
Request for Proposal

Creation of Courses and a Learning Portal for Training Truck Drivers



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Invitation to Bid

Project Overview

Truckco has unique expertise in the area of truck driver education. The truck driving industry is highly regulated by OSHA as well as the PA Department of Transportation and requires a large amount of training and education of the drivers. Unfortunately, every hour away from the job is costly to both the driver and the company for which he drives. We have material for 7 initial courses that we would like to place into a learning portal for the truck driving industry. The learning portal would be placed in truck stops initially in PA and then across the country in the form of a kiosk and would be available through the internet. The site would be funded by advertising dollars and companies offering other courses over the internet to this target population. The remainder of the RFP details the services we require to be developed for delivery via the portal.

Submission Process

Written proposals must be submitted to us by 9:00am March 30, 2001. Prior to that date, you may contact Karl Kapp (see cover for contact information) to ask questions clarifying our needs and expectations. Karl or someone he designates will respond promptly. To the extent possible, please try to “batch” your questions and schedule calls in advance. A bidders conference is scheduled for March 5, 2001. Questions should be submitted in writing no later than February 28, 2001.

Truckco will evaluate all proposals in the weeks following submission. During this period, we may contact you for clarifications or to request revisions. We expect to award the project on April 19, 2001.

Selection Criteria

Vendor selection will be based on Truckco’s assessment of four aspects of your submission:

Product: Appropriateness to the need and our business and technical environments; appearance of your prototype; and innovative elements of your proposed solution. We want an attractive, functional site.

Project: Quality of the people you would assign (as judged by resumes and direct contact, if any); your experience with similar projects as judged by evaluation of demonstrations and conversation with references; how you propose to handle shifts in project scope or timelines; integrity; availability of resources needed to complete the project in a timely manner; your instructional design and development strategy; your project management strategy; your quality assurance process; and your technical savvy.

Time & Cost: They must be appropriate and reasonable.

Proposal: We will be looking at your organization, clarity, and brevity. Be brief and to the point. Spare us your “boiler plate” except as appendices (e.g., company background).

Proposal Organization

Your proposal should be organized into the following sections.

Cover Letter

Table of Contents

Executive Summary: Include an outline of your design solution, and time and cost to complete the work.

Understanding of the Problem/Overview of Solution: Brief description of what you perceive to be our needs for this project and how they will be addressed.

Proposed Solutions and Product: Describe the instructional solution and the technical solution. Describe the finished product. Include several prototype screens. Describe how the product would be used in our business scenario and placed into the hands of the users.

Project Management and Schedule: Describe your approach, including a narrative work plan outlining resources (yours and ours), phases, timelines, costs, payment schedule, and deliverables. You should include a graphical - e.g. MS Project - work plan as an appendix, and a line-item spreadsheet to include team member roles, time, and cost per deliverable. Also associate resumes of actual team members with the roles they will play, demonstrating competencies and qualifications.

Budget: Bidders will submit a fixed price bid for all deliverables, including all expenses. The labor costs must be averaged across labor categories (e.g. one average rate for all employees) and include the amount of time estimated for each phase of the project. The bidder will provide a realistic projection of required travel and other direct expenditures based on the anticipated scope of work. The budget section must also contain all terms and conditions for payment.

Project Team: Each key project team member will be listed with a brief synopsis of their qualifications for their role.

Corporate Capabilities: Experience your organization has had with these types of projects and with our industry.

Appendices: In addition to any other appendices you choose to add, include client references, client work samples (demos as screen shots or, preferably, software) and company brochure(s).

Length: Do not exceed 40 pages of length including front and back cover. Use single spaced 12 point font with one inch margins.

Confidentiality

It is important to us that the content of this RFP and your submission not reach potential competitors because it describes significant elements of Truckco's competitive advantage in the marketplace and our competitive strategy. This RFP is confidential to Truckco and those vendors asked to bid. Likewise, your proposal will be treated as Truckco's property.

The Business Need

Orientation (Context)

Truckco currently sees a need to train professional truck drivers in a 24/7 environment in which they can receive regulatory and non-regulatory training. This training is best conducted at a central location to ensure consistency and allow for tracking of the performance of the students. We feel that as more and more truck drivers are learning more about computers and the web that they are becoming more willing to engage in on-line training if it is offered at a single location even if it is “virtual.”

The elements of this proposal are twofold. The first is to develop a learning portal or one-stop location for truckers to receive weather information, see job announcements, and to learn what is happening in the industry. The second, and most important, is to provide training to these individuals that is timely and can work within their chaotic schedules. Traditional training, especially for refreshers, is difficult for these students because they are on the road a majority of the time. They need a convenient, on-line location to conduct their training. The results of not following regulations for items such as paperwork completion can result in large fines and penalties for the driver. It is in the best interest of the driver (and his or her company) to have proper training.

For Truckco’s customers (the truck drivers) to achieve a proper level of training they need high quality web-based training available in locations such as truck stops and via the Internet so they can gain access via a password to their training. To develop such a network of “training kiosks” within truck stops, we have initiated this large-scale project. The Truckco portal will initially contain the following functionality:

- User profiling (who took the class, when, how did they do, how long did it take, what company do they belong to?)
- Links to the training contained on the site (10 courses initially)
- Weather reports
- Mapping functionality so the drivers can map routes
- Space for advertisement for major transportation companies
- Job announcements
- Discussions on driving conditions in various locations (areas of PA and eventually the country).
- Information area of concern for truck drivers (industry information on new regulations, new truck appliances, etc.)
- On-line discussion groups on various topic of interest to truck drivers.
- On-line catalog of trucking related products or products of interest to the demographic category of truck drivers.

Performance Objectives

Our objectives for the portal are:

- Simple, easy, and intuitive navigation.
- Information that is meaningful and pertinent to the driving professionals
- Increase the consistency of learning by presenting automated training to the drivers
- Provide a common look and feel for all training delivered to the drivers.
- Increase safety of professional truck drivers via training
- Help assure regulatory compliance.
- Reduce fines for non-compliance
- Provide a “community” for truck drivers to become a part of while they travel the country.
- Encourage drivers to seek more training through on-line education.
- Aggregate the truck driving professionals around a single “portal” for advertising, communication, and market access.
- Generate revenue for Truckco through the site by allowing drivers to purchase materials, supplies and other items they may need to perform their jobs.

Environmental Scan

Audience Description	The initial target audience will be professional drivers within the state of PA. Once this concept is functional, we would like to expand to other states (every state will have slightly different regulations and require some variations on the training programs).
Delivery Environment	The portal site will be accessed in a number of different environments, depending on truck stop and equipment available to the driver. The best-case scenario would be a kiosk within a truck stop with Internet access or a driver accessing the information from home. We feel that a 2808 modem would be the average level of access outside of the kiosk environment. However, we are open to palm devices and digital phone interactions.
Technology Infrastructure	We expect the vendor to recommend the server size, the applicable development and delivery software as well as the configuration for one prototype kiosk. The specifications for the Kiosk should be in a format as indicated below:

Kiosk specifications

Component	Specification
Delivery Hardware	
Browser	
Dialup	
Display	
Audio	
Print	
ActiveX Controls/Plug-Ins	
Other Software	

Streaming Media: We are not opposed to using video in the creation of the 10 training titles. If the vendor's solution requires a media server (for example RealAudio or Video), implementation and cost estimating of the server will be the responsibility of the vendor, and should be reflected in your response to this RFP. Please include any ongoing fees as well.

Security: Security for the trainees will be based on two parameters: Student ID and a Password. The site should have a time-out feature. If no activity occurs on the site for a predetermined amount of time the student's ID number will be cleared and the lesson will return to the

Home Page of the portal. The vendor should recommend the time out feature (amount of time before timeout).

Profiling: Each user of the site will be assigned a profile based on information the learner provides to the site. This profile will be used to customize the content of the web pages delivered to the user through the use of Active Server Pages and Active Data Objects or a similar type of technology solution.

Tracking: Information around usage and completion of training should be stored in a database for reference by the driver or the drivers employer as well as by Truckco. The vendor's solution should gather the following information:

- Completion: The date the driver completes each training module.
- Bookmark: The last location within the training visited by the driver.
- Test Scores: Completion scores for any testing contained within the training. (We anticipate both self-assessment training as well as evaluation training.)
- Databases: All databases must be ODBC compliant.
- Areas of the site visited and products browsed and purchased.

E-Learning Portal

The e-learning portal site is the context in which the training modules will reside. This site needs to be easily accessible and have elements that make it attractive for learners. The modules should have a consistent "look and feel" and be "congruent" with the site. Everything needs to look and function like it goes together on the site. Every location on the site should "feel" like you are still on the site.

Proposed Solution

Content/Training Titles

Titles and descriptions of initial material to include on the site are:

DOT Compliance & Safety:

This training focuses on driver qualifications, safety fitness and safety ratings, roadside inspection, CDL requirements, driver physicals, and accident countermeasures. Master the safety compliance skills necessary to survive a DOT safety audit.

Controlled Substances and Alcohol Mandatory Training:

This training completes the DOT's mandatory supervisor training requirements for Alcohol and Controlled substances. Plus, you'll review the critical parts of the DOT regulations on Alcohol and Drug testing (Part 382 and Part 40).

Hours of Service, Driver Logs and Driver Fatigue:

This training provides training on the federal hours of service regulations and the proper use of driver logs. You'll participate in a driver log review and learn to identify inaccurate entries. Uncover the real answers to questions and myths about fatigue. The training materials feature fatigue research data gathered by the American Trucking Association (ATA) Foundation through a federal grant from the FHWA Office of Motor Carriers.

Hazards Materials Training

This training focuses on regulatory training. You'll gain a general understanding of how to use the hazardous materials table, hazardous materials classes, marking bulk and non-bulk packaging, labeling, preparing shipping papers, placarding, and loading and unloading of vehicles. The training also helps fulfill the 49 CFR Part 172 Subpart H recurrent training requirements. The last day of this workshop is a mock inspection--apply what you've learned and prepare yourself to work with inspectors.

SCOPE DOT/Compliance Training for Small Carriers

This training is the result of a pioneering partnership program between the American Trucking Associations (ATA) and the Department of Transportation (DOT). Safety by Cooperative Partnership Education or SCOPE as the program is known, is specifically designed for small- to medium-sized motor carriers to help them set up an effective DOT safety compliance program, and covers the major parts of the Federal Motor Carrier Safety Regulations (FMCSRs).

OSHA Compliance

Learn to comply with OSHA's newest and most commonly cited standards, including recordkeeping, machine guarding, lockout/tagout, emergency response, hazard communication, asbestos, personal protective equipment, and much more. You will also receive the most up-to-date OSHA policies on inspection and enforcement procedures and learn how to conduct your own OSHA compliance training courses. Earn certificate of meeting OSHA's 10-hour training standard

Securing the Load

Learn to properly secure a load on the back of a truck. This training provides step-by-step examples of the proper methods for tie downs as well as instruction on securing hazardous materials.

Design and Media

We expect the "typical" training to last approximately 60 minutes but feel in must be "chunked" to be appropriate for the learners.

Graphics should be as simple as possible: drawn images of a diagrammatic nature in simple colors, or still image photographs. Some simple animations may be required, for example, to demonstrate steps in a process. We would like to have audio and video images if appropriate.

Overall look and feel, and navigation, should be recommend by the vendor.

Quality Assurance

We require a bug-free web site and training materials. You are responsible for developing and implementing a quality assurance test plan.

Admin and Maintenance

To retain maintenance flexibility we require all source code, graphics, etc.

Available Resources

Materials

Documents: Upon award of the contract, you will be provided with all relevant, existing course materials. For the prototype, you must be a topic to develop and utilize your own materials for the sample lesson.

Media: We have none available in digital format.

Staff

Project Manager: Karl Kapp. (See cover for contact information.)

SMEs: TruckCo staff will be available to answer questions and review the materials you create. Please state your needs for SME support in your proposal.

Other: Please state your needs for SME support in your proposal.

Contract Provisions

Copyright

All materials developed pursuant to completion of this project are considered confidential. This includes TruckCo and vendor project documentation as well as draft and deliverable products. Furthermore, TruckCo shall retain copyright to all such materials.