



Request for Quotations:

Consultant to Develop Resources on Best Practices for Transit Agencies' Collection and Interpretation of Data

Issue Date: May 28, 2025

Deadline for Submissions: June 25, 2025

Contact: Andrew Carpenter, carpenter@ctaa.org

Data Best Practices for Small Transit Agencies

Request for Quotations

RFQ Number: 387153-018

What This Is

The Community Transportation Association of America, through its National Center for Applied Transit Technology (N-CATT), is soliciting responses from consultants to support N-CATT in developing **a set of resources for the N-CATT website (n-catt.org) that will help small-urban, rural, and tribal transit agencies understand industry-leading practices in data collection and management. The resources will help the target audience understand promising practices so far on this topic, and how to adopt those practices into their work.** These resources will help small transit agencies better position themselves for productive and efficient data management and collection approaches, and will help spread knowledge across the industry on how to adopt these practices.

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 June 25, 2025.

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 transit 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, Technology Summits for priority-setting at the state or regional level, and Strategic Technology Technical Assistance Teams for one-on-one technical assistance with N-CATT, consultants, and recipient transit agencies.

Overview of Services Required

The contract for the data collection resources consultant services will be held between the consultant and the Community Transportation Association of America, which operates N-CATT.

General Framework

Target Audience: Leadership of small transit systems that do not have dedicated IT staff; small-agency staff that are involved in service planning and decision-making; all are assumed to have minimal or no familiarity with data collection and querying practices, and are interested in improving their service outcomes.

Target Format: The resources will be posted to N-CATT's Tech University section (<https://n-catt.org/tech-university/>) in a similar format to existing resources on that page.

Desired Outcomes

1. Agencies can identify effective methods for collecting and querying data from their technology systems
2. Agencies can incorporate effective methods for collecting data from their community
3. Agencies understand how to incorporate those approaches into their planning and policy efforts
4. Agencies understand important terminology and phrasing, and their implications, when working with vendors to query and visualize data in a way that is useful to the agency
5. Agencies understand important terminology and phrasing, and their implications, in collecting data from primary sources (e.g. customer surveys) and how their wording affects responses

Scope of Work

The data resources will focus on the following:

1. **Maximizing Customer Surveys Checklist.** This would help transit agencies make sure they have gotten a sufficient sample size, focused on the correct sample, asked the right questions, and otherwise followed best practices to be confident in the information they've collected while surveying passengers/their community
2. **Data Querying Resource:** This would help agencies understand how to get the most useful data from their vendors/platforms based on what they need to answer. This will include pre-procurement so that there is an agreement ahead of time to ensure vendors are formatting data correctly and collecting the right data, and that agencies know how to find the information. This will also include checking in with NTD to see if any kind of template for how to collect/export NTD reporting data looks good to them (and would not be guidance but a suggestion).
3. Both of these will be supplemented with research on best practices: what has been successful in the past at various transit agencies. This research will be provided as blog-style write-ups highlighting what worked and/or what didn't work regarding these topics. This should enable people to learn from those examples. This format aims to provide the information in a manner accessible to busy transit leaders, in which they can zoom in on topics based on what they're looking for.
4. The focus of these resources should be on outcomes and on clear, specific actions that agencies can take to incorporate the concepts into their work.

CTAA anticipates the selected consultant will perform the following scope of work:

1. Task 1: Outline and Format.
 - a. Hold a kickoff call with N-CATT staff to solidify vision for the resources and lay out work plan for remaining tasks.
 - b. Prepare a methodology for developing the products' content.
 - c. **Deliverable:** Work plan.
2. Task 2: Content Development.
 - a. Using the Work Plan from Task 1, research content and draft the resources
 - b. Meet periodically with N-CATT staff to discuss progress, identify issues to be addressed early on, and present early versions to help guide development
 - c. Present first drafts to N-CATT staff
 - d. **Deliverable:** First drafts of each resource to be reviewed by NCATT staff.
3. Task 3: Final Drafting.
 - a. Incorporate feedback from N-CATT staff on Task 2 deliverable
 - b. Incorporate feedback from FTA and/or Advisory Council for a final draft, if applicable
 - c. **Deliverables:** Second draft for external review; Final draft incorporating external review notes.

The timeline for each deliverable will be worked out with CTAA and consultants. However, all work will be finished by September 30, 2025.

Price

CTAA intends to execute a fixed-price contract with the selected consultant. Unless negotiated differently to both parties' satisfaction, the term of this contract would 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.

Submission Requirements

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

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

- 2) A narrative of no more than three pages in length that explains, in sufficient detail, how the respondent would carry out the tasks detailed above and the respondent's understanding of how rural, small-urban, and tribal transit systems can learn from and incorporate the materials' knowledge into their work. CTAA will look for demonstrations that the respondent is able to create content that the target audience can relate to and apply to their situations, and the respondent'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 individual(s) 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 price for which the respondent is prepared to perform this work.
- 4) Statement that the consultant has legal authority to work in the United States. All consultants and subcontractors must have no exclusions in SAM
- 5) Statement that the consultant is not debarred or suspended from contracting with the federal government
- 6) CTAA does not anticipate submissions from teams of more than one consulting firm or entity. However, if any of the individuals being proposed are not employees of the responding firm, an acceptable submission must include a letter or other signed statement from the submitter's proposed partner(s) agreeing to be included in this submission, and the submission must include items (3) through (5) from the above list for every proposed subcontractor or other external partner that is included. If the respondent 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 lead entity will address that staffing need without jeopardizing timely and satisfactory completion of the work being proposed. All subcontractors must also have no exclusions in SAM.
- 7) 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.

Selection Criteria and Process

CTAA staff will review the submissions that are received at or prior to 11:59pm (Eastern Time) on **June 25, 2025**. Staff will not engage in any communication with the respondents or their employees or proposed partners prior to making its decision.

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

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

Respondents 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. Entities 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 contractor and subcontractors may not have exclusions when searched 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 respondent or offeror about any statement in its submission that CTAA finds ambiguous.

Selection will be made based on best value.

Submission Instructions

Please provide your submission as a single document, in PDF format, to carpenter@ctaa.org no later than 11:59pm Eastern Time on **June 25, 2025**. No hard copy submissions will be accepted.

CTAA reserves the right to reject any and all submissions 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.