA and the Federal Transit Administration (FTA), and they must be experienced and able to carry out work that must comply with applicable FTA regulations, policies and guidelines. Bidders without prior experience working with FTA or its grantees will need to be sure their submissions demonstrate a capacity to carry out FTA-funded work.

The selected bidder must be registered in SAM.gov and must remain in good standing.

CTAA reserves the right to request additional information before making an award. CTAA also reserves the right to seek clarification from any bidder or offeror about any statement in its bid that CTAA finds ambiguous.

Selection will be made based on best value.

### **Submission Instructions**

Please submit your bid as a single document, in PDF format, to [carpenter@ctaa.org](mailto:carpenter@ctaa.org) no later than 11:59pm Eastern Time on September 17, 2021. No hard copy submissions will be accepted.

CTAA reserves the right to reject any and all bids in response to this RFQ, and may terminate this solicitation without notice at any time prior to entering into a contract for the indicated work to be performed.