

WHO WE ARE

We're MacroSys, a trusted consulting team with nearly 30 years of experience delivering solutions to a wide range of national and regional organizations. We ignite action for clients facing complex challenges by combining:

- ★ **INNOVATION:** User-centered IT solutions that modernize operations and drive tangible results
- ★ **INSIGHT:** Data-driven research and analysis that ensures policy decisions and technology meet your stakeholders' needs
- ★ **INFLUENCE:** Strategy and messages that resonate with stakeholders, build community, and encourage action

WHY WE'RE DIFFERENT

We offer an efficient, agile, highly responsive, and multiskilled team, and we seek to fully understand your objectives and seamlessly integrate and adapt our strategies to help you achieve your vision of success. Our collaborative, personalized approach will exceed your expectations, will earn your trust, and will leave you feeling valued and empowered.

WHAT WE DO



Technology

We craft user-centered digital platforms and tools, advanced database management, and geospatial intelligence, all while adhering to rigorous quality assurance standards.

- UI/UX design
- Information architecture
- Web design and developing
- Numerical programming
- GIS support
- Database development and administration
- System administration
- Quality assurance and accessibility
- Agile/Scrum, DevOps, and CI/CD



Research & Analysis

We tailor qualitative and quantitative methods, data analysis, and program evaluation enrich your policy and planning efforts, employing the power of Artificial Intelligence and Large Language Models to help you more efficiently identify complex patterns, deeper insights, and more accurate forecasts.

- Survey design and data collection
- Economic policy research and impact analysis
- Program evaluation and performance measurement
- Complex data science: quantitative/qualitative analysis, statistics, modeling, and algorithm design



Communications

We strategize and follow through, helping you create engaging, accessible content that establishes brand identity, builds communities, fosters trust, and encourages participation.

- Strategic planning
- Public and media relations
- Outreach and community engagement
- Graphic design
- Desktop publishing (layout) and print
- Technical and marketing writing and editing
- Editorial and publication management
- Event planning and logistic support
- Section 508 accessibility remediation

WHO WE SERVE

We have experience working with a diverse group clients across all levels of government and the public and private sectors.

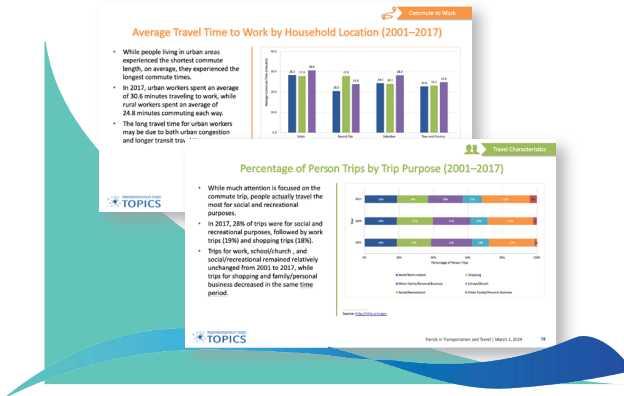


“Your work has been outstanding and the quality of it has moved FLOW’s communications capabilities forward by a large leap.”

—U.S. Department of Transportation,
Office of Multimodal Freight Infrastructure and Policy

“I wanted to say ‘Thank you’ to the entire team for all they do for ensuring our clients who need accessible content get the service they deserve.”

—U.S. Department of Education,
Information Technology Accessibility Program

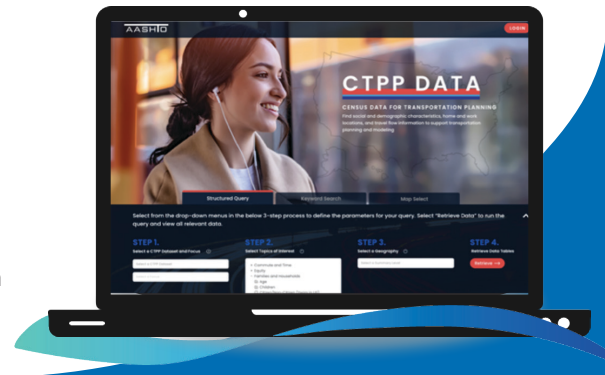


Supporting Insights Through Responsive and Agile Support

MacroSys provides comprehensive analytical and technical support to FHWA’s NextGen National Household Travel Survey (NHTS) Program—a continuation of almost 20 years of support. In analyzing data and producing NHTS work products, we implemented a rigorous review process using pre-vetted standard operating procedures. We also regularly respond to time-sensitive requests. MacroSys is the first line of user support, responding daily to a variety of questions from the NHTS community regarding proper data use, access to restricted-use files, and training on using publicly available data tools and resources.

Making It Easier for Industry to Find and Use Vital Data

The American Association of State Highway and Transportation Officials’ (AASHTO’s) Census Transportation Planning Products Program (CTPP) is a cooperative program that produces special tabulations of American Community Survey (ACS) data that have enhanced value for transportation planning, analysis, and strategic direction. MacroSys is developing a new CTPP data web portal with an interactive interface as well as an application programming interface (API) to improve usability, enhance user functionality, and impart new data portal capabilities.



Strategy and Follow-Through for a Growing Program

Administered by the U.S Department of Transportation, the Freight Logistics Optimization Works (FLOW) program is a public–private collaboration to improve the U.S. supply chain. MacroSys has provided a broad range of strategic services, including organizing FLOW’s customer relationship management and implementation approach. Our team launched stakeholder engagement, developed digital communications channels, including the program’s first website, and a social media presence. MacroSys’s contributions also included event planning and coordination, media relations, and graphic design.

WORK WITH US

Engage us directly (contact us!) or across a variety of contract vehicles and NAICS codes:

- GSA MAS Contract No. GS-10F-0048U
- Professional Service SINs: 541430, 541611, and 541613
- IT SIN: 54151S
- NAICS Codes: 519120, 541511, 541512, 541513, 541519, 541611, 541620, 541690, 541712, 541720, 541910, 561410, 541990, 611420, 611699

READY TO CONNECT?

Contact: Hannah Hocevar, PMP | Proposal Manager
hannah.hocevar@macrosysrt.com | 703-812-8380

MacroSys, LLC | www.macrosysrt.com | 703-812-8380
 522 21st Street NW, Suite 120A, Washington, DC 20006