



New Jersey Department of Transportation
NJDOT Bicycle and Pedestrian Resource Center
Request for Proposal
2025 - 2026 SPR Program

Project Title: NJDOT Bicycle and Pedestrian Resource Center

Posting No.: 2025-01

Date of RFP Announcement: 1/03/2025

Closing Date: 2/10/2025

NOTE: Due to P.L. 2019, c. 196, the New Jersey Department of Transportation cannot award research grants to PRIVATE and/or OUT OF STATE institutes of higher education.

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 Principal Investigator (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

1 - 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 support of the NJDOT Bicycle and Pedestrian Work Program, providing technical assistance, basic research, training and proven strategies to motivate, educate, and empower citizens to create safer and more accessible walking and bicycling environments through 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 safe active transportation.

Descriptions of the tasks, activities and deliverables proposed for the Calendar Years 2025 and 2026 are described in the RFP objectives that follow. Revisions to this two-year work program may be negotiated between NJDOT and the University with Federal Highway Administration (FHWA) approval.

Universities are asked to provide additional information on how they would fulfill each task.

1.2 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



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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
3. Information dissemination, outreach, and technical assistance

Research will not be an activity in the 2025-2026 work program.

Core elements of the work program undertaken each year include:

- providing support to the New Jersey Bicycle and Pedestrian Advisory Council (BPAC)
- serving as an information clearinghouse by maintaining a help desk, web-based resources, and a newsletter
- providing on-call technical expertise to NJDOT, local government officials, and other stakeholders

The proposed work program for Years 25 and 26 of the BPRC will address these core elements and undertake the following outreach, training, and other activities:

- New Jersey Complete Streets Summit
- Local/Regional Complete Streets Workshops
- Presentation materials for conferences and meetings

All work products shall be the property of the New Jersey Department of Transportation.

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 NJDOT and the BPAC Executive Committee. Membership is open to all, but Executive Committee members will be invited to participate by the NJDOT Bicycle and Pedestrian Coordinator. EC members include NJDOT, NJDEP, DHTS, NJ Transit, MPOs, etc. Roles and responsibilities are outlined in the NJ BPAC Bylaws. The goal of the BPAC is to promote policies, practices and attitudes that make bicycling and walking a safe and viable option for transportation in order to enhance New Jerseyans' quality of life and improve public health, safety, and the environment. One of the key functions of the BPAC is to share information and facilitate discussion 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.

Task 1 Deliverables

As part of this task, on behalf of the NJDOT Bicycle and Pedestrian Coordinator, the BPRC will:

1. Serve as non-voting chair of the Council
2. Schedule up to four (4) annual meetings and coordinate meeting announcements
 - a. General meetings every quarter, or as decided by NJDOT and the Council
 - b. Executive Committee meetings once a year, as needed
3. Develop and distribute meeting agendas and support documents
4. Schedule speakers for each meeting
5. Provide staff support for meeting presentations
6. Provide staff support for subcommittee meetings
7. Prepare meeting reports and attend to follow up tasks
8. Post approved meeting agendas, presentations, handouts and minutes to the BPRC website
9. Maintain a reference file of documents, handouts and reports

Task 2: Technical Information Resource

One of the core elements of the annual NJDOT BPRC work program is to provide bicycle and pedestrian-related information and technical assistance to NJDOT, citizens and transportation professionals.

Task 2-1: 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, bicycle, micromobility, and Complete Streets policies, programs and practices. The NJDOT Bicycle and Pedestrian Resource Center website will provide access to NJ resources, including tools, templates, existing research and other reports.

Task 2-1 Deliverables

Revisions, additions, and updates to the NJDOT Bicycle and Pedestrian Resource Center website (njbikeped.org) including:

1. Development and implementation of an NJDOT BPRC logo
2. A searchable clearinghouse of bicycle and pedestrian related resources including:
 - a. electronic copies of reports and case studies, including those completed under the NJDOT Bicycle and Pedestrian Planning Assistance Program
 - b. a compilation of, and links to, related plans done by other agencies in New Jersey
 - c. a compilation of, and links to, Local Safety Action Plans from across New Jersey
 - d. a compilation of Complete Streets Policies in New Jersey
 - e. information on Complete Streets Summits, with session presentations and awards

- f. information on bicycle-, pedestrian-, and micromobility-related laws and regulations in New Jersey
 - g. information on Bike Month and Bike to Work Week/Day
 - h. an electronic image library
 - i. an electronic video library
 - j. links to other relevant websites
 - k. links to the *NJ Walks and Bikes* and *Safe Routes Scoop* newsletter archives
- 3. Website functionality for posting announcements, events, and calendar items
 - 4. Renewal of domain and hosting contracts for njbikeped websites
 - 5. Tracking and reporting of website traffic in quarterly reports

Task 2-2: NJ Walks and Bikes Newsletter/Blog 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 Newsletter and disseminate notices via email. The University will manage ongoing developments and changes to the newsletter and publish/disseminate posts and newsletter updates via email, website and social media. It will support and add content and postings to social media, including Facebook 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 newsletter will highlight current news and events, successful projects in New Jersey, best practices and research from across the country, legislation, interviews with key stakeholders, photos and diagrams, and links to New Jersey and national bicycle- and pedestrian-related news stories. Topics for the 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 must be reviewed and approved by NJDOT prior to release or posting.

Task 2-2 Deliverables

- 1. Maintain email subscription list
- 2. Prepare, edit, and post the NJ Walks and Bikes newsletter as approved by NJDOT
- 3. Prepare, edit and post articles as approved by NJDOT
- 4. Prepare, edit and post news items and articles as they become available as approved by NJDOT

5. Distribute completed newsletter articles via blog and electronic listserv notification as approved by NJDOT
6. Develop and post content to social media, including Facebook and YouTube, for the NJDOT BPRC and the NJDOT Bicycle and Pedestrian Program as approved by NJDOT
7. Track and report Web traffic and statistics pertaining to the newsletter and social media in quarterly reports

Task 2-3: NJDOT BPRC Help Desk

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

Task 2-3 Deliverables

1. Responses to help desk requests
2. A record of help desk requests
3. A list of requests received to be provided to the NJDOT Bicycle and Pedestrian Coordinator in the quarterly contract reports
4. A short summary of trends in help desk requests to identify areas of priority for bicycle, pedestrian, micromobility and Complete Streets outreach or research

Task 2-4: Sustainable Jersey Program Coordination

Sustainable Jersey is a network of municipalities, schools and school districts working collectively to bring about a sustainable New Jersey. Acting with state agencies, non-profit organizations, foundations, academia and industry, Sustainable Jersey staff and volunteers research best practices for what communities can do to contribute to a sustainable future. The program culminates in a certification award to municipalities that have documented specific actions and met a set of rigorous standards.

NJDOT and the Bicycle and Pedestrian Resource Center have been involved with the creation of the Complete Streets action for the Sustainable Jersey program. Sustainable Jersey has been a key partner and resource for municipalities in adopting Complete Streets policies. The University will work with Sustainable Jersey staff to develop and host regional training events that provide guidance, tips, and tools for Complete Streets to New Jersey communities.

Task 2-4 Deliverables

1. Active participation in meetings of the Sustainable Jersey Land Use and Transportation Committee, including progress reports to the NJDOT Bicycle and Pedestrian Coordinator

2. Development and revision of Sustainable Jersey actions that involve active transportation and Complete Streets goals
3. Assistance with the planning and organization of up to two (2) regional trainings per year, including associated logistics, agendas, handouts, presentations, speaker recruitment, and follow up as needed (This may include presentations at various conferences.)

Task 3: Education and Outreach

Task 3-1: 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 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 2025. The program for a one-day in-person summit or a virtual summit held over the course of two or three days 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 3-1 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 to be posted on the BPRC website
10. Registration of participants

11. Certificates and/or plaques for award recipients
12. A summit summary report to be posted on the BPRC website

Task 3-2: Local/Regional Complete Streets Workshops

NJDOT has developed a curriculum on Complete Streets implementation and design and the University may be asked to partner with NJDOT staff and on-call consultants to deliver 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 at the local level, to introduce the Safe System Approach as it relates to Complete Streets, 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. Place-specific examples from New Jersey should be utilized as much as possible.

The University will work with NJDOT on an “as-needed” basis to serve as instructors during 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.

Task 3-2 Deliverables

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

Task 3-3: Presentation Materials for Meetings, Workshops and Conferences

The NJDOT Bicycle and Pedestrian Resource Center will help the Department showcase its resources by developing presentations about the state’s bicycle and pedestrian programs for local, regional, state and national meetings and conferences at the request of NJDOT’s Bicycle and Pedestrian Coordinator. The University will maintain a list of organizations and events receptive to presentations about walking, biking, micromobility, Complete Streets, and healthy community design programs and will submit panel ideas at the request of NJDOT. They will develop material for NJDOT to present. University staff may also be asked to assist in presentations upon request of NJDOT.

Task 3-3 Deliverables

1. Up to three (3) presentations for local, regional, state and national meetings and conferences, pending NJDOT approval
2. Up to two (2) presentations at an internal NJDOT event

Task 3-4: Video Program Promotion

The Resource Center may develop videos for the NJ BPRC program upon request from NJDOT.

Task 3-4 Deliverables

1. A list of potential video topics for NJDOT review
2. Professional video(s) on a New Jersey bicycle, pedestrian, micromobility or Complete Streets topic as requested by NJDOT.

Task 4: Summaries/Profiles of Bicycle and Pedestrian Projects and Programs in New Jersey

One of the BPRC's primary goals is to help the Department improve safety and mobility for people walking and biking in the state. One way to do this is to share successful practices from around the country but one of the best approaches in New Jersey has been to document and highlight examples of successful implementation here at home.

Sharing positive examples of efforts in New Jersey schools and municipalities raises awareness of the obstacles to safe walking and bicycling and helps those who are interested in improving conditions for active transportation to identify and overcome barriers, pass an effective Complete Streets policy, or apply for an infrastructure grant, to succeed. Of particular interest are projects and programs in underserved and overburdened communities.

The primary purpose of this task would be to highlight examples of successful bicycle, pedestrian, micromobility programs, plans or projects in New Jersey. Examples will be shared in a user-friendly format, posted on the NJDOT BPRC website and publicized through the New Jersey Walks & Bikes newsletter/blog and social media to allow New Jersey communities interested in active transportation, Complete Streets, and vulnerable road user safety to learn from one another.

Universities are asked to provide additional information on the following potential topics and suggest additional topics. They should provide ideas on how projects and programs can improve safety and be replicated and implemented in the short term.

Task 4 Deliverables

Production of up to three summaries/profiles per year, to be agreed upon by the University and NJDOT from the following:

- **Highlights from the NJDOT Bicycle and Pedestrian Planning Assistance Program**

To facilitate the implementation of capital projects that fulfill the safety and access needs of pedestrians and bicyclists; the Department created the Local Bicycle/Pedestrian Planning

Assistance Program (BPPA) in 1997. Under this program, the Department has retained the services of consultants with expertise in local bicycle and pedestrian planning. These services are provided at no cost to counties and municipalities that demonstrate a need and desire to undertake planning activities that will lead to capital improvements to benefit non-motorized transportation modes. There have been over 130 local planning studies completed since the program began. The purpose of this task would be to identify and highlight those plans that have resulted in active transportation investments across New Jersey.

- **Complete Streets Policies/Ordinances/Checklists**

The purpose of this task would be to identify New Jersey municipalities that have developed and implemented successful Complete Streets policies and programs, resulting in infrastructure projects and policy changes that have improved safety for bicyclists and pedestrians. The work could include interviews with staff and decision makers on how obstacles were overcome.

- **Micromobility Programs**

The purpose of this task would be to identify municipalities with e-bike or e-scooter programs and find out how the programs began, how vendors were chosen, what obstacles were encountered, and any adjustments that were made along the way. One emphasis will be to outline the safety concerns and educational programs undertaken to ensure safe travel and battery charging practices.

- **Protected Bike Lanes**

The purpose of this task would be to identify how municipalities began their bike lane programs, how funding was procured for planning, design and construction, how projects were evaluated and if adjustments were made, and what obstacles were encountered.

- **Additional topics may be provided by the University responding to this RFP.**

Task 5: 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 5 Deliverables

Attendance at up to four (4) meetings with NJDOT, other resource center managers and on-call consultants during the course of the two-year contract.

Task 6: Scope Development and Progress Reporting

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. A quarterly progress meeting will be held in-person or via phone conference as requested by NJDOT. The Bureau of Research, Innovation & Information Transfer (BRIIT) shall be included in NJDOT Bicycle and Pedestrian Resource Center (BPRC) quarterly progress and programmatic review meetings. Weekly coordination meetings will be held virtually with the Bureau of Safety, Bicycle and Pedestrian Programs (BSBPP).

The University shall submit a brief annual summary report of complete and ongoing activities to BRIIT. A sample template specific to all NJDOT resource centers/support programs will be provided.

Task 6 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 end of the month following a calendar quarter
3. Quarterly progress briefings (in-person or via phone conference) as requested by NJDOT
4. Weekly coordination meetings (virtual) with BSBPP staff
5. End of year contract summary reports

1.3 Special Instructions

1.3.1 Progress Meetings and Annual Reporting

Progress Meetings: Bureau of Research shall be included in NJDOT Bicycle and Pedestrian Resource Center progress and programmatic review meetings.

Annual Reporting: NJDOT Bicycle and Pedestrian Resource Center shall submit annual 10–15-page summary report of complete and ongoing activities to Bureau of Research. A sample template specific to all NJDOT resource centers/support programs will be provided.

1.3.2 Pilot, Testing, and Demo Projects

Bureau of Research staff shall serve as an extended branch of NJDOT Bicycle and Pedestrian Resource Center staff by providing funding and/or management of pilot/testing projects.

1. Any pilot tasks should be identified in the RFP.

2. Bureau of Research, Innovation and Information Transfer can assist in applying for and managing special grants that would be beneficial to NJDOT Bicycle and Pedestrian Resource Center efforts.

1.3.3 Build on Bureau of Research's Technology Transfer Program

1. The NJDOT Bicycle and Pedestrian Resource Center, the Bureau of Safety, Bicycle and Pedestrian Programs, and the Bureau of Research shall work together to identify topics and content.
2. Tech Transfer program services include, but are not limited to, the following:
 - A. Articles
 - B. Videos
 - C. Tech Talks
 - D. Training
3. There will be cross-posting between NJDOT Tech Transfer and NJDOT Bicycle and Pedestrian Resource Center webpages.

1.4 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 calendar year)**. The overhead rate for this RFP proposal **shall not exceed 15%**.

The PI must provide the anticipated 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 note that new task orders with valid justification will be permitted only a one-time extension under 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 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 may



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be conducted online or at the NJDOT headquarters in Trenton, NJ, and will be limited to a maximum of one 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 February 10, 2025**. Electronic proposal documents (preferred pdf) shall be emailed to William.Riviere@dot.nj.gov with the subject: **RFP-2025-01 University – PI's name**.

Approximate Start Date: 04/01/25. The official start date is the date that the NJDOT 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 NJDOT Bureau of Safety, Bicycle and Pedestrian Programs by sending an e-mail to William.Riviere@dot.nj.gov or by phone (609-963-2230). Questions on this topic **shall not** be directed to any Project Manager, Customer, or any other NJDOT personnel. All questions must be received **on or before 01/24/2025, in order to be answered**.

PROPOSAL DELIVERY INSTRUCTIONS:

Electronic proposal documents (preferred pdf) shall be emailed to William.Riviere@dot.nj.gov with the subject: **RFP-2025-01 University – PI's name**.

A confirmation of receipt will be sent via email.