



**Wisconsin Department of Transportation
Policy Research Program**

Request for Proposal

Connected and Automated Vehicles Attitudes and Perceptions

Proposal Deadline

Proposals must be received no later than 4:30 PM Central Time on August 18, 2022

**For more information regarding this RFP contact the WisDOT Research & Library Services Unit
at: research@dot.wi.gov**

I. Definitions

The following definitions are used throughout the RFP:

CAV means connected and automated vehicles

POC means the project oversight committee, comprised of WisDOT and/or other representatives to oversee the research

Proposer means a company or individual submitting a proposal in response to this RFP

Researcher means proposer awarded the contract

WisDOT means the Wisconsin Department of Transportation

II. Overview

The Wisconsin Department of Transportation (WisDOT) is invested in exploring and implementing emerging transportation technologies in making roadway use safer and more efficient—it is looking to connected and automated vehicle (CAV) technology as part of its strategic goals.

WisDOT has developed the [WisDOT CAV Strategic Work Plan](#), which includes internal working groups and an external advisory committee to determine how to best prepare Wisconsin for CAV technology. To determine what the future of CAVs—and other emerging transportation technologies—may be in Wisconsin, WisDOT is seeking to assess public attitudes and perceptions of CAV technology.

III. Objectives

The department is seeking research proposals to conduct a survey to determine the attitudes and perceptions of Wisconsinites regarding connected and automated vehicle (CAV) technology. The survey results should meet these criteria:

1. The research should be conducted on a representative sample of Wisconsin's population to enable robust crosstab analysis.
2. The data collection should be statistically valid and allow for consideration of major demographic breakdowns in Wisconsin, including by age, race/ethnicity and geography.
3. The survey should take into account the theoretical approaches and findings of recent national research into public attitudes and perceptions regarding CAV.
4. The results should enable WisDOT to determine how the attitudes and perceptions of Wisconsin residents vary from those of national samples, i.e., they should provide Wisconsin-specific data.
5. The results should assist WisDOT in gaining a clear understanding of how the attitudes and perceptions of Wisconsin residents regarding CAV influence various factors, including but not limited to:
 - a. General public understanding of what CAV is and the current development of the technology
 - b. The perceived safety of CAV vehicles
 - c. What aspects of CAV are perceived as attractive or negative
 - d. Acceptance of CAV vehicles being tested and operated on Wisconsin roads
 - e. Factors that may encourage or discourage the purchase of a CAV vehicle

IV. Scope of work

While the full research approach will be negotiated with the selected researcher, the WisDOT project managers, the Project Oversight Committee (POC) and the Policy Research Program, proposers should base their submissions on the following general tasks:

Task 1 – Review of national literature on CAV attitudes and perceptions

This task will review and examine the data collection methodologies, theoretical approaches, and findings of nationally-conducted research on public attitudes and perceptions toward CAV.

Under this task, the researcher will also review other relevant and similar data collection efforts conducted by other states, especially state DOTs, to use during the review under Task 3.

Task 2 – Data collection

In this task, the researcher will perform the data collection as per the parameters identified in Task 1 and discussion with the project managers and the POC.

Task 3 – Data review and analysis

In Task 3, the researcher will work with the WisDOT project managers and the POC to review the data collected and organize it into relevant and needed analyses, especially to support WisDOT's public outreach efforts regarding CAV.

Task 4 – Development of future recommendations

The researcher will work with the WisDOT project managers and the POC to analyze the results of the data and then develop recommendations for the department on how to address the attitudes and perceptions of Wisconsin residents regarding CAV technology.

Task 5 – Preparation of final report and presentation

The researcher will compile a final report summarizing all tasks and results from the project and present the findings to the POC.

Task 6 – Executive Team Workshop

The researcher will organize and facilitate an executive team workshop to discuss the results of the survey and future implementation of recommendations for the department. The workshop attendees will include the WisDOT project managers and the POC, as well as WisDOT division leadership.

V. Proposal requirements

The proposer should list any relevant experience and qualifications for the principal investigator(s) and all other key project team members, including subcontractors, with a focus on how the experience and qualifications relate to the project.

VI. Deliverables and review points

Although final details will be negotiated between the department and the selected contractor, any proposals should at a minimum account for these deliverables and points of review. Proposals should identify likely methods (meetings, conference calls) needed for these steps.

VII. Schedule and budget

Project duration – The contract shall be effective on the date indicated and shall continue for twelve (12) months from that date. Proposers should include a detailed schedule showing the placement of the tasks, meetings and expected review periods. Based on the date of this request for proposal, WisDOT expects that the start date of this contract to be effective on or after October 1, 2022.

Project budget – Proposals cannot exceed **\$75,000**. Any proposal that exceeds this amount will be considered non-responsive to the RFP requirements and will not be accepted. All proposed budgets should detail the activities of research personnel as well as other direct cost factors (e.g., survey mailing costs).

VIII. Proposal submission deadlines and guidelines

The issue date for this RFP is July 18, 2022. Proposers may direct any questions, noted errors, discrepancies, ambiguities or deficiencies concerning this proposal via e-mail to research@dot.wi.gov by 4:30 PM Central time on August 1, 2022. WisDOT will collectively post all questions and answers to <http://wisconsindot.gov/Pages/about-wisdot/research/researchers.aspx> by 4:30 PM Central time on August 8, 2022. Proposers must direct questions, etc. about this RFP only to this designated e-mail and not to any other staff or agent of WisDOT.

Proposers must submit an electronic version of a proposal (Adobe PDF preferred) by 4:30 PM Central time on August 18, 2022 via e-mail to research@dot.wi.gov. Proposals submitted after the deadline will not be accepted for evaluation.