Notice Type: Sources Sought

Synopsis:

This is a Sources Sought Notice representing a market survey for a "Pocket Guide to Transportation" application and is not a request for proposals, proposal abstracts, quotations or invitation for bids. The Government will not pay time or materials in response to this market survey, or return the data provided. In the event a solicitation is issued by the Government, all interested sources must respond to future solicitations separately from responses to this market survey.

The Department of Transportation is conducting a MARKET SURVEY to obtain information regarding the availability and capability of qualified sources relative to the North American Industry Classification System (NAICS) code for the proposed acquisition. Interested vendor responses to the information requested will assist the Government in determining the appropriate acquisition method, including whether a set-aside is appropriate.

This notice does not obligate the Government to award a contract. The Government reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Vendors responding to this notice should ensure that responses are complete and sufficiently detailed to allow the Government to determine the vendor's qualifications to perform the work. Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted. After a review of the responses received, a pre-solicitation synopsis and solicitations may be published in Federal Business Opportunities. However, responses to this notice will not be considered adequate responses to a solicitation.

Description of the requirement: Please see attached description of services.

Potential sources shall provide (3) copies of their responses. Responses shall not exceed 30 single side pages of 8X11 size paper with arial font, 12 pitch and shall address the following:

1) Company name, address, phone number, primary contact(s), e-mail address, NAICS code(s), business size (i.e., small/large, 8(A) GSA (if applicable) and DUNS Number.

2) Demonstrated ability to perform the requested services in accordance with the attached description. ****Please tailor your responses to the description of services.**

3) Experience in performing ongoing or completed work comparable or similar to the following required services:

a. Name and address of client
b. Performance periods
c. Description of services rendered

Each respondent shall mail three (3) copies to Dwayne Cross at the address below no later than May 5, 2016 at 2:00 p.m., est. E-mail and fax copies will not be accepted. No confidential, proprietary, classified, or sensitive information should be included in your response. No phone calls will be accepted.

Contracting Office Address:
Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Sincerely

Dwayne F. Cross

Dwayne Cross
Contracting Officer

Exploring Prototype Options for the Pocket Guide to Transportation Mobile App V2.0

Overview: BTS seeks: *1) review of its current Pocket Guide mobile application (v1.0) for iOS and Android devices; 2) mock-up or prototype options for an improved "next gen" native or hybrid iOS Pocket Guide to Transportation mobile app (v2.0).*

The Bureau of Transportation Statistics (BTS), a Federal statistical agency in the U.S. Department of Transportation, is seeking a mobile app developer to research and develop, including coding, testing, and deploying the "next gen" *Pocket Guide to Transportation* mobile application (aka app) version 2.0 (aka v2.0) for iOS and Android devices. The current *Pocket Guide to Transportation* mobile app version 1.0 (aka v1.0) is categorized as a book or reference app that provides transportation statistics at your fingertips. The "Pocket Guide" was digitalized into a native mobile app for both iOS and Android in 2016.

The contractor shall review the current Pocket Guide mobile app (v1.0) for iOS and Android devices and offer mock-ups or prototype samples as options to create an improved "next gen" native or hybrid iOS Pocket Guide mobile app (v2.0). For each option, the contractor will perform the following:

- Background research
- Evaluate feasibility, development options, performance impact, limitations, and customization
- Develop a mock-up or sample prototype for selected options and features
- Document specifications for each option or feature

The prototypes should highlight the following features:

- Dynamic real-time data updates
- Improved navigation and functionality
- Download and share images and tables through:
    - Social media (Facebook, Twitter, LinkedIn)
    - Email (SMTP/IMAP/POP3)
    - Text messages (SMS)
    - Embed in blogs to repost information
- Improved customizable, dynamic, and engaging user interface
- Minimal storage and download size
- Speed and accuracy for data retrieval
- Low long-term maintenance
- Link to application program interface (APIs) and content on bts.gov, other websites, or databases.

The contractor shall explore Tableau, Socrata, and other off-the-shelf or BTS software to answer some of the following questions:

1) Is it possible to retrieve a visualization or table from Tableau and display it in a native or hybrid mobile device?
2) Is it possible to use Socrata source data or Socrata APIs to generate visualizations or tables in native or hybrid mobile devices?

3) If one or both of these approaches work, what is their performance and efficiency on the native mobile device (how fast does it load, does it freeze, etc.)?
4) What are the constraints of each approach?
5) What is the development level of effort for each approach?
6) Should the Pocket Guide mobile app have a similar look, feel, functionality, and content as the new BTS Drupal website or be different?

All products, designs, drawings, documentation, source code, and outputs developed as part of activities conducted on this contract/order will be considered the property of the Government and may serve as input on subsequent orders, or other contractual vehicle as deemed appropriate. Offerors shall not submit as proprietary data in their proposal or quotation any restrictions that will limit the Government's ownership and right to use the data generated, products, designs, drawings, documentation, source code, and outputs developed under this award.

The contractor shall demonstrate essential skills for this project including a team or individual with proven success developing native and hybrid mobile apps for iOS and Android mobile devices for a research, statistical, or similar government agency for apps similar in size, scope, and functionality including deploying the mobile application to the Apple and Google marketplaces. The software architect shall have experience designing iOS and Android user interfaces for displaying data for native and hybrid mobile delivery. The mobile app developer shall have design and programming experience for iOS (such as C/C++/Objective-C, Swift) and Android (such as Java, Javascript, HTML, and CSS) mobile devices. Team experience with Socrata, Tableau, Sybase, SQL Server, or other APIs, databases, or software used to dynamically update visualizations and tables and share with social media platforms is highly recommended. Responsive design, graphic design, and product testing experience is highly recommended. The project manager should have experience leading technical projects including websites and mobile app development and support for federal government technical projects similar in size and scope.

The contractor shall present findings to BTS, discuss the business values and visualizations that BTS would like, and brainstorm solutions and options. The contractor shall work with BTS to develop an implementation plan for the "next gen" (v2.0) mobile app for both iOS and Android operation systems which will also include a long-term maintenance plan (Ex. updates to App Store for operating system updates, fixing app crashes, etc.).