

REQUEST FOR PROPOSALS

Regional Wastewater Data
Standardization/Normalization and Predictive
Analytics Dashboard Development

Issued by the Mid-America Regional Council (MARC)

RFP Issue Date	September 22, 2026
Questions Due	October 9, 2026, 4:00 p.m. Central Time
Proposal Due	October 23, 4:00 p.m. Central Time
Project Completion	No later than July 31, 2027
Submission Contact	Amanda Graor agraor@marc.org

Electronic submissions only

agraor@marc.org

Respondents are responsible for ensuring timely receipt of their submissions.

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1. Project Overview

The Mid-America Regional Council (MARC) seeks qualified consultants to assist in the development of a regional public health data platform focused initially on wastewater surveillance data for infectious diseases. The project will establish methodologies and infrastructure to standardize and normalize wastewater data collected using differing sampling and laboratory methodologies across Kansas and Missouri and support the application of advanced analytics and artificial intelligence (AI) to improve regional disease surveillance and decision-making.

This effort is being developed in partnership with local public health agencies, state laboratory partners, and subject matter experts across the Kansas City metropolitan region. The intended outcome is a sustainable regional platform that supports standardized data integration, predictive analytics, and public-facing and agency-facing visualization tools.

MARC reserves the right to award contracts to one consultant or multiple consultants based on demonstrated expertise, pricing, and best value to the project. Respondents may submit proposals for one or more task areas described in this RFP.

2. Project Goals

The selected consultant or consultants will support MARC in:

- Developing a common data model (CDM) capable of integrating wastewater data from multiple jurisdictions and methodologies.
- Creating methodologies for data normalization and quality assurance.
- Designing and implementing extract, transform, and load (ETL) processes.
- Developing predictive analytics models related to infectious disease and opioid prevalence.
- Designing and deploying a regional dashboard.
- Producing thorough technical documentation that enables future scaling and replication.

3. Task Areas

Respondents may propose on one or more task areas. MARC may award task areas separately or in combination to achieve the most effective project delivery.

Task Area 1: Common Data Model and Data Architecture

Objective: Develop a regional wastewater common data model and supporting architecture.

Scope

- Review existing wastewater data sources and methodologies.
- Evaluate and leverage applicable open data models and standards, including the Microsoft for Sustainability Water Data Model, Open Geospatial Consortium standards, and the FIWARE Smart Water Data Model.
- Design a common data model accommodating wastewater sampling data, laboratory testing data, biomarker information, geospatial network information, and metadata associated with varying sampling methodologies.
- Develop data dictionaries and metadata standards.
- Provide recommendations for long-term governance and maintenance.

Deliverables

- Existing conditions assessment
- Common Data Model documentation, including recommended database architecture
- Data dictionary
- Governance recommendations

Task Area 2: Data Standardization / Normalization and ETL Development

Objective: Create methodologies and workflows to normalize disparate wastewater datasets.

Scope

- Develop standardization and normalization methodologies across jurisdictions and laboratories.
- Design ETL processes.
- Develop procedures for mapping non-standard concepts.
- Establish data transformation rules.
- Create automated data quality monitoring procedures.
- Develop anomaly detection methodologies.

Deliverables

- Data standardization and normalization methodology report
- ETL design documentation including code
- Data quality framework
- Testing and validation results

Task Area 3: Predictive Analytics and Modeling

Objective: Develop predictive models and analytical frameworks to support public health decision-making.

Scope

- Develop models that identify trends and emerging conditions.
- Design methodologies for forecasting disease prevalence.
- Develop geospatial analytical approaches.
- Establish performance metrics and validation procedures.
- Document all assumptions, methodologies, and model limitations.

Deliverables

- Predictive analytics framework
- Model documentation
- Validation and testing results
- Recommendations for future model expansion

Task Area 4: Dashboard Design and Implementation

Objective: Design and implement a regional public health dashboard.

Scope

- Facilitate requirements gathering with stakeholders.
- Develop dashboard wireframes.
- Design user interfaces, visualizations, and dashboard components.
- Develop dashboard components and analytics displays.
- Support user testing and refinement.
- Assist with deployment and knowledge transfer.

Deliverables

- User requirements documentation including user guide
- Dashboard wireframes
- Functional dashboard platform
- User testing summary
- Deployment documentation

Task Area 5: Documentation, Governance, and Future Scaling Strategy

Objective: Provide sustainability planning and comprehensive documentation.

Scope

- Document methodologies and technical decisions.
- Create maintenance and governance recommendations.
- Identify opportunities to extend methodologies to additional wastewater indicators and other regional datasets.
- Develop recommendations for ongoing operation and future investment.

Deliverables

- Technical documentation package
- Governance framework
- Sustainability plan
- Final project report

4. Coordination and Stakeholder Engagement

Consultants will be expected to collaborate with MARC staff, local health departments, state health agencies, subject matter experts, and regional advisory and guidance groups. Regular project meetings, working sessions, and presentations will be required throughout the engagement.

5. Proposal Requirements

Responses should be concise and focused on the respondent's qualifications, proposed approach, and the specific task areas for which the respondent is proposing. Respondents proposing on multiple task areas may address all proposed task areas within a single submission, provided the response remains within the page limit below.

5.1 Proposal Length and Permitted Attachments

Proposals are limited to five (5) pages. The five-page limit includes the executive summary, firm qualifications, project understanding and technical approach, project team overview, work plan, references, and cost proposal summary.

The following may be submitted as attachments and do not count toward the five-page limit:

- Resumes or biographies of proposed personnel.
- Examples of relevant work products.
- Required certifications or licenses.
- Detailed pricing worksheets or rate schedules.

MARC encourages respondents to be concise and focused on the specific task areas for which they are proposing.

5.2 Required Proposal Content

A. Executive Summary Provide a brief overview of qualifications, proposed task areas, and the proposed approach.

B. Firm Qualifications Describe the firm's background and relevant project experience, including experience with public health analytics, wastewater surveillance, AI and machine learning, data integration and normalization, and dashboard design and implementation.

C. Project Understanding and Technical Approach Describe understanding of the project objectives, proposed methodology, innovative approaches, risk mitigation strategies, and how the proposed work will coordinate with other task areas and consultants.

D. Project Team Identify key personnel and describe their relevant experience, roles, responsibilities, and availability. Resumes or biographies may be provided as attachments and will not count toward the five-page limit.

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E. Work Plan Provide a scope by task area, schedule, milestones, and deliverables. Clearly identify inputs or work products required from MARC, project partners, or other consultants.

F. References Provide at least three references for comparable projects. Reference information must be included within the five-page proposal limit.

G. Cost Proposal Provide detailed pricing by task area, hourly rates where applicable, assumptions, exclusions, and a cost proposal summary. Detailed pricing worksheets or rate schedules may be attached and will not count toward the five-page limit.

5.3 Multiple Task Area Pricing Requirements

Respondents proposing on multiple task areas must clearly identify:

- Stand-alone pricing for each task area.
- Any bundled pricing assumptions.
- Any dependencies or changes in pricing if the respondent is not selected for the entire scope of its proposal.
- Any efficiencies gained from receiving multiple task areas.

Failure to clearly identify pricing dependencies may affect proposal evaluation.

6. Submission Instructions

Proposals must be submitted electronically no later than Friday, October 23, 2026, at 4:00 p.m. Central Time to:

Amanda Graor, Director of Data and Digital Services

agraor@marc.org

Respondents are solely responsible for ensuring that MARC receives their proposal by the deadline. Late submissions may not be considered. MARC is not responsible for technical delivery failures, email transmission issues, file access restrictions, or other circumstances that prevent timely receipt.

All communications regarding this RFP shall be directed to Amanda Graor at the email address above. No other MARC staff or project partners should be contacted regarding this solicitation except as authorized by MARC.

7. Project Timeline

The schedule below is anticipated and may be adjusted by MARC. All project work and final deliverables must be completed no later than July 31, 2027.

Milestone	Date
RFP Released	September 22, 2026
Questions Due	October 9, 2026, 4:00 p.m. CT
Proposal Due	October 23, 4:00 p.m. CT
Consultant Interviews, if conducted	Week of November 2, 2026
Notice of Intent to Award	Week of November 9, 2026
Contract Execution	Week of November 23, 2026
Project Kickoff	Week of November 30, 2026
Methodology and Architecture Development	December 2026-February 2027

Milestone	Date
Analytics and Dashboard Development	March 2027
Testing and Refinement	April 2027
Final Deliverables Due	No later than July 31, 2027

8. Evaluation and Scoring Criteria

MARC will evaluate responsive proposals using the weighted criteria below. MARC may evaluate and award task areas separately when doing so is determined to provide the most effective project delivery and best overall value.

Evaluation Criterion	Weight
Understanding of Project Goals and Technical Approach	25%
Relevant Experience and Qualifications	25%
Demonstrated Expertise in Data Integration, AI, Analytics, and Public Health Data Systems	20%
Project Team and Capacity to Successfully Deliver	15%
Cost and Overall Value	10%
Quality and Completeness of Proposal	5%
Total	100%

MARC may conduct interviews, request written clarifications, negotiate scope and pricing, and contact references as part of the evaluation process.

9. Award and Reservation of Rights

MARC reserves the right to:

- Reject any or all proposals.
- Waive irregularities or informalities in proposals.
- Request additional information or clarification from respondents.
- Conduct interviews or presentations.
- Negotiate scope, schedule, deliverables, and pricing.
- Award contracts in whole or in part.
- Select multiple consultants when doing so is determined to complete the required elements in the most effective manner.
- Reassign or coordinate task areas among selected consultants as needed to achieve project goals.

- Cancel or amend this RFP.

10. Responsible Use of Technology and Data

The project will begin with wastewater data that is already publicly displayed through existing dashboards. The project will not initially include site-level testing intended to identify localized hotspots where use could create a risk of deanonymization. Consultants must support transparent, documented methodologies and responsible use of AI, analytics, and public health data. Proposed approaches should identify relevant model assumptions, data limitations, quality controls, and safeguards.

11. Contact Information

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Kansas City, MO 64105
agraor@marc.org

IMPORTANT NOTICE

MARC anticipates awarding one or more contracts under this solicitation and encourages teams with specialized expertise to submit proposals for individual task areas, combined task areas, or the full project. Respondents proposing on multiple task areas must disclose any pricing dependencies related to partial versus full award scenarios.