



**New Jersey Department of Transportation  
Safety, Bicycle and Pedestrian Programs  
RESEARCH PROJECT  
Request for Proposal  
2021 – 2022 SPR Program**

**Project Title: Bicycle and Pedestrian Resource Center**  
**Posting No.: 2020-06**  
**Date of RFP Announcement: 08/31/2020**  
**Closing Date: 10/14/2020**

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**

The New Jersey Department of Transportation (NJDOT) is seeking a qualified University to run the NJ Bicycle and Pedestrian Resource Center (BPRC) and assist with the continuation and support of the NJ BPRC 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.

The proposed work program for Years 21 and 22 of the BPRC will address core elements and undertake new research, training, and other activities. Detailed descriptions of the tasks, scope of work activities and deliverables proposed for the NJ Bicycle Pedestrian Resource Center for the Calendar Years 2021 and 2022 are described in the RFP research objectives that follow, for year 1 and year 2.

### **1.2 Research Objectives**

The New Jersey Bicycle and Pedestrian Resource Center (BPRC) was established by the New Jersey Department of Transportation in 2001 in order 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:

1. Applied research studies and program evaluation/analysis;
2. Training and education; and,
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 leadership and 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.



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The proposed work program for Years 21 and 22 of the BPRC will address these core elements and undertake the following new outreach, training, and other activities:

1. NJ Bicycle and Pedestrian Ambassadors in Motion (NJ A.I.M.) Program
2. Regional Complete Streets Workshops
3. Pedestrian Safety Enforcement Workshops
4. The New Jersey Complete Streets Summit
5. Costs and Benefits of a Road Diet Conversion Including Case Studies
6. Investigating Means to Promote Bicycling Among Minority Populations
7. Bicycle Safety Road Enforcement Training
8. Statewide Bicycle & Pedestrian Usage and Access Survey

**Task 1: NJ Bicycle and Pedestrian Ambassadors in Motions Program (NJ A.I.M.)**

The New Jersey Ambassadors in Motion program is a program whose mission is to help make New Jersey roads safer and more attractive for use by all modes—bicyclists, pedestrians, and motorists. The program strategically employs four forms of outreach: event, classroom, on-street, and municipal/governmental outreach and technical assistance. The programs goals are as follows:

1. Promote a culture of courtesy, acceptance, and safety for all modes;
2. Strengthen and leverage a network of community organizations and leaders who can advocate on behalf of safe bicycling and pedestrian activity in their communities;
3. Provide training and education that helps to transform places and behaviors;
4. Encourage non-motorized transportation as a viable alternative to motorized transport;
5. Encourage everyday safe practices and behaviors by all modes;
6. Document the state of New Jersey roads, especially pedestrian and bicycle infrastructure; and
7. Use AIM to research and evaluate the Street Smart Campaign at street level.

The BPRC, in collaboration and coordination with NJDOT, will continue outreach and technical assistance efforts throughout the state with a specific focus on municipalities with high-pedestrian crash intersections and municipalities and counties without complete streets policies.

**Task 1: Deliverables**

Data will be tracked for each performance measure and an annual report with maps, pictures, and other materials will be delivered. The annual report will compare current-year targets and milestones with those established during prior years to ensure that objectives are carried out successfully. A written evaluation of the Street Smart program will be provided. Photos of both complete and incomplete streets will be uploaded to the NJ BPRC Image Library for use by BPRC, NJDOT and others in reports and presentations.



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**Task 2: Convene and Facilitate New Jersey Bicycle and Pedestrian Advisory Council (BPAC)**

As has been the case in previous years, the BPRC, in conjunction with NJDOT, will coordinate, facilitate, and chair quarterly meetings of the BPAC. 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 and the environment. In addition, the BPRC will convene, facilitate, and provide staff support for issue-based subcommittee meetings as directed by NJDOT. BPRC will also research best practices regarding how similar organizations are run in other states.

**Task 2: 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;
5. Provide staff support for issue-based subcommittee meetings as needed;
6. Prepare meeting reports and attend to follow up tasks as needed;
7. Maintain a reference file of documents, handouts and reports; and
8. Create a technical memorandum with best practices of similar councils in other states.

**Task 3: Maintain BPRC Help Desk, Website and Listserv**

One of the core elements of the annual 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 BPRC will continue to 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. Requests for information and technical assistance submitted by telephone and email will be answered or redirected as appropriate and logged/reported to NJDOT as part of quarterly progress reporting.

**Task 3: Deliverables**

***Website***

The BPRC will continue to maintain the [njbikeped.org](http://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;



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- b. an electronic image library;
  - c. recommended links to other relevant websites; and
  - 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 BPRC will continue to 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 about once a week.

***Research***

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

**Task 4: Prepare and Disseminate NJ Walks and Bikes Blog and Newsletter**

To inform and educate target audiences about the BPRC and NJDOT Bicycle/Pedestrian programs, BPRC will continue to update the NJ Walks and Bikes Blog and Newsletter bi-weekly and disseminate notices via the listserv. The BPRC will manage ongoing changes to and developments of the blog and newsletter, and publish/disseminate blog posts, research and newsletter update notices via email and website.

**Task 4: Deliverables**

***Blog and Newsletter***

The bi-weekly 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 and newsletter will be solicited from members of the New Jersey Bicycle and Pedestrian Advisory Council.

**TRAINING AND EDUCATION**

**Task 5: Conduct Regional Complete Streets Workshops**

NJDOT has developed a curriculum on complete streets implementation and design and may be asked to partner with NJDOT on-call consultants to deliver regional training workshops throughout the state. The purpose of the workshops is to promote the adoption and implementation of Complete Streets policies. As such, the target audience for the workshops will be elected and appointed officials from county and municipal governments.

**Task 5: Deliverables**

The BPRC will work with NJDOT on an “as-needed” basis to serve as instructors during the regional workshops (exact number to be determined by NJDOT). Staff may also be used to



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maximize opportunities to speak with local decision-makers and the general public about the importance of Complete Streets. BPRC will research whether there is a correlation between attendees and complete streets policy adoption and/or implementation in their communities.

**Task 6: Conduct Pedestrian Safety Enforcement Training**

Pedestrian Safety Enforcement Training (PSE) has been conducted by the NJBPRC, in collaboration with the New Jersey Division of Highway Traffic Safety (NJDHTS), since its inception in 2007. As part of the training efforts, NJDHTS has been responsible for reaching out to traffic law enforcement officers, arranging meeting locations, and scheduling training. BPRC has played a lead role in providing subject matter experts to educate those in attendance on pedestrian safety and the “Stop and Stay Stopped Law.

There are two components to the PSE training: a classroom exercise and a field exercise. The classroom exercise covers the following topics: the need for PSE training; overview of NJ law regarding pedestrian safety; solutions (i.e., engineering, “education” and enforcement); how to conduct a PSE operation; and lessons learned. The field exercise gives officers an opportunity to apply lessons learned during the classroom exercise and reinforce the primary objective of the detail which is the “education of motorists.” To educate motorists, officers are required to do the following during the field exercise:

1. Stop only those who actually violate the pedestrian laws of the State of New Jersey via a structured protocol.
2. Tell violators why they are being stopped and properly educate them on the Stop and Stay Stopped Law.
3. Pass out warning flyers with the law printed on it and answer whatever questions that may arise.

This approach, similar to officers offering incentives to children wearing bicycle helmets, is about more than teaching officers to conduct sting operations. It is a proactive approach toward behavior modification of drivers, with the intent of decreasing pedestrian injuries and fatalities that occur because of motor vehicle and pedestrian collisions. Thus, it successfully marries education and enforcement, by educating both officers and motorists on the importance of pedestrian safety and the Stop and Stay Stopped Law.

**Task 6: Deliverables**

Two Pedestrian Safety Enforcement Training Workshops, including all associated workshop logistics, agendas, handouts, and follow-ups as needed. BPRC will provide a summary of workshops for the year, and present lessons learned and research ideas for future improvement. BPRC will prepare at least two case studies of successful PSE programs in New Jersey.

**Task 7: Make Presentations at Meetings, Workshops and Conferences**

BPRC will continue to showcase its resources and products by providing presentations on bicycle and pedestrian mobility and safety issues at statewide, national, and international conferences, including presentation of the original research authored under this contract. BPRC will maintain a



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list of organizations and events receptive to presentations about walking, biking, and healthy community design programs. Specific activities under this task will include:

1. Disseminating information about the program at various conferences and other appropriate meetings;
2. Responding to requests for assistance in speaking engagements within New Jersey; and
3. Making presentations at, arranging panels for and/or attending statewide and national conferences for the purposes of presenting information relevant to the NJBPRC.

**Task 8: Identify and Address Emerging Research Needs and Publish Research**

BPRC will address emerging research needs and to disseminate research products. It is anticipated that over the course of the project year, BPRC will work in consultation with NJDOT to identify and carry out a research task addressing an emerging issue or need. 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.

**Task 8: Deliverables**

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

Research topics could include:

1. Dockless Bike Share
2. Pedestrian Safety and Autonomous Vehicles

**Task 9: Conduct Bike Enforcement Training for Local Police Departments**

In a previous contract, the BPRC developed a curriculum for Bike Enforcement Training for Local Police Departments. BPRC will now pilot this training and evaluate its effectiveness in educating local police.

**Task 9: Deliverables**

Up to 5 regional training sessions for the Bike Enforcement Training and an evaluation of the program



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## MANAGEMENT AND ADMINISTRATION

### **Task 10: Track and Report Progress on a Quarterly Basis**

The BPRC will continue to 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 project team will also provide progress briefing in-person or via phone conference as requested by NJDOT.

### **Task 10: Deliverable(s)**

BPRC will deliver four quarterly progress reports.

### **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 **\$1,200,000 US Dollars (\$600,000 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. 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 24-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 Safety, Bicycle and Pedestrian Programs 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.



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#### **4 – Deadline**

Proposals (10 single-bound copies) are due at the NJDOT Bureau of Safety, Bicycle and Pedestrian Programs no later than **4:00 p.m. on October 14, 2020.**

**Approximate Start Date: 01/01/2021.** 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, Project Manager by sending an e-mail to [Elise.Bremer-Nei@dot.nj.gov](mailto:Elise.Bremer-Nei@dot.nj.gov) or by phone (609-963-2203). 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 September 11, 2020 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. **2020-06** PROPOSAL-NJDOT  
New Jersey Department of Transportation  
Safety, Bicycle and Pedestrian Programs, First Floor, Main Office Building  
1035 Parkway Avenue  
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