



University Transportation Research Center  
RFP Cover Sheet

**Title:** Assessing NJ TRANSIT's Mobile App for Users' Receptiveness to Geo-targeting  
**Proposal Number:** 2014-15-09  
**Sponsor:** NJDOT  
**Date Issued:** February 6, 2015  
**Pre-Proposal Meeting:** TBD  
**RFP Due at NJDOT:** by March 17, 2015  
**RFP Closing Date:** **March 17, 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**  
**2014-15 Program**

**Date of RFP**  
**2/6/2015**

**Closing Date**  
**3/17/2015**

**Assessing NJ TRANSIT's Mobile App for Users' Receptiveness to Geo-targeting**

**Project No. 2014-15-09**

(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**

In Spring 2013, NJ TRANSIT launched its mobile ticketing application, MyTix, to customers on the Pascack Valley Line. Over the next year and a half, the application was expanded for ticket sales on all NJ TRANSIT rail lines, as well as limited purchases within the South Jersey bus market – with eventual plans to expand system wide. The agency has also been developing a suite of features to be released as part of a comprehensive mobile app. Some features include: MyTix, Schedules, MyBus, DepartureVision, Trip Planner, Security and Technical Notifications. With the release of the mobile app, NJ TRANSIT is interested in exploring opportunities to use geo-targeting to offer customized advertising messages and promotional information to app users who opt in to the service. Geo-targeting refers to the practice of offering customized content to users based on the location of the device used to access the application or website. While geo-targeting is often used in internet advertising, NJ TRANSIT is particularly interested in the potential to send customers who opt in to the service more targeted, relevant service alerts, advertisements, promotions and other targeted information. NJ TRANSIT would like to conduct a survey of current NJ TRANSIT app/MyTix users to understand customer reactions and receptiveness to geo-targeting through its mobile app. Specifically, NJ TRANSIT would like to explore whether customers have concerns about privacy or intrusiveness or whether certain types of notifications within this platform would be more or less acceptable. As part of this project, NJ TRANSIT is also interested in whether customers would be receptive to having the option to opt in to receiving notifications containing a coupon or promotion for an establishment located nearby as they arrive at a station or major terminal.

**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 RSIP 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 6 - 12 month 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.state.nj.us](mailto:Camille.CrichtonSummers@dot.state.nj.us), 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 February 20, 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 17, 2015**

**Authorization to Begin Work: June 20, 2015**

## 8. PROPOSAL DELIVERY INSTRUCTIONS:

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

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:**

New Jersey Department of Transportation  
ATTN: Camille Crichton-Summers  
Manager, Bureau of Research  
P.O. Box 600  
Trenton, New Jersey 08625-0600