



Request for Quotes:

Consulting Services to Develop and Publish e-Learning Course on Measuring the Impact of Transportation Services

Issue Date: May 18, 2026

Deadline for Submissions: June 10, 2026

e-Learning Development and Publication Services Request for Quotes RFQ Number: 377944-016

What This Is

The Community Transportation Association of America, through its Coordinating Council on Access and Mobility Technical Assistance Center (CCAM-TAC), is soliciting quotes from consultants to support CCAM-TAC in developing content for and then publishing an e-learning course on a generative approach to measuring the impact of transportation services. The course will help the target audience upgrade their skills and knowledge on the topic and be able to use what they learned to improve the impact of their programs.

Interested parties must follow the instructions and format set forth in this Request for Quotes, for which responses are due no later than 5:00pm Eastern Time on June 10, 2026.

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

General Framework

Target Audience: Local or regional organizations, such as Metropolitan Planning Organizations (MPOs), regional Planning Commissions, local government departments, planning boards or others who have an interest in measuring the impacts of transportation programs.

CTAA will select one consultant based on vendors' qualifications. The selected consultant will work with CTAA to develop content, including any supplemental material that learners can use to support their work (e.g. templates), then record and publish the course.

Desired Outcomes

1. Learners understand the fundamentals and principles of impact measurement
2. Learners have a tool or set of tools to frame what they hope to accomplish through impact measurement
3. Learners understand best practices in impact measurement and how to incorporate those practices into their work
4. Learners improve confidence in working independently with the e-learning content
5. Learners are equipped with practical skills that they can use to improve their impact measurement and apply those measurements to program improvements.

The course will be 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: Course Framework
 - a. Review any relevant CCAM-TAC documentation related to the workshop topic.
 - b. Finalize course framework with CTAA.
 - c. **Deliverables:** Course framework and plan on how work will be completed by due date
2. Task 2: Course Development
 - a. Develop materials based on the desired outcomes for the course
 - b. Develop relatable 'Sample Situations' to walk attendees through basic approaches

- c. Develop interactive exercises for participants to practice the techniques learned in the workshop
 - d. Develop supplemental materials that learners can actively use in their work to analyze the impact of their transportation programs
 - e. **Deliverables:** E-learning course material that meets the goals of this project; supplemental materials that can support the learning from this course
3. Task 3: Course publication.
- a. Organize content and materials to be easily navigated using CCAM-TAC's e-learning platform
 - b. Record modules for review by CCAM-TAC staff
 - c. Finalize modules for publication based on reviews
 - d. **Deliverables:** Draft module recordings and final module recordings ready for publication on the CCAM-TAC e-learning platform

The timeline for each deliverable will be worked out with CTAA and consultants. However, all work will be finished by December 31, 2026.

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), (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 course topic. 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 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 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 consulting 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 consultants' work quality.

Selection Criteria and Process

CTAA staff will review the submitted quotes that are received at or prior to 5:00pm (Eastern Time) on June 10, 2026. 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	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

Please submit questions about this RFQ to Andrew Carpenter at carpenter@ctaa.org. All questions will be answered publicly on the RFQ's listing page (<https://www.ccam-tac.org/grants/>) under the Open Opportunities section.

your quote as a single document, in PDF format, to carpenter@ctaa.org no later than 5:00pm Eastern Time on June 10, 2026. 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.