



University Transportation Research Center
RFP Cover Sheet

Title: Analysis of Local Bus Markets
Proposal Number: 2014-15-07
Sponsor: NJDOT
Date Issued: January 30, 2015
Pre-Proposal Meeting: TBD
RFP Due at NJDOT: by March 10, 2015
RFP Closing Date: **March 10, 2015**

If you plan to apply:

1. Please contact Camille Crichton-Sumners (camille.crichton-sumners@dot.state.nj.us) or Stephanie Nock (609-530-5637 or STEPHANIE.NOCK@dot.state.nj.us) to request a pre-proposal meeting, and so that you will receive information about this meeting if it is held. *This meeting will be your only opportunity to ask questions about this proposal.*

2. If you plan to submit a proposal through UTRC, please notify us by email at peickemeyer@utrc2.org and ckamga@utrc2.org. Please indicate whether you are open to teaming up with faculty at other universities on this project.

Proposal submission guidelines:

Please contact Penny Eickemeyer (peickemeyer@utrc2.org, 212-650-8074) to discuss submission logistics. After UTRC confirms that the proposals' budgets meet UTRC and NJDOT guidelines, please use the UTRC cover sheet available at <http://www.utrc2.org/resources> for submission of printed proposals to NJDOT.

Proposals must be prepared in accordance with NJDOT's Information and Instructions for Preparing Proposals. Please visit: <http://www.state.nj.us/transportation/refdata/research/pdf/techpropresproj.pdf>

For questions about budget preparation, contact: Penny Eickemeyer, peickemeyer@utrc2.org
NJDOT has not specified a budget or timeline for this project. Please note that matching funds up to \$50,000 is available from UTRC for this RFP.

Please visit the NJDOT Research Website for important information about this RFP

<http://www.state.nj.us/transportation/refdata/research/news.shtm>

New Jersey Department of Transportation
Bureau of Research
RESEARCH PROJECT
Request for Proposals
2014-2015 Program

Date of RFP
01/30/2015

Closing Date
03/10/2015

Analysis of Local Bus Markets

Project No. 2014-15-07

(Proposals must be prepared in accordance with NJDOT's *Information and Instructions for Preparing Proposals*. Please visit:

<http://www.state.nj.us/transportation/refdata/research/pdf/techpropresproj.pdf>

Revised Proposal Evaluation Forms are available for your information on the website.)

Proposals will be based on the merit of the information contained in the proposal. Budgets will be evaluated separately. Please place three (3) copies of the budget for this project in a separate sealed envelope.

1. RESEARCH PROBLEM STATEMENT, BACKGROUND AND OBJECTIVES

NJ TRANSIT operates over 250 bus routes throughout the state and seeks to have a complete set of updated origin-destination, travel pattern, and demographic data for all bus routes to aid in service planning, forecasting, and marketing efforts. NJ TRANSIT has not collected this type of data in over 10 years for roughly 50 routes. These routes fall roughly into four groups: Hudson County, Burlington County, Middlesex/Monmouth County, and Morris County. This project will seek to analyze and quantify travel patterns and demographics of these customers. The project will also aim to estimate the effect of local bus ridership on mitigating traffic congestion and improving air quality. The surveys will take place on weekdays in the Spring and/or Fall. Ideally, distribution will take place onboard in both directions between 6AM and 4PM. Please see the table on the next page for the specific routes, approximate number of trips to be surveyed and approximate ridership. Please note that these numbers are subject to change, though not expected to change significantly.

Bus Routes to be Surveyed

Route	Market	Location/County	Inbound Trips (AM & Midday)	Outbound Trips (AM & Midday)	Typical Trip Length	2012 Median Wkdy Ridership (Trips)	2012 Median Wkdy Riders (Trips/2)	Surveys Needed
GROUP #1: HUDSON COUNTY								
2	Contract	Essex/Hudson	30	38	0:40	2813	1407	1758
6	North Jersey Local	Hudson	31	33	0:25	1,820	910	1138
10	Contract	Hudson	55	49	0:35	4365	2183	2728
22	Contract	Hudson	27	22	0:55	1913	957	1196
30	North Jersey Local	Essex/Bergen/Hudson	27	24	0:35	2,937	1469	1836
80	North Jersey Local	Hudson	70	51	0:40	7,446	3723	4653
81	North Jersey Local	Hudson	37	37	0:45	3,268	1634	2042
82	North Jersey Local	Hudson	7	4	0:25	337	169	211
83	North Jersey Local	Hudson/Bergen	31	26	1:20	3,770	1885	2356
84	North Jersey Local	Hudson	48	49	0:55	5,361	2681	3351
85	North Jersey Local	Hudson	14	15	0:45	1,812	906	1133
86	North Jersey Local	Hudson	14	15	0:45	959	479	599
87	North Jersey Local	Hudson	98	65	0:35	12,634	6317	7896
88	Contract	Hudson	40	40	0:40	2464	1232	1540
89	North Jersey Local	Hudson	15	16	0:45	1,734	867	1083
119	NY Interstate	Hudson/New York	28	20	1:15	1378	689	861
181	NY Interstate	GWB - Hudson/Bergen/New York	6	5	0:40	637	319	398
329	North Jersey Local	Hudson	10	10	0:10	335	168	209
GROUP #2: BURLINGTON COUNTY								
406	South Jersey	Camden/Burlington/Philadelphia	23	26	1:30	2,220	1110	1388
414	South Jersey	Burlington/Camden/Philadelphia	3		0:45	78	39	49
612	South Jersey	Mercer	4	4	0:55	89	44	55

Route	Market	Location/County	Inbound Trips (AM & Midday)	Outbound Trips (AM & Midday)	Typical Trip Length	2012 Median Wkdy Ridership (Trips)	2012 Median Wkdy Riders (Trips/2)	Surveys Needed
GROUP #3: MIDDLESEX/MONMOUTH								
801	Contract	Metropark Loop Shuttle	7		0:20	187	94	117
802	Contract	Metropark Loop Shuttle	10		0:15	334	167	208
803	Contract	Metropark Loop Shuttle	7	3	0:15	427	213	267
804	Contract	Metropark Loop Shuttle	7		0:30	208	104	130
805	Contract	Metropark Loop Shuttle	13	4	0:10	347	173	217
48	North Jersey Local	Union/Middlesex	27	23	1:10	2,428	1214	1518
813	Contract	Middlesex	13	14	0:55	981	490	613
817	Contract	Middlesex	11	12	1:15	400	200	250
819	Contract	Middlesex/Union	19	19	0:40	647	323	404
822	Contract	Academy Express/Plainfield	9	9	0:30	108	54	67
830	Contract	Veolia Transportation/Monmouth	10	12	0:50	361	181	226
831	Contract	Veolia Transportation/Monmouth	11	11	0:50	484	242	302
832	Contract	Veolia Transportation/Monmouth	12	12	1:00	883	441	552
833	Contract	Veolia Transportation/Monmouth	7	8	1:00	237	118	148
834	Contract	Veolia Transportation/Monmouth	11	11	0:50	310	155	194
835	Contract	Veolia Transportation/Monmouth	11	12	0:30	132	66	82
837	Contract	Veolia Transportation/Monmouth	11	10	0:50	441	221	276
GROUP #4: MORRIS COUNTY								
871	North Jersey Local	Morris	4	5	1:10	189	95	119
872	North Jersey Local	Morris	6	7	0:45	96	48	60
873	North Jersey Local	Morris	7	6	1:00	218	109	136
874	North Jersey Local	Morris	4	4	0:45	134	67	84
875	North Jersey Local	Morris	7	6	0:55	221	110	138
878	Contract	Morris	6		0:25	56	28	35
879	Contract	Morris	6		0:25	37	19	23
880	North Jersey Local	Morris	8	8	1:00	515	258	322
890	Contract	Delaware River/Warren	7	7	0:35	42	21	26
891	Contract	Delaware River/Warren	5	6	0:40	41	21	26
986	Contract	Summit/Murray Hill/Plainfield	11	10	0:45	202	101	126

2. TASKS

[Provide a listing of appropriate general tasks divided into phases based on types of work (e.g., laboratory, field) or by year (e.g., year 1, year 2) or other appropriate milestones]

The NJDOT is seeking the insight of proposal responders on how best to achieve the research objectives. Proposers are expected to describe a research effort that can realistically be accomplished as expeditiously as possible. Proposals must present the proposers' current thinking in sufficient detail to demonstrate their understanding of the problem and the soundness of their approach for conducting the required research.

PHASE I – Literature Search

Conduct a literature search of the current state of the practice.

After the award of the project, a more comprehensive literature search should be conducted. At the completion of this literature search, the PI will make a presentation to the Research Project Selection and Implementation Panel to discuss their findings and to discuss the appropriate research approach.

PHASE II – Research Approach and Anticipated Results

Clear description of how you will solve the problem and implement anticipated findings. Work may be divided into phases (e.g., Laboratory, Field or Year 1, Year 2) as necessary to clarify tasks. *Exit Criteria* must be developed during this phase.

3. IMPLEMENTATION AND TRAINING PLAN

The PI must meet with the Research Project Selection and Implementation Panel (RPSIP) and other NJDOT units to present the findings and as appropriate train these personnel in the use the project results.

The PI will develop an implementation plan as per the guidelines provided by NJDOT Research Bureau.

4. DELIVERABLES:

[List of minimum deliverables necessary to complete the project]

- Presentation of Summary of Literature Search Results
- Discussion to Support and Refine the Project Tasks
- Project work plan.
- Technical Memorandum on the survey results
- Technical memorandum on the measures that are working or not working
- Technical memorandum on actions taken
- Interim Status reports suitable for Senior Leadership if required
- Quarterly Reports and Final report with appropriate tables, graphs and charts in hard copy version, PDF file format, Word, and on CD ROM. Two copies plus one per RPSIP member of each presentation, technical memorandum, draft final report and Final Report (plus 10 copies).
- The Final Report and Tech Brief are due three (3) months before the end date of the project to allow time for review by the Research Project Selection and Implementation Panel. The Final Acceptance will be granted upon receipt of ten copies of the approved final report.

5. CONTRACT TIME:

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.

A 12 - 24 months time frame would be preferred.

6. CONTACTS:

Questions on this topic **shall not** be directed to any Research Project Manager, Research Customer, or any other NJDOT person. All questions are to be directed to Camille Crichton-Summers by sending an e-mail to Camille.CrichtonSummers@dot.nj.gov, or by phone (609-530-5966).

A meeting may be scheduled with interested parties after the RFP's are distributed to refine the objectives and deliverables and to promote a better understanding of the research needs. **This must be requested on or before 02/13/2015.**

7. DEADLINE

**Proposals (10 single-bound copies) are due at the NJDOT Bureau of Research
no later than 5:00 p.m. on March 10, 2015**

Authorization to Begin Work: 06/15/2015

8. PROPOSAL DELIVERY INSTRUCTIONS:

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

2014-2015 PROPOSAL-NJDOT
New Jersey Department of Transportation
Bureau of Research
1035 Parkway Avenue
Trenton, New Jersey 08625-0600

For U.S. Postal Service mail:

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