



New Jersey Department of Transportation  
Bureau of Research  
**RESEARCH PROJECT**  
Request for Proposal  
2022 – 2023 SPR Program

**Project Title: NJ Transit – Comprehensive Market Segmentation Study**  
**Posting No.: 2022-03**  
**Date of RFP Announcement: 08/18/2022**  
**Closing Date: 10/11/2022**

Proposals must be prepared in accordance with NJDOT's *Supplemental and Proposals guidelines*. Please visit <https://www.state.nj.us/transportation/business/research/guidelines.shtm> for the most current version.

All proposals must also have a corresponding online PreAward Risk Assessment form completed and submitted by the PIs prior to the RFP closing date and time. This online form can be found at: [https://www.state.nj.us/transportation/business/research/risk\\_assessment\\_forms.shtm](https://www.state.nj.us/transportation/business/research/risk_assessment_forms.shtm)

## **1 - RESEARCH PROBLEM STATEMENT AND OBJECTIVES**

### **1.1 Problem Statement**

NJ TRANSIT seeks to conduct a comprehensive market segmentation study to identify discrete personas of both riders and non-riders of our system, in order to develop new products, services and compelling marketing campaigns to drive our ridership and revenue, particularly after the severe impact of the COVID-19 pandemic.

This research would be conducted in the NJ TRANSIT service area (NJ, Eastern PA, and Greater NY City), and will seek to identify the rational, emotional and behavioral drivers of choice in public transportation solutions. A minimum of 1,500 riders and 1,500 non-riders should be surveyed, to generate sufficient segment-level data for a robust model and typing-tool. Survey collection should be done via both online and offline methods. Modeling should weight responses to match key population demographics (age, gender, race, income, etc.) of the NJ TRANSIT service area.

Minimum tasks will include Need, attitude & behavioral element identification, Survey formulation & testing, Survey fielding, Data analysis & segmentation modeling, Model testing & validation, Presentation & typing tool delivery, and a Final report.

### **1.2 Research Objectives**

This comprehensive study will drive substantial increased revenue, ridership, and customer loyalty for NJ TRANSIT

### **1.3 Type of Contract**

It is proposed that if the Issuing Office enters into a contract because of this Request for Proposal (RFP), it will be a **Cost Reimbursement, Deliverable-Based** contract containing the Standard Contract Terms and Conditions.

## **2 - BUDGET and CONTRACT TIME**



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The **TOTAL** project budget shall not exceed **\$200,000 US Dollars**. Budgets will be evaluated separately, and only after a selection has been made as to which proposal is the most qualified based on technical merit. Please place three (3) copies of the budget for this project in a separate sealed envelope.

The PI must provide the anticipated research study duration based on the proposed tasks. Consideration should be given to potential impediments so that adjustments are incorporated into the schedule minimizing the need for time extensions. Contract time shall include sufficient time for the procurement of subcontractors, as well as no less than three months for Final Report review and acceptance. Please be advised that going forward, new task orders having permissible justification will be allowed no more than a one-time extension with the advent of 2 CFR 200.

**A 15-month total project duration is preferred.**

Please provide a Gantt Chart schedule, by month number (e.g., 1-24), showing tasks start/end, and deliverables. List corresponding deliverables below the chart.

**3 - Oral Presentations**

Oral online presentations may be requested as part of this RFP. If required, you will be notified by the Bureau of Research to schedule your oral presentation. They will be held at NJDOT headquarters in Trenton, NJ, attended by the Technical Advisory Panel (TAP), and be limited to no more than an hour, including time for questions and answers.

**4 – Deadline**

Proposals (10 single-bound copies) are due at the NJDOT Bureau of Research no later than **4:00 p.m. on October 11, 2022**

**Approximate Start Date: 12/26/2022.** The official start date is the date that the Bureau of Research obtains a signature from the Assistant Commissioner.

**5 – CONTACTS**

Interested parties shall send all questions related to this RFP to the Research Bureau Manager by sending an e-mail to [Amanda.Gendek@dot.nj.gov](mailto:Amanda.Gendek@dot.nj.gov) or by phone (609-963-2242). Questions on this topic **shall not** be directed to any Research Project Manager, Research Customer, or any other NJDOT person. All questions must be received **on or before 09/08/2022 in order to be answered.**

**PROPOSAL DELIVERY INSTRUCTIONS:**

**During the COVID-19 pandemic, hand-carried deliveries will not be accepted.**

**For private, paid messenger services such as Federal Express, DHL, UPS, etc. deliveries:**

RFP No. **2022-03 PROPOSAL-NJDOT**



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