



American Public Transportation Association

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April 22, 2025

The American Public Transportation Association (APTA) is a nonprofit international association of more than 1,600 public and private sector member organizations. Benefits to our members include advocacy for federal funding and policies, research, technical expertise and consulting services, workforce development programs, educational conferences, seminars, and 135 subject-matter working committees.

APTA is the only association in North America that represents all modes of public transportation, including bus, paratransit, light rail, commuter rail, subways, waterborne services, and intercity and high-speed passenger rail. More than 90 percent of the people using public transportation in the United States and Canada ride APTA member systems

Our membership is engaged in every aspect of the industry – from planning, designing, financing, constructing and operating transit systems to the research, development, manufacturing and maintenance of vehicles, equipment and transit-related products and services. Additionally, academic institutions, transportation network companies, transit associations and state departments of transportation are APTA members

APTA's Workforce Development and Educational Services (WDES) department supports our members and industry colleagues with recruiting, retaining, and reskilling the public transportation workforce. WDES has management, curricula, and faculty support for a broad range of our educational programs and resources for the industry. Our work and responsibilities include providing course materials and related resources for use not only for APTA members but also for high school, community college, college and university instructors, students and others who can benefit from these resources.

Statement of Purpose

APTA is seeking contractor(s) services to update and refresh its National Transit Curriculum, commonly known as Transit 101. The original course was developed and vetted more than ten years ago by a team of APTA members, including those who had served the industry in positions of higher education and senior and executive leadership roles. The materials need to reflect new industry practices, technologies, and related changes and be accessible and available to an on-demand audience.

Scope of Work

Contractor(s) will work with APTA staff and a team of industry advisors to update the current course materials. The contractor(s) will use the existing set of course materials and supporting resources as the basis for the updates to create agreed upon updated and new materials and resources.

Background:

The National Transit Curriculum/Transit 101 was created and launched in 2011 by a dedicated team of APTA members including leading academics, subject matter experts, public and private sector executive leaders, and others. This team conceived and drafted the course framework, its content, teaching materials, and related resources. These individuals gave of their time, energy, and expertise to develop, vet, and teach this course.

- Each module was designed and delivered by the team members to their students and/or employees at their respective organizations. These members would teach selected modules, collect feedback, and make related changes along the way. This practice continued until all modules had been taught, vetted, and identified as being updated and ready for industry use.
- The original course was designed and crafted to be a full-semester college-level course. The materials were designed to be used in an instructor-led in-person setting. The course itself included multiple sets of PowerPoint slides, accompanying instructor notes, related materials and supporting resources. The course was designed so that those academics and instructors using the course materials had maximum flexibility to use the materials as they were prepared, to supplement their existing materials, or to be a source for selected topics.

- This course was also designed so that other audiences, including transit industry leaders, high school and trade school teachers, instructors, and others, could select modules and topics from this full curriculum to best address their needs.

Over the years, these materials have had a wide spectrum of users. Some transit agencies adopted and integrated modules from this course to become part of their own transit fundamentals training, especially for their new hires and those new to the industry. In other instances, transit leaders used selected modules and materials when needing to educate their constituents or specialized audiences about the industry.

Looking to the Future:

APTA, its members, and the public transportation industry have high expectations as we work to provide a new, revitalized set of “Transit 101” curriculum materials and resources for the industry including, a new look and feel, updated and new content, updated and new delivery methods, and ensuring accessibility of this course and its related materials.

APTA recognizes that these course materials are over fourteen years old. During this time, the transit industry has witnessed several changes, advances, and transformations. Current data is old, new models, methods, and approaches in practice today had not been thought of or invented when this course was developed.

The Work Ahead – The Assignment

- APTA seeks a prospective contractor(s) for fresh ideas and innovative recommendations on how to best leverage the current course materials and information, tap and leverage from industry subject matter experts, recommend, produce, and deliver a revitalized set of course materials and related resources that are recognized for their value, content, appeal, flexibility, and uses of new technology to deliver and/or enhance the learner’s experience, ease of accessibility, and adaptability to the needs of various audiences.
- The current curriculum spans a wide range of topics. It begins with an industry overview, appropriate for those new to the industry. It also addressed a set of specialized topics such as funding and planning that appeal to specific audiences.
- Future audiences for the transformed version of the Transit 101 could include: higher ed (community college, college, university) academics and students; high school academics

and students; trade school instructors and students; transit industry leaders, industry instructors; team leaders, newcomers to the industry; those having various levels of interest in the transit industry; and many others.

- APTA is open to new packaging and new delivery means for the updated course materials. We are open to having course modules become online self-paced modules for students new to the industry. The latter, for example, could allow APTA the option to offer these revitalized materials as a new set of tools for the industry.
- We are open to introductory topics becoming easy-to-use and easy-to-adapt resources for both academics and industry leaders. We could see these introductory topics as becoming stand-alone online modules. We also could see the overview modules becoming a ready-to-use presentation.
- We are most interested in seeing how contractor(s) would rethink/re-interpret those modules that currently are deeper dive specialty topics. They could possibly be stand-alone mini courses or be packaged into various combinations of learning modules.
- We would envision the need to maintain user flexibility, allowing users to pick and choose relevant course modules, as well as running the entire set of course materials as a stand-alone course.
- With much needed updates, we still envision a wide range of uses and users for these updated materials.

Current Plans:

- APTA seeks to outsource the updating and development of the revised/refreshed course materials.
- We envision enlisting a small group of interested APTA members to serve as a Subject Matter Experts advisory group.
- We plan to reach out to members of the Workforce Development Committee and Subcommittee members.

- We envision their roles to help review, vet, and provide related feedback.
- APTA envisions this project to run 12-15 months from when the contract has been signed.
- We envision having agreed upon module deliverables being tested and released over the course of the project, e.g., initial online module(s), followed by the various other specialized modules/components.

Access to Review Course Materials:

- If you have interest in responding to this proposal, please see below link to access and review the current course materials:
 - <https://www.apta.com/research-technical-resources/aptau/industry-resources/national-transit-curriculum/>
 - Password -- transit101
- Please reach out to APTA's Joe Niegowski at jniegoski@apta.com with questions or for assistance.

Maximum Project Costs:

- The total set of expenses for this project cannot exceed \$75,000 for professional services and related expenses across the agreed upon estimated 12–15-month duration of the project.

Contract Awardees:

- APTA is willing to award the work to a maximum of two separate contractors, with each contractor bringing their specialized areas of expertise and excellence to the table.
- Soon after being awarded this assignment, APTA staff would meet virtually with the successful contractor(s) to review project goals, plans, approaches, resources needs and desired outcomes.

- Contractor(s) would refine and further customize goals, objectives, proposed materials, assignments, delivery means based on meeting conversations, recommendations, and agreed upon outcomes.

Outcome and Performance Standards

General outcomes for this contract are described above in the “Scope of Work.” In addition, please see below Initial Deliverables.

Initial Deliverables:

- Initial virtual meeting with contractor (s): Initial summary presentation by the contractor(s) of the work ahead to include: Vision, Approach, Framework, Delivery Modules and Modes, Outcomes, Measures of Success.
 - Related discussion, feedback, and recommendations.
- Planned second meeting to include updated project plan and sample set of “mini modules/prototypes” of updated workshop materials, online module.
- Ongoing deliverables including new and updated course modules and related materials to be detailed upon discussions and agreement with APTA staff.
- Contractor(s) will prepare and present updated workplan that best meets the goals and objectives of this project. This workplan will include brief monthly updates, progress reports, and status of related deliverables.

Timeline:

April/May:

- Interested parties review and prepare response to APTA proposal. Parties reach out to APTA staff with questions/clarifications.

June :

Proposal Submission Deadline: Friday, June 7, 2025, 9 pm. ET

- APTA staff reviews proposals and awards work to contractor (s) by early-to-mid July 2025.

July

- APTA awards contract.
- APTA arranges for initial virtual meeting with contractor(s) and APTA staff.
- Initial July Meeting:
 - Contractor(s) delivers initial virtual presentation to include review of proposed project plan and timeline. APTA staff offers feedback. Group discusses preparation, and delivery of initial mini-module prototypes to be presented at next follow-up meeting.

August – September 2025

- Discuss and agree upon key tasks and deliverables, including production and rollout of initial module(s).
- Produce and agree upon regular communications, monthly project reporting, and related deliverables.

October – Project completion

- Agreed upon tasks, deliverables, and reporting.

Terms of Contract

Work to begin upon awarding of the contract by no later than July 2025. Target date to complete the work within 12-15 months after the signed contract.

Contractual Terms and Conditions

Confidentiality

Contractor shall not divulge to any third party any confidential information and/or material developed in connection with this agreement without prior written approval of APTA.

Contractor will adhere to any of APTA confidentiality policies and conflict of interest policies and will affirm receipt and acceptance of the terms of said policies by signing the confidentiality and conflict of interest policy statements.

Termination

Either party may terminate this Agreement after thirty (30) days' notice to the other party. If this Agreement is so terminated, APTA shall be liable only for work performed prior to the effective date of termination.

Rights in the Program

All deliverables, original ideas, publication rights, and all materials developed in connection with this Agreement shall be the sole property of APTA, and will remain so in perpetuity, whether or not copyrighted. Contractor agrees neither to assert any rights at common law or equity nor to establish any claim to statutory copyright of these materials or ideas. Except for its internal use, Contractor shall not publish or reproduce such materials or ideas in whole or in part, or in any manner or form, nor authorize others to do so without the written consent of APTA.

Contractor warrants that it owns or has the legal right to use any intellectual property needed to carry out the Statement of Work required by this Agreement. In addition, Contractor agrees that it will, at its own expense, defend and protect such works from any claims that the works infringe the intellectual property rights of others, and agrees to indemnify APTA, APTA, its officers, employees, and members and hold them harmless for any and all liability for claims, demands, losses, costs, damages, and expenses of every kind and description, including attorneys' fees, arising out of or in connection with such infringement claims or any other breach or claimed breach of this Agreement.

Technical Direction

APTA's Contract Manager, Joseph Niegowski or his immediate designee, shall provide assistance and supervision to Contractor for work performed under this Agreement. Notice with respect to termination of this Agreement or changes in the Agreement on the part of APTA will be provided by APTA's general counsel.

Assignability

Except as provided herein, Contractor shall not assign any interest in this Agreement, shall not transfer any interest in the same (whether by assignment or novation) and shall not sublet or underlet the performance of any part of the Statement of Work, without the prior written consent of APTA thereto in each instance; provided, however, that claims for money due or

to become due to Contractor from APTA under this Agreement may be assigned to a bank, trust company, or other financial institution without such approval. Notice of any such assignment or transfer shall be furnished promptly to APTA.

Modification of Agreement

This Agreement supersedes all previous Agreements, communications, and understandings, oral or written, between the parties with respect to the subject hereof, except to the extent expressly incorporated herein.

The term “Agreement” as used herein includes any written amendments, modifications or supplements later made in accordance herewith. If any provision or portion of the Agreement is invalid under any applicable statute or rule of law, it is to that extent to be deemed omitted, and the remainder of the Agreement shall remain in force.

Indemnification

Each party shall indemnify and hold harmless the other party against any loss or expense which the other party may incur as the result of any third-party claim, suit or proceeding made or brought against the other party or in which the other party is asked to participate, to the extent arising from the negligence or willful misconduct of the indemnifying party.

Laws Governing

This Agreement shall be construed in accordance with, and governed by, the laws of the District of Columbia without regard to its conflicts of law principles.

Relationship

The performance by each party of its duties and obligations under this Agreement shall be on an independent contractor basis and nothing contained herein shall create or imply an agency relationship between the parties, nor shall this Agreement be deemed to constitute a joint venture or partnership between the parties. As an independent contractor, Contractor shall pay all taxes arising from this Agreement including state and local sales and use taxes. No employer-employee relationship is intended under this Agreement. Contractor is not entitled to any benefit other than those payments specifically enumerated in this Agreement under any circumstances. This Agreement is limited to the projects described above and is not intended to create a permanent relationship of any nature between the parties. APTA acknowledges Contractor is free to perform services of a similar or dissimilar nature for other entities during the period of this Agreement.

Force Majeure

Notwithstanding any other provision of this Agreement, in the event that the performance of any obligation under this Agreement by any party to this Agreement (APTA or Contractor) is prevented due to acts of God, any government restriction, wars, hostilities, civil disturbances, revolutions, strikes, terrorist attacks, lockouts, or any other cause beyond the reasonable control of any party, then such party shall not be responsible for failure or delay in performance of its obligations under this Agreement. Contractor shall return the amounts paid in advance by APTA and Contractor shall have no further obligation to perform.

Electronic Signature

Any electronic signature shall be treated in all respects as having the same legal effect as an original handwritten signature.

Authority to Execute Agreement

Execution of this Agreement by the Contractor is authorized, and signature(s) of each person signing on behalf of the Contractor have been made with complete and full authority to commit the Contractor to all terms and conditions of this Agreement, including each and every representation and certification contained herein, attached hereto, and collectively incorporated by reference herein, or as may be required by the terms and conditions hereof.

Requirements for Proposal Preparation

Proposals must follow the structure of this RFP:

- Section addressing proposed updates/transformation of Transit 101 Curriculum: New Vision/Look and Feel; Updated Content, Delivery Means and Access, Usability by multiple audiences, other areas you wish to address
- Section supporting your proposed changes and transformations and why you feel these are the most appropriate and effective for this make-over.
- Section addressing Submitter's Experiences and Qualifications
 - Examples of successful experience with trade associations, for and non-profit organizations
 - Core competencies, active clients, and related history
 - Two references from current, active clients
 - If applicable, key personnel other than yourself who will be assigned to this project, attaching resumes of the assigned personnel

- Individual who is accountable for the quality of the deliverables
- Level of effort and time needed to complete the contract
- An initial timeline that identifies milestones for key deliverables
- Section addressing proposed fees

All proposals must be emailed as PDFs to the APTA point of contact noted below.

Evaluation and Award Process

In accordance with the provisions of this RFP, APTA will evaluate the submittals. The final selection will be the Proposer, which at the discretion of APTA, best meets the requirements set forth in this RFP, determined to be best qualified for the services requested and at the lowest cost to APTA.

APTA will evaluate all proposals using a 7-point system:

- Project Vision, Approach, Creativity, and Content - a maximum of four points
- Overall vendor suitability - a maximum of three points

Process Schedule

Proposals are due by no later than 9:00 pm (eastern), Friday, June 6, 2025.

APTA will make its final decision by no later than Friday July 11, 2025. All proposers will be notified by Wednesday, July 16.

Point of Contact

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