



# **Request for Proposal Creating On-Line Educational Module**

Issue Date: October 20, 2020

Submission Date: November 13, 2020

Work completion date: February 28, 2021

## Creation of On-Line Module

The Community Transportation Association of America (CTAA) is soliciting proposals from qualified firms or individuals to create an on-line module on the topic of “creating formal and informal agreements among partners.” This activity supports CTAA’s work with the National Center for Mobility Management (NCMM).

### Background

CTAA is a national, nonprofit organization that co-manages a virtual technical assistance center, the National Center for Mobility Management (NCMM), funded by the Federal Transit Administration. The goal of the Center is to work with communities to expand accessible, reliable, and affordable transportation options. One important service the NCMM provides is training to mobility managers.

NCMM maintains a growing catalog of e-learning courses on topics relevant to mobility management on its website ([nc4mm.org/e-learning](http://nc4mm.org/e-learning)). It plans to continue adding modules on topics that are identified by its target audience—mobility management practitioners—as they arise. These courses are offered free to the field, and participants receive a “certificate of completion” for each course after having successfully completed the evaluation components for all modules.

One topic that has emerged is how mobility management professionals can create and implement formal and informal agreements between partners for purposes such as coordinating rides, sharing vehicles, exchanging information, and more, with a goal of improving transportation options for community members.

### Consultant Deliverables

The consultant will create the course on the topic of “creating formal and informal agreements among partners” as detailed below:

1. Create content for the course
  - Identify types of formal and information agreements that may occur between government and nonprofit agencies
  - Discuss when each type of agreement may be most appropriate
  - Outline the main components and structure of each type of agreement
  - Discuss when outside legal expertise should be sought
  - Present on other issues that should be considered related to each type of agreement

2. Once the course outline is approved by CTAA, create a draft voiceover script for this course. The full course can extend anywhere from a single to multiple modules, depending on what is necessary to cover the course material.
3. Share the draft script with CTAA and incorporate any changes requested by CTAA
4. Create any worksheets, activities, or other materials that will enhance students' learning experience
5. Provide specific graphics or attachments that reflect the content (tables, documents, templates, etc.), which CTAA staff will incorporate into the final course
6. Deliver a final voiceover script for the course and final slides
7. Create an evaluation module (approx. 10 questions per module) to assess learner's mastery of the content

Once the script has been finalized, CTAA or the consultant (optional) will record the voiceover script. (CTAA uses a professional recording studio and would pay for the same if the consultant chooses to do the voice recording.) CTAA staff will create the final product, combining the graphics and voice recording into mp4 files.

Final deliverables:

- Voiceover script for the course
- Specific graphics or attachments that reflect the content (tables, documents, templates, etc.)

## CTAA Responsibilities

With regard to this project, CTAA will provide any relevant background information and ongoing discussions and collaboration for the project. Consultant's contact for the duration of this project is Amy Conrick, 202-415-9692, [conrick@ctaa.org](mailto:conrick@ctaa.org)

## Proposal Requirements

1. Consultant's proposed approach to completing the requested deliverables, including key activities and milestones. No piece of work under this solicitation is to be subcontracted to any party other than the respondent to this RFP.
2. A statement of consultant's capabilities and related experience.
3. Consultant's DUNS number and confirmation that the Consultant is registered in the [SAMS](#) federal database.
4. Brief bios, resumes, or CVs for all individuals proposed for this project, including their responsibilities pertaining to the project, a summary of their relevant experience, and contact information.

5. Consultant's proposed price, including itemized costs by task and indications of how that cost was calculated, for the development and publication of the white paper. Note: CTAA's estimated maximum budget for this work is \$31,000.
6. A statement regarding consultant's time and capacity to complete the work by the February 28, 2021 deadline. In addition, consultant must confirm it is licensed to work in the United States.
7. Three references with contact information.

## Eligible Consultant Types

Consultants qualified to submit proposals in response to this solicitation include individuals, partnerships, for-profit or non-profit corporations, units of state or local government, and accredited institutions of higher education. CTAA will not award any contracts under this solicitation to entities that are debarred or suspended from doing business with any entity of the U.S. Government. Contracts awarded under this solicitation will be developed and executed in accordance with CTAA's policies and procedures, and will comply with applicable regulations and policies of the Federal Transit Administration.

## Timeline

October 20	RFP published – sent to selected consultants
November 9	Questions from consultants due
November 13	Proposals from consultants due (5:00 pm ET)
November 20	Consultant notification & contracting
February 28, 2021	Due data for deliverables

## Selection Criteria

Proposals will be evaluated based on their strengths in the following areas:

- Demonstrated ability to develop course material
- Clearly stated ability to comply with timetable outlined above
- Best value pricing (quality + price)
- Quality of references provided

## Submittal Instructions

Please submit an electronic response to this RFP by email to **Amy Conrick**, [conrick@ctaa.org](mailto:conrick@ctaa.org) no later than 5:00 p.m., Eastern, on November 13. Proposals submitted after this deadline will not be considered.