



**New Jersey Department of Transportation  
Bureau of Research  
RESEARCH PROJECT  
Request for Proposal  
2019-2020 SPR Program**

**Project Title:** Marketing Research for the Quantifiable Benefits of Transit in New Jersey  
**Posting No.:** 2019-03  
**Date of RFP Announcement:** 2/1/2019  
**Closing Date:** 3/15/2019

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

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

### **1.1 Problem Statement**

In 2018, NJDOT (the "Research Project Manager") worked with NJ TRANSIT (the "Customer") and Cambridge Systematics, Inc. to report on the "Benefits of Transit: Making the Case that NJ TRANSIT Brings Real Value To New Jersey's Citizens". The report summarizes how transit agencies, authorities and organizations around the region and country identify, quantify and communicate the benefits of transit. NJDOT is seeking research that both quantifies and qualifies a range of benefits of transit across many measures and categories within the context of NJ TRANSIT service in New Jersey and creates a marketing framework for communicating those benefits to various audiences throughout the state.

The following categories should be incorporated when looking at potential benefits:

- **Economic:** Including various measures of economic health and development, such as job creation, tax revenue, and property value increases
- **Accessibility & Mobility:** Including the increase in options for getting around, reductions in household/transportation costs, and overall access to jobs and upward mobility
- **Environmental & Emergency Management/Safety:** Including improvements to air quality, congestion mitigation, and emergency management resiliency
- **Population Growth:** The ability to accommodate the needs of a growing population.
- **Quality of Life:** Assessing the views, ideas and perceptions of transit/non-transit stakeholders to determine if, how and to what extent transit makes a community great, creates a sense of place and has a positive impact on their lives.

These categories will be translated into marketing materials for lawmakers, elected officials and every day transit/non-transit stakeholder audiences. The format, content, and delivery of the marketing materials will be based on the recommended marketing framework deemed most effective in communicating those benefits.

### **1.2 Research Objectives**



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At minimum, the proposed research shall include Phase 1: Conducting a review of existing literature documenting efforts to identify, quantify, and communicate the benefits of transit, including but not limited to the following:

- 2018 Cambridge Systematics: Benefits of Transit: Making the Case that NJ TRANSIT Brings Real Value to New Jersey's Citizens;
- 2017 TCRP Synthesis 128: Practices for Evaluating the Economic Impacts and Benefits of Transit;
- 2018 NATCO Making Transit Count: Performance Measures that Move Transit Project Forward; and
- 2014 Rutgers University: Measuring the Benefits of Transit-Oriented Development.
- A Citizen's Guide to Transit Oriented Development, NJ Future, 3/2011
- A Manual of Best Practices for Transit-Oriented Development, NJ DOT 2013
- "Eliminating Barriers to Transit Oriented Development" March 2010 Rutgers and NJ DOT
- 2017 RPA Untapped Potential- Opportunities for affordable homes and neighborhoods near transit
- 2003 TCRP A Summary of TCRP Report 88: A Guidebook for Developing a Transit Performance-Measurement System
- 2014 FDOT Best Practices in Evaluating Transit Performance

Phase 2: At a minimum, the proposed research shall develop a list of measures to be calculated based on economic, mobility / accessibility, environmental, emergency management / safety, population growth and quality of life categories identified in Section 1.1, above. Each measure shall be directed at one or more of the following groups:

- Transit Users: Likely to be concerned with the ability to get between home, work, shopping, appointments, other destinations and quality of life.
- Elected Officials: Likely to be concerned with economic measures, including job creation, effects on taxes, jurisdictional budgets, local impacts and quality of life.
- Non-Transit Users: Likely to be concerned with the general externalities of transit, benefits that occur regardless of their transit use or whether transit is available/viable in their part of the State and quality of life.

The list shall include specific measures to be calculated, a proposed calculation methodology, and the potential target audience(s) for communication. The proposed research shall compile a list of data sources to be used to develop and communicate measures. The list of sources may include, but is not limited to the following:

- NJ TRANSIT & NJDOT Internal Data
- National Transit Database (NTD) Data
- State MPO Data
- Bureau of Labor Statistics



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- United States Census
- Environmental Protection Agency Sources
- Local/Municipal Sources
- New Jersey Tax Records
- Local/Municipal Sources
- New Jersey Tax Records
- Private sector data (Lyft, Uber, bike share providers)

NJ TRANSIT is also interested in assessing how transit impacts or influences Quality of Life. Below are some examples of how this research might be collected and evaluated to better understand how transit/non-transit stakeholder experiences with and perceptions of transit have an impact on their quality of life.

- Transit Riders
- Non-Transit Riders
- Customer Surveys
- Focus Groups (ex: developers, financial informants, public health informants, environmental informants, community members, business improvement informants, elected and appointed lawmakers, officials and policymakers at the local, county, regional and state level, etc.)

The list of measures and data sources shall be submitted to the Customer and the Research Project Manager for approval prior to proceeding to Phase 3.

Phase 3: At a minimum, the proposed quantitative research shall include calculations of each of the identified performance measures for the State of New Jersey in a rigorous and complete manner. The proposed research shall include a compilation of each of these calculated measures into a technical report with data sources, methodologies, assumptions, results, and implications for New Jersey. The technical report shall include graphs, maps, tables, and other necessary graphics. Quality of Life shall be analyzed through focus groups, surveys, interviews etc. Summary reports, recordings and a detailed analysis of findings from this outreach shall also be included.

Phase 4: Based on the research conducted in the prior phases a specific marketing framework shall be created for each identified stakeholder audience. NJ TRANSIT recently launched an initiative to improve overall customer communication. The marketing materials shall reflect the efforts being made by NJ TRANSIT's three ideals to *Engage. Inform. Improve.* with both transit and non-transit users. This may include reports, briefing books, tables, charts, infographics, sharable soundbites, and other forms of analog as appropriate. These materials shall be creative and visually appealing, with content that is adaptable to a variety of mediums and target stakeholder audiences.

The proposed research shall include the development of a marketing framework and communication plan for the corresponding materials.



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Deliverables from this effort shall provide NJ TRANSIT with a detailed approach, contextually rich data points, and recommended marketing graphics and materials (e.g. visualizations or infographics) required to effectively communicate the benefits of transit in New Jersey to the general public, elected officials, non-transit riders, and other identified stakeholders.

**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 **\$250,000 US Dollars**. 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 one time extension with the advent of 2 CFR 200.

**A 24 month total project duration is preferred.**

Please provide a Gantt chart schedule with deliverables delineated.

**3 - Oral Presentations.** Oral 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 Friday, March 15, 2019.**

**Approximate Start Date: 6/1/2019.** 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 Bureau Manager by sending an e-mail to [Research.Bureau@dot.nj.gov](mailto:Research.Bureau@dot.nj.gov) or by phone (609-530-5966). Questions on this topic **shall not** be directed to



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any Research Project Manager, Research Customer, or any other NJDOT person. All questions must be received **on or before February 20, 2019 in order to be answered.**

A pre-proposal meeting may be scheduled with interested parties upon the request of *more than one* Institution of Higher Education. **This must be requested on or before February 11, 2019.**

**PROPOSAL DELIVERY INSTRUCTIONS:**

**For private, paid messenger services such as Federal Express, DHL, UPS, etc., or for hand-carried deliveries:**

RFP No. **2019-03** PROPOSAL-NJDOT  
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