

REQUEST FOR PROPOSALS (RFP)  
FOR  
ONLINE COURSEWARE SHARING PORTAL REDESIGN  
(TRANSITTRAINING.NET)

Please refer ALL Inquiries to:

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8403 Colesville Road, Suite 825  
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Attachment A – Signed Proposal Submittal Form

## SECTION 1 – STATEMENT OF PURPOSE

The Transportation Learning Center (the Center) is seeking a qualified firm (web design/development studio) to build and provide support in managing a website to serve as an online courseware sharing portal for public transportation training professionals, with associated functions for portal users, including discussion boards and a submissions rating tool. This Request for Proposals sets forth details of the Program's requirements related to those services.

The date for performance is expected to span April 1, 2012 to June 30, 2012 and is contingent upon project oversight committee approval and funding availability.

## SECTION 2 – PROCUREMENT INFORMATION

### 2.1 CALENDAR OF EVENTS

Listed on the following page are the important actions and dates/times by which the actions must be taken or completed. Any change or modification to this calendar, modifications to this solicitation or other important notices will be accomplished by the posting of an addendum on the Center website, at: <http://transportcenter.org>.

Bidders are responsible for signing all addendums, if required. It is the bidder's responsibility to monitor this website for changes. The Center is under no obligation to notify potential bidders of the posting of an addendum or underlying information contained in the addendum.

#### Calendar of Events

2/7/2012	Release of solicitation
2/3/2012 – 3/5/2102	Bidder questions addressed via email and phone and modifications to solicitation posted on Center website
COB 3/5/2012 (EST 5:00 PM)	Proposals due; Opening of bids
3/5/2012 – 3/12/2012	Evaluation of proposals; Request for further information; Bidder meetings
3/12/2012 – 3/19/2012	Review of additional information/scheduling of negotiations
3/20/2012	Announcement of selected bidder (contingent upon project approval)
On or about 3/30/2012	Contract starts; Bidder commences pilot system consultation and implementation
On or about 4/1	Kickoff meeting with vendor; development begins
No later than 5/15/2012	Platform's beta-testing goes live

## **2.2 CONTACT INFORMATION**

Questions related to the procurement should be addressed to:

Tia Brown  
Project Associate  
Transportation Learning Center  
8403 Colesville Road, Suite 825  
Silver Spring, MD 20910

Tel.: 301-565-4713  
Fax: 301-565-4712  
Email: [tbrown@transportcenter.org](mailto:tbrown@transportcenter.org)

From the date this solicitation is issued until a notice of recommended award, rejection of all proposals or other notice is published, no bidder may initiate contact related to the solicitation with any Center staff or members of the Center Board of Directors, with the exception of the person mentioned above. Any unauthorized contact may disqualify the bidder from further consideration.

## **2.3 PROPOSAL INQUIRIES AND QUESTIONS**

Any questions from bidders concerning this solicitation shall be submitted in writing (via mail, fax or email), identifying the submitter, to the Program staff identified in Subsection 2.2 of this solicitation and must be received no later than the due date and time as specified in the Calendar of Events (Subsection 2.1) of this solicitation. E-mail inquiries to [tbrown@transportcenter.org](mailto:tbrown@transportcenter.org) are preferred. The bidder is responsible for confirming the receipt of such inquiries by the Center. However, the Center, in its sole discretion, reserves the right to answer any questions received after the deadline. Center staff As designated in Section 2.2) shall answer questions in accordance with the Calendar of Events (Subsection 2.1). Bidders shall not contact any other employee of the Center for information with respect to this solicitation.

## **SECTION 3 – BACKGROUND**

### **3.1 THE TRANSPORTATION LEARNING CENTER**

The Center is a nonprofit organization dedicated to improving public transportation at the national level and within communities.

To accomplish this mission, the Center builds labor-management training partnerships that

- Improve organizational performance,
- Expand workforce knowledge, skills and abilities, and
- Promote career advancement.

Since its formation in 2001, the Center has carried out and provided in-depth technical assistance for a wide range of affiliated data-driven transit training partnership programs.

Working with industry partners, it has developed the basis for a unique industry-wide transit training system that integrates the key components of national, local and regional labor-management partnerships, intensive metrics and analysis, national training standards and apprenticeship and skills qualification systems.

### **3.2 PROJECT BACKGROUND**

The Center, as part of various initiatives and national programs, is developing a national database of transit training courseware and curriculum available for sharing between entities within the transit industry.

The courseware-sharing database, once fully launched, shall be an active, multifaceted, interactive, and multifaceted web platform.

The Center launched the first iteration of its courseware-sharing platform in 2008, located through [transittraining.net](http://transittraining.net). The site, as it currently exists, is difficult for users to navigate and lacks key functions and components necessary to its success.

Accordingly, the Center is seeking to shutter the current platform and launch a new, improved version of the courseware-sharing platform at the [transittraining.net](http://transittraining.net) domain in late spring or early summer 2012.

The current RFP is to create a system to replace the current platform housed at [transittraining.net](http://transittraining.net), not simply to alter or edit it. [TransitTraining.net](http://transittraining.net) is currently hosted by the Small Business Authority (<http://webservices.thesba.com/>). The Center will consider hosting services furnished by the bidder if it provides additional benefits. The bidder shall list the pricing for hosting services separately in the proposal, if available.

Bidders may be invited to meet with the Center's project team during the proposal evaluation phase to clarify user requirements, present recommended solutions and explain the possibility of the integration with other systems, particularly the Center's current website at [transportcenter.org](http://transportcenter.org), as well as a national rail technician qualification management system for candidate self-registration, testing eligibility, training and testing progress tracking and final award of qualifications, that is currently being implemented by a third-party contractor.

## **SECTION 4 – SCOPE OF SERVICES**

### **4.1 DESCRIPTION OF SERVICES**

The Transportation Learning Center seeks a web design/development firm that can perform a range of activities related to the design, customization, launch, maintenance and ongoing support of a complex multi-user (courseware) file sharing database.

The selected firm shall:

- Work closely with Center staff and program affiliates designated by the Center to clarify and fully understand platform users' needs and wants before the design

process begins, and continue to work collaboratively with staff and affiliates throughout the design process;

- Thoroughly examine the existing platform at [transittraining.net](http://transittraining.net) in consultation with the Center to understand and avoid shortcomings of the existing system in the new platform;
- Design, construct and beta test the new platform. For basic parameters of the new platform, please see the next section. The Center is currently seeking a platform built on an open-source content management system, such as Drupal or Joomla. However, if in the firm's expertise, a custom CMS would be a better fit, they may choose to propose such a system, provided that the firm proposal includes a justification for such reasoning;
- Manage the preliminary bulk upload of existing materials to the site before site launch and testing; as well as establish usernames and passwords for all preexisting site users;
- Train Center staff members (3-4) on the day-to-day management of the platform with the goal of maximized Center responsiveness to ongoing upload, moderation, and troubleshooting, etc. daily needs of the platform; and
- Provide ongoing technical support to Center staff for more substantial site management challenges on a long-term, contractual basis.

The courseware-sharing platform is envisioned to have the following components, features, and abilities. Please note that this may be an incomplete list due to the non-technical backgrounds of the Center's project staff. As noted above, the first service the selected firm shall provide is a full consultation with Center staff and selected platform users to identify a complete list of platform features and functions. At a minimum, the firm should understand that the platform will include:

- A structure in which some functions, such as full courseware searchability, upload and download capabilities, and a "My Dashboard" system homepage will be available only to registered users;
- A courseware sharing module or widget that allows registered users to upload, and download course material files – in the form of PDF, MS Word, MS Excel, MS PowerPoint, video, audio and other files. This module might be a pre-existing plug-in if it exists and meets system needs, or it may be built to order for the system;
- A search function that allows full searchability not only of file names and website copy, but also full text/PDF search of courseware available on the site;
- A courseware file previewing function (ex. first two pages of .pdf or .doc files) for site visitors who are not logged in or are unregistered users;

- The ability to import/export registered user data to .csv or .xlsx files and for Center staff to approve new registered users who sign up online before they receive full access to the system;
- The ability for registered users to be able to retrieve lost passwords;
- The ability for registered users to opt into automated email alerts when courseware of interest to them has been uploaded to the system;
- The ability for any registered user to “rate” and “review” uploaded courseware files;
- A set of discussion boards to be arranged by topic and interest, which include the ability for discussants to upload file attachments to their posts;
- Maximum back-end usability and internal control for ease of management by Center staff on a regular basis;and,
- Support for an unlimited number of registered users.

## **4.2 WEBSITE SPECIFICATIONS**

The Center encourages creativity in the proposals submitted; however there are certain requirements for the website. The proposal must account for all of these requirements:

- The website must be compatible with the most commonly used versions of web browsers, including but not limited to IE browser version 7.0 or higher, Mozilla Firefox 2.0 or higher, and Chrome 1.0 or higher;
- A wide variety of files will be hosted on this site from simple word documents (less than 1MB) to large, image heavy powerpoint presentations (upwards of 54MB). File types will include Microsoft word formats (\*.xlsx, \*pptx, \*.docx), pdfs, etc. The platform should enable the upload and download of these files in a timely matter without error;
- The website must not require plug-ins as a default.;
- The website must meet ADA Requirements – The site should be developed to meet all federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act;
- The Site must be built in accordance to the Web Content Accessibility Guidelines 1.0, provided by the W3C and should also be easily accessible to the novice, as well as the experienced Internet user;
- The website must meet or surpass industry standards in security; and
- The website must be designed with a balance of text and graphics such that each page loads within a reasonable timeframe on an average computer (using a cable Internet connection).

## **SECTION 5 – PROPOSAL FORMAT AND CONTENT**

### **5.1 SUBMISSION OF PROPOSAL**

The purpose of the proposal is to demonstrate the bidder's qualifications, competence and capacity to undertake services in conformity with the requirements of this solicitation. As such, the substance of the response will carry more weight than the form or manner of presentation. The proposal should demonstrate the qualifications of the bidder and of the particular staff to be assigned to this engagement.

**PROPOSALS MUST BE RECEIVED AT THE TRANSPORTATION LEARNING CENTER, 8403 COLESVILLE ROAD, SUITE 825, SILVER SPRING, MD 20910, ON OR BEFORE THE DUE DATE AND AS SPECIFIED IN THE CALENDAR OF EVENTS (SUBSECTION 2.1) OF THIS SOLICITATION.**

### **5.2 PROPOSAL FORMAT**

This section prescribes the format in which the proposals shall be submitted. There is no intent to limit the content of the proposals. Additional information deemed appropriate by the bidder may be included, but shall be placed within the relevant section. Additional tabs beyond those designated in this section will not be evaluated. The following paragraphs contain instructions that describe the required format for proposals.

Proposals shall be limited to a page size of eight and one-half by eleven inches (8.5" x 11"). All proposals should contain the sections outlined below. Those sections shall be called "Tabs." A "Tab", as used here, is a section separator, offset and labeled, (example: "Tab 1, Required Documents"), such that the Evaluation Committee can easily turn to "Tabbed" sections during the evaluation process.

### **5.3 RESPONSIVENESS REQUIREMENTS**

The following terms, conditions, or requirements shall be met by the bidder to be considered responsive to this solicitation. Failure to meet these responsiveness requirements may cause rejection of a proposal. The bidder shall supply the following:

One (1) originally signed proposal, and five (5) additional copies of the proposal for a total of six (6) proposals. The proposals must be in a sealed package clearly marked RFP - Online Courseware Sharing Platform Redesign.

Failure to return any of the following documents may result in the rejection of the bidder's proposal.

### **5.4 TAB 1 – REQUIRED DOCUMENTS**

The bidder shall complete and return, under Tab 1, the following documents:

- Attachment "A" – Signed Proposal Submittal Form

## 5.5 TAB 2 – PROPOSED SERVICES

The bidder shall complete and submit, under Tab 2, the following documents:

- Overview of proposed Internet-based courseware sharing platform
- Technical specifications
- How the proposed solutions meet the requirements and guidelines outlined in the solicitation
- Detailed project timeline
- Pricing information

Note: Bidder acknowledges and understands that all attachments referenced in this solicitation are incorporated into this document and may also be incorporated in a subsequent agreement.

## 5.6 TAB 3 – MINIMUM QUALIFICATIONS & BUSINESS/CORPORATION QUALIFICATIONS

The bidder shall complete and return, under Tab 3, the following documents and information:

- **Minimum Qualifications:** Only bidders who have experience delivering products that are similar to those requested in this RFP (Internet-based products, databases and platforms) for a minimum of two (2) years, shall be considered for this contract. Any bidder who fails to satisfy this requirement will not be considered for award.
- **Business/Corporate References:** The bidder shall submit names, addresses, telephone numbers and contact persons for at least three (3) existing or prior public or private clients for whom the bidder has provided services similar in nature to those requested in this solicitation. Any or all of these references may be checked. At least one (1) of those references shall have received similar services as described in this solicitation from the bidder. The references shall contain a contact person, including their phone number and email address. The reference shall include the type of services, start and finish service dates, the firm/agency name of the entity for which the services were provided. The reference shall include a paragraph describing where services similar in magnitude and scope to those requested in the solicitation were provided.
- **Corporate Contact Information:** In your response, include the contact information of your Firm's principal contact, the Human Resources contact, the accounting or billing contact and the contact information for any other person who has authority to discuss the billing information with the Center staff.
- **Firm and Key Personnel Overview:** Bidder's organization is required to provide the following information about Firm Overview and Key Personnel:
  - **Company Profile:** Indicate the primary business the company is engaged in, the number of full-time and part-time employees and location of business
  - **Key Personnel Overview:** Indicate the principal supervisory and management staff, including engagement partner, manager, other supervisors and specialists, who would be assigned to this engagement

## **5.7 TAB 4 – RESOURCES AND SAMPLE CLIENTS**

The bidder shall submit the following information under Tab 4:

**Project Resources:** The bidder shall provide the number of staff its firm will provide for this project including each staff member's years of experience.

**Sample Clients:** The bidder shall provide a list of companies with which the firm currently has contracts to provide services similar to those sought out by this solicitation. Briefly describe the nature of services the firm provides to those clients.

## **5.8 TAB 5 – LITIGATION, CLAIMS AND REGULATOR ACTION**

The bidder shall provide, under Tab 5, the following information:

The Center staff will not score this section, however the information will be used in assessing bidder's responsibility and may be grounds for disqualification or rejection. Provide detailed information relating to the circumstances and status of:

- Any action, suit, proceeding or investigation before or by any state or federal court, agency or other authority currently pending against the bidder that threatens the existence or current stability of the bidder or its ability to provide any of the Component Services;
- During the past five (5) years, any matter in which the bidder, any control person, or any key personnel: (a) has been convicted, plead guilty, or plead no contest to any felony, or to misdemeanor involving dishonesty, breach of trust, or financial impropriety; (b) has had an insurance license, revoked by, or surrendered to, any insurance regulatory agency; (c) has been fined, penalized, sanctioned, or subject to any other disciplinary action by any state or federal court, agency or other authority, self-regulatory organization, or professional organization, as a result of such person or entity's activities in the business of insurance, securities, banking, investment banking, real estate, or other licensed profession.
- The circumstances and status of any disciplinary action taken or pending against the firm or an individual of the firm during the past three (3) years by a client or any governmental entity.

## **SECTION 6 – REVIEW AND EVALUATION PROCESS**

The Center staff will conduct a comprehensive, fair, and impartial review and evaluation of all proposals meeting the requirements of this solicitation.

### **6.1 PROPOSAL EVALUATION POINTS**

For the purpose of evaluation, scoring and ranking, proposals have been divided into the categories below. The following reflects the maximum number of points that may be awarded by category:

<b>SCORING CRITERIA</b>		
Tab 1 (Mandatory)	Required Documents	Total Possible Points
Tab 2	Proposed Services	50
Tab 2	Price	20
Tab 3	Business/Corporate Qualifications	15
Tab 4	Resources and Past Experience	15
Tab 5 (Mandatory)	Litigation	0
<b>Total Points:</b>		<b>100 Points</b>

## **6.2 REVIEW AND EVALUATION PROCESS**

**Phase 1 - Review of Responsiveness Requirements:** Timely submitted proposals will be reviewed by purchasing staff to determine if they comply with the responsiveness requirements listed in Section 5 of the solicitation. This will be a pass/fail review. Failure to meet any of these responsiveness requirements may render a proposal non-responsive and result in rejection of the entire proposal. Further evaluation will not be performed. No points will be awarded for passing the responsiveness requirements.

**Phase 2 - Evaluation of the Solicitation Proposals:** Only those proposals, which have met the responsiveness requirements will be considered responsive and will be delivered to the Evaluation Committee.

**Phase 3 - Basis of Award:** The Center expects to award a contract to the bidder whose responses offer the best value to the Center. The Center reserves the right to reject any and all replies, if the Center determines such action is in the best interest of the Center. The Center reserves the right to waive minor irregularities in replies.

**Phase 4 - Firm Response:** The Center may make an award within sixty days (60) days after the date of the opening, during which period responses shall remain firm and shall not be withdrawn. If an award is not made within sixty days, the response shall remain firm until either the Center awards the contract or the Center receives from the bidder written notice that the response is withdrawn. Any response that expresses a shorter duration may, in the Center's sole discretion, be accepted or rejected.

Before the award, the Center reserves the right to seek clarifications, to request reply revisions, and to request any information deemed necessary for proper evaluation of replies, including financial statements applicable to the firm. Bidders may be requested to make a presentation, provide additional references, provide the opportunity for a site visit, etc. The Center reserves the right to require attendance by particular representatives of the bidder. Any written summary of presentations or demonstrations shall include a list of attendees, a copy of the agenda, and copies of any visuals or handouts, and shall become part of the bidder's reply. Failure to provide requested information may result in rejection of the reply.

**Attachment A**

**Proposal Submittal Form**

BIDDER NAME: \_\_\_\_\_

BIDDER ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

MAILING ADDRESS:  
\_\_\_\_\_

(If different from above)

TELEPHONE NO. (\_\_\_\_\_) \_\_\_\_\_ FAX NO. (\_\_\_\_\_) \_\_\_\_\_

FEDERAL ID NO. \_\_\_\_\_

E-MAIL \_\_\_\_\_

I certify that this proposal is made without a prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this proposal and verify that I am authorized to sign this proposal for the proposer. I further state that the company affiliated with this proposal currently complies with all applicable federal and state laws and directives relative to non-discriminatory practices in employment.

\_\_\_\_\_  
SIGNATURE DATE

\_\_\_\_\_  
PRINTED NAME