



Request for Quotes:

Videographer Services to Develop and Publish Video Profiles on Transit Agency Grants

Issue Date: October 14, 2025

Deadline for Submissions: October 31, 2025

Video Profile Development and Publication Services Request for Quotes RFQ Number: 377942-002

What This Is

The Community Transportation Association of America (CTAA), through its Coordinating Council on Access and Mobility Technical Assistance Center (CCAM-TAC), is soliciting quotes from consultants to support CCAM-TAC in developing at least five and up to eight video profiles of transit agency projects that have resulted from the Innovative Coordinated Access and Mobility (ICAM) grant program from the Federal Transit Administration. Each video profile will be five to seven minutes in length, and will also be edited into five to seven second clips for social media use. The selected consultant(s) will work with CTAA staff to determine profile subjects and coordinate with those agencies. **Please note, this project has a quick turnaround and must be completed by December 31, 2025.**

Interested parties must follow the instructions and format set forth in this Request for Quotes, for which responses are due no later than 11:59pm Eastern Time on October 31, 2025.

About CCAM-TAC

The Coordinated Council on Access and Mobility Technical Assistance Center (CCAM-TAC)'s goal is to promote and facilitate human services transportation, public transit and nonemergency medical transportation (NEMT) coordination that advances people's access to everyday destinations. The strategic goal of CCAM-TAC is to support CCAM members, Federal agencies, their grantees, partners, and stakeholders in improving transportation access for all people.

CCAM-TAC recognizes the key to successful coordination begins with the development of a comprehensive, well designed human services coordinated transportation plan. CCAM-TAC supports communities and agencies from development through implementation of the human services coordinated transportation plan.

Among its activities, CCAM-TAC provides training and support on Federal Fund Braiding, mapping service area needs and demographics, and Trip Cost Allocation. The Center's website hosts resources such as promising practices, resource guides, webinars, funding opportunities and e-Learning courses all available to interested agencies to engage with as it relates to them.

Overview of Services Required

The contract will be held between the consultant and the Community Transportation Association of America, which operates CCAM-TAC.

General Framework

Target Audience: Transit agencies interested in pursuing future ICAM grants; potential funders of ICAM projects after they exit the pilot phase; the general public, to understand the projects and their impacts.

CTAA will select one vendor based on qualifications. The selected vendor will work with CTAA to develop a plan to complete the filming and final video edits by December 31, 2025.

Desired Outcomes

1. Viewers understand the purpose and nature of the ICAM grant, and its intended outcomes
2. Viewers understand the purpose and nature of each profiled project, and the impacts of each project
3. Viewers understand the value of each project, and of the ICAM grant program overall

The videos will be uploaded to Vimeo and posted to CCAM-TAC's website for public use.

All materials developed by the consultant will become the property of the CCAM-TAC and be made available through the CCAM-TAC website to its target audience

Scope of Work

CTAA anticipates the selected consultant will perform the following steps for this work:

1. Task 1: Profile Preparation and Coordination, **due one week after contract signing**
 - a. Work with CTAA staff to coordinate with video profile subjects and schedule days for recording profiles with each subject
 - b. Work with CTAA and video profile subjects to understand the content of each shoot to make the most of time spent on the ground for shooting video
 - c. Work with CTAA and video profile subjects to perform any research necessary to understand the grant and projects being profiled to use in the video
 - d. Work with CTAA and video profile subjects to
 - e. Pre-production meeting to plan and prepare for on-site and/or remote filming (where applicable), as well as any supplemental material (e.g. stock images, graphics)
 - f. **Deliverables**: Pre-production meeting with CTAA staff; production schedule and plan; task assignments to complete profiles on time
2. Task 2: Video Recording and Rough Cuts, due by December 17, 2025

- a. According to the production schedule, record interviews and relevant B-roll footage with video profile subjects on-site based on coordination among CTAA, vendor, and subjects
 - b. Incorporate any additional stock images, off-site recording, etc., as needed to support the narrative of the profile
 - c. Edit footage into rough drafts to ensure narrative, and allow for two rounds of revisions
 - d. **Deliverables:** Onsite recording of profiles; rough drafts of profiles, with two rounds of revisions anticipated
3. Task 3: Final Videos, due by December 31, 2025
 - a. Incorporate edits and comments from CTAA staff from revisions
 - b. Produce final 5 to 7-minute video profiles, including any audio mixing, music, or other touch-ups to ensure a high-quality product
 - c. Edit profiles into 5 to 7-second clips to be used for social media purposes
 - d. **Deliverables:** Final video profiles and final social media clips

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.

Term of the Agreement

The consultant's contract with CTAA will end upon accepted completion of Task 3.

Quote Requirements

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

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

- 2) A narrative of no more than three pages in length that explains – in sufficient detail – how the submitter would carry out the tasks detailed above and the submitter’s understanding of the project. CTAA will look for demonstrations that the submitter is able to create content that the target audience can relate to and apply to their situations, and; the submitter’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 submitter is prepared to perform this work.
- 4) Statement that the consultant has legal authority to work in the United States. This statement shall include a Unique Entity ID (UEI) number; all consultants and subcontractors must have a UEI and 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 quotes from teams of more than one firm or entity. However, if any of the individuals being proposed are not employees of the firm submitting this quote, an acceptable quote 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 in this quote. If the submitter 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 submitter 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 work quality of the staffing plan.

Selection Criteria and Process

CTAA staff will review the submitted quotes that are received at or prior to 11:59pm (Eastern Time) on October 31, 2025. Outside of publicly posted Q&As, staff will not engage in any

communication with the respondents 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	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, exclusive of travel. Travel costs will be reimbursed directly	2 points Scored relative to other quotes

Submitters 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. Submitters 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 consultant 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 submitter or offeror about any statement in its quote that CTAA finds ambiguous.

Selection will be made based on best value.

Submission Instructions

Any questions should be sent to carpenter@ctaa.org. Answers to these questions will be posted publicly on the CCAM-TAC website as they are received.

Please submit your quote as a single document, in PDF format, to carpenter@ctaa.org no later than 11:59pm Eastern Time on October 31, 2025. No hard copy submissions will be accepted.

CTAA reserves the right to reject any and all quotes 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.