

Tap into RTAP RFP Preproposal Call Q&A

July 29, 2026



Question 1: What are National RTAP's goals for this video? Beyond increasing awareness of National RTAP resources and services, are there specific learning objectives or key takeaways that National RTAP would like viewers to retain after watching the video?

Answer: This video will be a comprehensive training overview of all the services that National RTAP provides to its stakeholders. It will not be a marketing video. Individuals who watch the video will learn how to navigate our website and interact with us to receive technical assistance, as well as learn about our resources, services, trainings, and other offerings we provide and how they can help their organizations. Interviews will show how users have actually used specific services.

Question 2: Could you share an estimated budget or budget range for the project? This helps us calibrate production approach, including scope, staffing, and travel considerations, so we can recommend a solution that's both creative and realistic. This will in part determine how many shooting locations are possible. What is the not to exceed budget amount for the effort?

Answer: Unfortunately, we cannot share an estimated budget, range, or not to exceed amount. The proposers will submit a cost proposal that will reflect their technical proposal, and we will take the cost proposal into account for our final decision.

Question 3: How many interviews are you anticipating, and where would each participant be located geographically? Understanding whether filming would be centralized or distributed will help us plan production efficiently. How many shooting locations should the proposal anticipate? National RTAP's offices in Woburn, MA is one location specified in the RFP. How many other transit agencies/Tribes/geographic areas should be represented? Beyond filming at National RTAP headquarters in Woburn, Massachusetts, should proposers anticipate additional on-site filming at rural or Tribal transit agencies, or may existing footage and remotely collected video be incorporated where appropriate?

Answer: At least one day of interviews and filming will take place at the National RTAP headquarters in Woburn, MA. We will gather several people to be interviewed there. We would like to plan that in concurrence with a training we are planning in Boston in October, so some of that can be filmed as well in the same or next day. Depending on where the successful proposer is located, we/they may want to arrange local interview(s) as well. The proposer should propose how many transit agencies/tribes/geographic areas they plan to interview; we would estimate between 3-6. The proposer can incorporate exiting footage if appropriate and relevant.

Question 4: For the scene involving a bus with a driver and passengers, would you prefer the use of stock footage, or should we plan to capture this ourselves? If filming is preferred, should we anticipate working with hired talent, or is it possible to film real participants with appropriate releases?

Answer: We do not want stock footage or AI generated videography. We can obtain permission from one of our stakeholder transit agencies to be filmed, or the proposer can do this directly if they identify an appropriate agency that agrees to be filmed. Hiring talent for riders is a possibility, but we want actual rural transit staff for the interviews.

Question 5: Should we plan for all footage in the new video to be newly captured, or are there existing assets you'd like us to incorporate? Are there elements of the existing video that National RTAP would like to retain (branding, narration style, structure, animation, etc.)?

Answer: Plan for all new footage, including the live video and the segments showing our website. Those segments are very outdated and do not reflect our current branding. The staff in the original video are likely no longer in those roles. If appropriate, existing assets from our website and webinars can be incorporated.

Question 6: Are there established brand guidelines or style elements (e.g., lower thirds, transitions, title cards) that we should follow? Or would you like us to propose a visual direction as part of our response? Will National RTAP provide branding guidelines, messaging, and existing content to incorporate?

Answer: We have branding guidelines for fonts and colors that we will share with you. Your technical proposal will include your visual direction, including recommended style elements. Rather than animation, show how to use our resources. Include use case studies in the interviews. We can provide messaging and some existing content to incorporate.

Question 7: How will the video be disseminated? On social media as well as YouTube and National RTAP website? How does National RTAP anticipate using the final video (website, conferences, webinars, social media, partner organizations, training courses, etc.)?

Answer: There will be a link to the video on our homepage and About Us Menu. It will be on National RTAP YouTube, in our Resource Library, launched in our eNews, and disseminated through our social media. When we do one of our spring or fall New Products webinars, it will be launched there too. We will share it at our Review Board meeting and at the upcoming conference. Our team will share it at relevant industry conferences.

Question 8: Beyond adherence to the National RTAP Brand Identity Guidelines, are there accessibility requirements for the final deliverables (e.g., closed captions, transcripts, audio descriptions, or specific Section 508 compliance standards)?

Answer: Yes. As the video will be posted on YouTube, it should enable transcription and closed captions.

Question 9: The RFP references 2024 recommendations of the National Review Board to develop a 3-minute video as well as several 1-2 minute shorter videos. Would National RTAP be open to multiple videos to cover the myriad resources available as well as to represent multiple rural and Tribal transit agencies and posting locations? The RFP references both a full-length video and shorter segments. Does National RTAP have a target runtime for the primary video and companion segments, or should proposers recommend an approach based on current best practices for adult learning and online engagement?

Answer: The video would be at least 3 minutes. It will likely be longer because we have a lot of resources and services! Perhaps 10-15 minutes for the full video. The segments would break down our types of resources (eLearning, Resource Library, etc.), but not by agency/posting location. Proposers should recommend the time optimal slots in their proposal.

Question 10: Should the video be shot in portrait or landscape orientation? Or would both formats be helpful for posting in different locations?

Answer: Choose one format. Since some of the video would be about accessing resources on our website, choose the format most conducive to that.

Question 11: 20 percent of the scoring is for Communication Strategies. Is this regarding communications between the proposer and National RTAP project staff and the National Review Board, or with other parties?

Answer: Communications between the proposer and National RTAP project staff and the National Review Board in terms of managing the project.

Question 12: Could National RTAP clarify the anticipated production level for the final video? For example, is the expectation comparable to a professionally produced promotional video, or is the emphasis on instructional quality and subject matter expertise supported by professional videography and editing?

Answer: We expect the video to be professionally produced. It is not a promotional video though – it is an instructional video. We expect subject matter expertise supported by professional videography and editing.

Question 13: Would National RTAP welcome proposals that pair a rural transit subject matter expert and instructional design firm with an experienced professional videography partner, or is there a preference for a single organization to provide all services in-house?

Answer: Either model would work. No preference, but the proposal should include both subject matter expertise and videography expertise. Subcontracting is permitted and encouraged if it pairs an SME with a professional videographer.

Question 14: Does National RTAP have existing video footage, photography, conference footage, webinar recordings, graphics, or other visual assets that will be available for use in developing the updated video? Are there existing assets (video footage, graphics, photos, logos, animations, or B-roll) available for contractor use?

Answer: Yes, and we could share that via a platform such as DropBox or Google Drive.

Question 15: What level of animation versus live-action footage is envisioned?

Answer: We do not want animation per se but do want footage of how to get to resources and use them on our website. For example, searching for a resource in our library. But live footage (someone typing it in) rather than animation.

Question 16: Is drone footage or aerial shots desired?

Answer: No, but our Bus Roadeo Toolkit should be completed by the time this project kicks off, so a small snippet from that drone footage could be used when introducing that Toolkit.

Question 17: What final deliverables are expected (e.g., full-resolution video, web version, social media cuts, captions, project files)? Will National RTAP require multiple versions of the video (short promotional version, conference version, website version, etc.)? Should editable source files be included as part of the final deliverables?

Answer: High quality video (mp4 or equivalent) and project files. Only one version of the full video with short segments for our different service lines. National RTAP will not be editing the video, but the proposer is welcome to create editable source files for future use.

Question 18: Will National RTAP coordinate participation and scheduling for Review Board members, State RTAP Managers, Tribal Transit representatives, and other interview participants?

Answer: Yes, we can coordinate participation and scheduling.

Question 19: Approximately how many review and revision cycles should proposers anticipate for the script, storyboard, rough cut, and final edited video? How many review cycles and revisions should proposers include in their pricing?

Answer: We do not know until the project gets underway, but estimate that based on other similar projects you have been involved in. At least 2 for each stage.

Question 20: The RFP references video updates at a negotiated rate. Could National RTAP provide additional information regarding the anticipated frequency, estimated date(s)/years, and typical scope of future updates?

Answer: The contract would include brief updates within 5 years of the publication of the video. Since we would not redo the entire video, if there was a new service/product we rolled out that we wanted a short video segment about, we would ask for a quotation from the original contractor. We cannot anticipate whether/when this may happen.

Question 21: The RFP indicates that National RTAP will retain the rights to the completed video. Should proposers also assume delivery of editable project files, raw footage, graphics, and other source assets as part of the final deliverables?

Answer: Yes. The proposer would set up a way to transfer these (such as DropBox).

Question 22: Could the PPT deck presented on July 29 pre-proposal call be shared?

Answer: Yes, I will post it on July 29 or shortly thereafter to the webpage about the project and also post it in eNews.

Question 23: The RFP states that proposals are due Thursday, August 28, 2026. However, August 28, 2026 falls on a Friday. Must proposals be received by Thursday, August 27, or Friday, August 28?

Answer: Our mistake and our apologies. Friday, August 28, 2026. We will not edit/repost the RFP, but this has been corrected on the webpage.

Question 24: Does the subject matter expert have to be from a particular region, or just generally an SME?

Answer: Not from a particular region, we just want a rural and/or Tribal transit subject matter expert. We're particularly bus transit, rather than rail or ferry. If you've done anything related to rural or tribal transit in the U.S, including transportation planning, you would be considered an SME. Include information about your completed projects in your technical proposal.

Question 25: Is National RTAP open to other approved transit agencies that are within the chosen agency geographic area to include video from those agencies?

Answer: Absolutely. If you have specific agencies in mind, that may be of interest to us as we review the proposals.