



New Jersey Department of Transportation
Safety, Bicycle and Pedestrian Programs
RESEARCH PROJECT
Request for Proposal
2023 – 2024 SPR Program

Project Title: NJDOT Bicycle and Pedestrian Resource Center
Posting No.: 2022-11
Date of RFP Announcement: 09/12/2022
Closing Date: 10/24/2022

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 Pre-Award Risk Assessment form completed and submitted by the Principal Investigator (PI) prior to the Request for Proposal (RFP) closing date and time. This online form can be found at:

https://www.state.nj.us/transportation/business/research/risk_assessment_forms.shtm

1 - RESEARCH PROBLEM STATEMENT AND OBJECTIVES

1.1 Problem Statement

The New Jersey Department of Transportation (NJDOT) is seeking a qualified University to run the NJDOT Bicycle and Pedestrian Resource Center (BPRC) and assist with the continuation and support of the NJDOT Bicycle and Pedestrian Work Program, providing technical assistance, training and proven strategies to motivate, educate, and empower citizens to create safer and more accessible walking and bicycling environments through cutting-edge research, education, and sharing of resources.

This resource center will be known as the NJDOT Bicycle and Pedestrian Resource Center but all work will be done in collaboration with the Department's established partners including NJ Transit, the Metropolitan Planning Organizations (MPOs), Transportation Management Associations (TMAs), counties, municipalities, advocacy groups and other agencies or organizations with an interest in active transportation.

Descriptions of the tasks, activities and deliverables proposed for the Calendar Years 2023 and 2024 are described in the RFP research objectives that follow. Revisions to this two-year work program may be negotiated between NJDOT and the University within the first two months of each calendar year, with FHWA approval.

Universities are asked to provide additional information on how they would fulfill each task and to submit at least two ideas for emerging research topics under Task 9.

1.2 Research Objectives

The New Jersey Bicycle and Pedestrian Resource Center (BPRC) was established by NJDOT in 2001 to motivate, educate, and empower citizens to create safer and more accessible walking and bicycling environments through cutting-edge research, education, and sharing of resources. Since its inception, the BPRC annual work program has included the following core activities:



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1. Applied research studies and program evaluation/analysis
2. Training and education
3. Information dissemination, outreach, and technical assistance

Core elements of the work program undertaken each year include serving as an information clearinghouse via maintaining a help desk, web-based resources, and a blog; providing support to the New Jersey Bicycle and Pedestrian Advisory Council (BPAC); and, providing on-call technical expertise to NJDOT, local government officials, and other stakeholders.

The proposed work program for Years 23 and 24 of the BPRC will address these core elements and undertake the following outreach, training, and other activities:

- New Jersey Complete Streets Summit
- Regional Complete Streets Workshops
- Pedestrian Safety Enforcement Workshops
- Bicycle Safety Enforcement Training Update
- Presentations at Conferences
- Emerging Research Needs
- Progress Tracking and Reporting

Task 1: New Jersey Bicycle and Pedestrian Advisory Council (BPAC)

As has been the case in previous years, the University (as the NJDOT BPRC facilitator), will coordinate, facilitate, and chair meetings of the BPAC under the guidance of NJDOT. The frequency of the meetings will be determined by the BPAC Executive Council. Membership is open to all but Executive Council members will be invited to participate by the NJDOT Bicycle and Pedestrian Coordinator. Roles and responsibilities are outlined in the NJ BPAC Bylaws. The goal of the BPAC is to promote policies, practices and attitudes that increase bicycling and walking for transportation and recreation in order to enhance the state's quality of life and improve public health, safety and the environment. One of the key functions of the BPAC is to share information on bicycle- and pedestrian-related issues, projects, programs and events along with best practices in policy, planning and design. As such, the University will convene, facilitate, and provide staff support for issue-based subcommittee meetings as directed by NJDOT. The University will also research best practices regarding how similar organizations are run in other states.

Task 1: Deliverables

As part of this task, the BPRC will:

1. Serve as non-voting chair of the Council
2. Schedule meetings and coordinate meeting announcements
3. Develop and distribute meeting agendas and support documents
4. Schedule speakers for each meeting



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5. Provide staff support for issue-based subcommittee meetings as needed
6. Prepare meeting reports and attend to follow up tasks as needed
7. Post approved meeting agendas, presentations, handouts and minutes to the BPRC website
8. Maintain a reference file of documents, handouts and reports
9. Create a technical memorandum with best practices of similar councils in other states.

Task 2: NJDOT BPRC Help Desk, Website and Listserv

One of the core elements of the annual NJDOT BPRC work program is to provide bicycle and pedestrian-related information and technical assistance to transportation professionals, citizens, and policy makers. Toward this end, the University will provide a “help desk,” maintain the **njbikeped.org** website, and run the **njbikeped** listserv.

Task 2: Deliverables

Help Desk

The University will provide a “help desk” function by responding to requests for information and technical assistance on bicycle and pedestrian issues including researching the answers to inquiries related to Complete Streets implementation and policy information.

Website

The University will maintain the **njbikeped.org** website. This website is a platform for information distribution and plays a central role in keeping government organizations, professionals and citizens informed about pedestrian and bicycle policies, programs and practices. Primary functions to be updated and/or maintained during the project year include:

1. A searchable clearinghouse of bicycle and pedestrian related resources including:
 - a. electronic and paper copy reports and studies
 - b. an electronic image library
 - c. recommended links to other relevant websites
 - d. links to the *NJ Walks and Bikes* and *Safe Routes Scoop* newsletter archives
2. Website functionality for posting announcements, events, and calendar items

Listserv

The University will maintain the **njbikeped listserv** which provides a forum for informal exchange of ideas, problems, news and announcements relating to bicycle and pedestrian topics in New Jersey. Listserv membership will be open to anyone interested in bicycling and walking issues in New Jersey. In addition, a news digest featuring New Jersey and national bike and pedestrian related news stories will be sent out every two weeks.

Research

The University will put together a list of FAQs and answers based on the most frequent questions posed on both the listserv and over the phone.



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Task 3: NJ Walks and Bikes Blog, Newsletter and Social Media

To inform and educate target audiences about the Resource Center and NJDOT's Bicycle and Pedestrian Program, the University will update the NJ Walks and Bikes Blog and Newsletter every month and disseminate notices via the listserv. The University will manage ongoing changes to and developments of the blog and newsletter, and publish/disseminate blog posts, research and newsletter updates via email, website and social media. It will support and add content and postings to social media, including Facebook, Twitter and YouTube, as well as encourage and support the use of common tags and hashtags in coordination with the communications offices at NJDOT and the TMAs.

The monthly blog and newsletter will highlight current news and events, successful projects in New Jersey, best practices from across the country, legislation and current research, interviews with key stakeholders, and photos and diagrams. Topics for the blog, newsletter and social media posts will be solicited from NJDOT and members of the New Jersey Bicycle and Pedestrian Advisory Council.

The University will identify ways to improve NJDOT's bicycle- and pedestrian-related social media presence and assist in the production and/or promotion of graphic or video-based social media content. All articles, newsletters and social media posts will be reviewed and approved by NJDOT.

Task 3: Deliverables

1. Maintain email subscription list
2. Prepare, edit and post articles as approved by NJDOT
3. Prepare, edit and post news items and articles as they become available
4. Prepare, edit, and post the NJDOT BPRC newsletter every month
5. Distribute completed newsletter articles via blog and electronic listserv notification
6. Prepare, publish, and maintain the NJ Walks and Bikes Blog and email listserv for notification
7. Develop and post content to social media including Facebook, Twitter, and YouTube for the NJDOT BPRC and the NJDOT Bicycle and Pedestrian Program
8. Track and report Web traffic and statistics pertaining to the blog and social media in quarterly reports

TRAINING AND EDUCATION

Task 4: New Jersey Complete Streets Summit

The statewide Complete Streets Summit has been held every other year since 2010, bringing together hundreds of local, county, regional and state agency planners, engineers, advocates, and elected officials. This event has featured presentations on Complete Streets topics from a variety of speakers, as well as recognition awards for Complete Streets champions who have adopted or



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advocated on behalf of leading-edge practices. It has provided both an educational opportunity for those new to Complete Streets and a stage on which to recognize excellence in implementation.

The next summit is tentatively scheduled for the fall of 2023 and should include presentations on the Safe System Approach and on implementing Complete Streets in underserved and overburdened communities. The program for a one-day in-person or half-day virtual summit will be determined by NJDOT and BPRC with the support of a steering committee. The University will assist NJDOT in developing a formal process for soliciting and selecting people, projects and programs to recognize at the Summit for their contributions to Complete Streets in New Jersey.

Task 4: Deliverables

1. Arrangements for a venue and food (if the event is in-person) or online platform (if the event is virtual)
2. Coordination of a Complete Streets Summit steering committee, in coordination with NJDOT
3. A formal process for soliciting and selecting people, projects and programs to recognize at the Summit
4. Solicitation of nominees for Complete Streets Excellence awards and Complete Streets Champion awards, at least one of which will be related to Safe Routes to School
5. Facilitation of up to 3 meetings of the steering committee to review and select speakers and award winners
6. A list of Complete Streets award winners
7. A list of counties and municipalities that have adopted or updated a Complete Streets policy in the last two years
8. A program and agenda, with sessions and speakers, in coordination with NJDOT
9. Collection of presentations, speaker biographies and photos
10. Registration of participants
11. Certificates and plaques for award recipients
12. A printed program (if the event is in-person)
13. A summit summary report

Task 5: Complete Streets Workshops

NJDOT has developed a curriculum on Complete Streets implementation and design and the University may be asked to partner with NJDOT on-call consultants to deliver both internal and regional training workshops throughout the state, either virtually or in-person. The purpose of the workshops is to promote the adoption and implementation of Complete Streets policies, to introduce the Safe System Approach, and to educate planners and designers on best practices. As such, the target audiences for the workshops will be volunteers, professional staff and officials from MPOs, counties and municipalities as well as NJDOT staff and consultants. Place-specific examples from New Jersey should be utilized as much as possible.

Task 5: Deliverables



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The University will work with NJDOT on an “as-needed” basis to serve as instructors during regional and/or internal workshops (exact number to be determined by NJDOT). Staff may also be used to maximize opportunities to speak with local decision-makers and the general public about the importance of Complete Streets.

1. Facilitation and documentation of up to three (3) Complete Streets trainings per year
2. Assistance with preparation of presentations and handout materials, as needed

Task 6: Pedestrian Safety Enforcement and Education Training for Local Police

Pedestrian Safety Enforcement and Education Training (PSEE) for local police departments has been conducted by the BPRC, in collaboration with the New Jersey Division of Highway Traffic Safety (DHTS), since 2007. As part of the training efforts, DHTS has been responsible for reaching out to traffic law enforcement officers, arranging meeting locations, and scheduling training. The University will play a lead role in developing or updating the training and in providing subject matter experts to educate officers in attendance on pedestrian safety and on the “Stop and Stay Stopped” law.

Task 6: Deliverables

1. Two Pedestrian Safety Enforcement and Education Training workshops, including all associated logistics, agendas, handouts, and follow-ups, as needed
2. A summary of workshops for the year, with lessons learned and ideas for improvement
3. Up to two case studies of successful PSEE programs in New Jersey

Task 7: Bicycle Safety Enforcement and Education Training Update for Local Police

In a previous contract, the BPRC developed a curriculum for Bicycle Safety Enforcement and Education Training (BSEE) for local police departments. This training needs to be updated to include recent revisions to the laws that govern bicycling in New Jersey. One of these revisions took place in 2019 when Title 39 was updated to include low-speed e-bikes and e-scooters. Another consideration is the Safe Passing Law, which went into effect in March of 2022. In collaboration with NJDOT and DHTS, the University will revise the Bike Safety Enforcement and Education Training, pilot it, and evaluate its effectiveness in educating local law enforcement officers.

Task 7: Deliverables

1. A revised Bicycle Safety Enforcement and Education Training for police officers
2. Up to 2 pilot regional training sessions, including all associated logistics, agendas, handouts, and follow-ups, as needed
3. An evaluation of the updated training program

Task 8: Presentations at Meetings, Workshops and Conferences

The NJDOT Bicycle and Pedestrian Resource Center will showcase its research and resources, as well as those of other NJDOT initiatives, by providing presentations on bicycle and pedestrian



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mobility and safety issues at statewide, national, and international conferences at the request of NJDOT's Bicycle and Pedestrian Coordinator, including presentation of the original research authored under this contract. The University will maintain a list of organizations and events receptive to presentations about walking, biking, and healthy community design programs. NJDOT BPRC staff may also be asked to present to Department staff at internal DOT events.

Task 8: Deliverables

1. Up to three (3) presentations at local, regional, state and national meetings and conferences, pending NJDOT approval.
2. Up to two (2) presentations at a NJDOT Lunch & Learn event

RESEARCH

Task 9: Emerging Research Needs and Published Research

The NJDOT BPRC will address emerging research needs and disseminate research products as requested by NJDOT's Bicycle and Pedestrian Coordinator. It is anticipated that over the course of the project year, the University will work in consultation with NJDOT to identify and carry out research to address emerging issues or needs. This task could be used to research and write short topical papers, prepare case studies, and initiate the preliminary phase of larger research studies to be completed in a subsequent year. Research could be conducted by in-person and phone interviews, online and intercept surveys, and focus groups. The data will be used to produce a number of studies and reports encouraging safe practices and the use of non-motorized transportation as a viable alternative to motorized transport.

Once a task has been identified and approved by NJDOT, the University will deliver a technical memorandum at the completion of each task and/or a draft and final report at the conclusion of the research. The University will also submit drafts of publishable research papers to NJDOT for review and feedback.

Universities are asked to provide additional information on the following potential research topics and submit at least two original ideas for emerging research.

1. Strategic Highway Safety Plan input

The 2020 Strategic Highway Safety Plan is a comprehensive five-year plan to reduce fatalities and serious injuries on all of New Jersey's public roads, with an emphasis on those areas that provide the greatest opportunity for a positive impact on safety. The SHSP includes Pedestrians and Bicyclists as one of seven emphasis areas, and priority actions involving these vulnerable road users are included in other areas. Resource Center staff may be asked to participate on various Priority Action Teams as they relate to walking, bicycling and micromobility and the University may be asked to assist with research and reports.



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2. 2023-24 New Jersey Bicycling Benchmarking Report

The purpose of this report would be to update the 2013-2014 report in order to provide a comprehensive summary of the bicycling environment at the municipal level today and show how municipal support for bicycling has changed over time. An additional goal is to identify and highlight municipalities that are exemplary in their investment in a safe and convenient bicycling environment, thereby encouraging other communities to follow their lead.

3. E-scooter implementation and case studies from New Jersey (how programs were started, how vendors were chosen, adjustments that were made along the way, overall lessons learned, best practices moving forward)
4. How the pandemic and remote work has changed bicycle and pedestrian travel in NJ (what changes were temporary, what seems more permanent, and what changes should be made to better serve these travel modes in the future)
5. Case studies on partnerships between transportation and health agencies across the country (what's being done and what could be done, especially with data collection and analysis to improve health and safety outcomes)
6. Best practices in the systemic and systematic installation of safety countermeasures for bicyclists and pedestrians
7. Additional topic provided by the University responding to this RFP
8. Additional Topic provided by the University responding to this RFP

Task 9: Deliverables

Production of up to three topical papers or case studies per year

MANAGEMENT AND ADMINISTRATION

Task 10: Coordination with other NJDOT Resource Centers and Consultants

In order to avoid overlapping work scopes and make the best use of available skills and funding, NJDOT will be developing a formal process for resource center managers, NJDOT managers, and on-call consultants to prioritize NJDOT research and outreach needs on a regular basis and to collaborate on work efforts. The University will assist the NJDOT Bicycle and Pedestrian Coordinator with input and reporting for this effort.

Task 10: Deliverable(s)



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Attendance at up to four (4) meetings with NJDOT, other resource center managers and on-call consultants

Task 11: Scope Development and Progress Reporting

Year 1 and Year 2 scopes of work and associated budgets will be determined within two months of the start of each calendar year. The University will document and track progress on various tasks throughout the period of performance for the project. Progress will be reported quarterly in writing to NJDOT. The quarterly report will also provide estimated budget expenditures. The project team will also provide progress briefing in-person or via phone conference as requested by NJDOT. A report summarizing all contract activity, expenditures and research findings is to be drafted and submitted at the end of the contract period.

Task 11: Deliverables

1. Development and refinement of Year 1 and 2 scopes of work and budgets, as requested by NJDOT and in coordination with FHWA
2. Quarterly reports submitted by the 15th of the month following a calendar quarter
3. Progress briefings (in-person or via phone conference) as requested by NJDOT
4. End of contract summary report

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

The **TOTAL** project budget shall not exceed **\$1,500,000 US Dollars (\$750,000 per year)**. 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.

The Principal Investigator (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 24-month total project duration is preferred.



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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 Safety, Bicycle and Pedestrian Programs to schedule your oral presentation. Presentations 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 (no hard copies required) are due at the NJDOT Bureau of Safety, Bicycle and Pedestrian Programs no later than **4:00 p.m. on October 24, 2022**. Electronic proposal documents (preferred pdf) shall be emailed to Marie.Clifton@dot.nj.gov with the subject: *RFP-2022-11 University – PI's name*.

Approximate Start Date: 01/02/2023. The official start date is the date that the Bureau of Safety, Bicycle and Pedestrian Programs obtains a signature from the Assistant Commissioner.

5 – CONTACTS

Interested parties shall send all questions related to this RFP to the Bureau of Safety, Bicycle, and Pedestrian Programs by e-mail to William.Riviere@dot.nj.gov or by phone (609-963-2230). Questions on this topic shall not be directed to any Research Project Manager, Research Customer, or any other NJDOT personnel. All questions must be received **on or before 09/22/2022 in order to be answered**.

PROPOSAL DELIVERY INSTRUCTIONS:

Electronic proposal documents (preferred pdf) shall be emailed to Marie.Clifton@dot.nj.gov with the subject: *RFP-2022-11 University – PI's name*.

A confirmation of receipt will be sent via email.