

NOTE: The Township of South Hackensack will consider proposals only from firms or organizations that have demonstrated the capability and willingness to provide high quality services in the manner described in this Request for Proposals.

REQUEST FOR PROPOSALS

MEDIA CONSULTANT

ISSUE DATE: APRIL 17, 2024

DUE DATE: MAY 7, 2024 AT 11:00 A.M.

Issued by:

**Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606**

GLOSSARY

The following definitions shall apply to and are used in this Request for Proposals:

"Township" - refers to the Township of South Hackensack.

"Proposals" - refers to the complete responses to this RFP submitted by the Respondents.

"Qualified Respondent" - refers to those Respondents who (in the sole judgment of the Township) have satisfied the qualification criteria set forth in this RFP.

"RFP" - refers to this Request for Proposals, including any amendments thereof or supplements thereto.

"Respondent" or "Respondents" - refers to the interested firm(s) that submit a Proposal.

SECTION 1

INTRODUCTION AND GENERAL INFORMATION

1.1. Introduction and Purpose.

The Township is soliciting Request for Proposals (“RFP”) from interested persons and/or firms for the provision of Media Consultant. Through a Request for Proposals process described herein, persons and/or firms interested in assisting the Township with the provision of such services must prepare and submit a Proposal in accordance with the procedure and schedule in this RFP. The Township reserves the right to review Proposals only from those firms that submit a Proposal which includes all the information required to be included as described herein (in the sole judgment of the Township). The Township intends to qualify person(s) and/or firm(s) that (a) possesses the professional, financial and administrative capabilities to provide the proposed services, and (b) will agree to work under the compensation terms and conditions determined by the Township to provide the greatest benefit to the Township of South Hackensack and its employees.

1.2. Procurement Process and Schedule.

The acceptance of an RFP is not subject to the provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-1et seq.. The Township has structured a procurement process that seeks to obtain the desired results described above, while establishing a competitive process to assure that each person and/or firm is provided an equal opportunity to submit a Proposal in response to the RFP. Proposals will be evaluated in accordance with the criteria set forth in Section 2 of this RFP, which will be applied in the same manner to each Proposal received.

Proposals will be reviewed and evaluated by the Township and its legal and/or financial advisors (collectively, the "Review Team"). The Proposals will be reviewed to determine if the Respondent has met the minimum professional, administrative and financial areas described in this RFP. Under no circumstances will a member of the review team review responses to an RFP for a job which they or their firm submitted a response. Based upon the totality of the information contained in the Proposal, including information about the reputation and experience of each Respondent, the Township will (in its sole judgment) determine which Respondents are qualified (from professional, administrative and financial standpoints). Each Respondent that meets the requirements of the RFP (in the sole judgment of the Township) will be designated as a Qualified Respondent and will be given the opportunity to participate in the selection process determined by the Township.

The RFP process commences with the issuance of this RFP. The steps involved in the process and the anticipated completion dates are set forth in Table 1, Procurement Schedule. The Township reserves the right to, among other things,

amend, modify or alter the Procurement Schedule upon notice to all potential Respondents.

All communications concerning this RFP or the RFP process shall be directed to the Township's Designated Contact Person, in writing.

Designated Contact Person:

Donna L. Gambutti, RMC, CMR
Municipal Clerk
Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606

Proposals must be submitted to, and be received by, the Township, via mail or hand delivery, by 11:00 a.m. Prevailing Time on May 7, 2024. Proposals will not be accepted by facsimile transmission or e-mail.

Subsequent to issuance of this RFP, the Township (through the issuance of addenda to all firms that have received a copy of the RFP) may modify, supplement or amend the provisions of this RFP in order to respond to inquiries received from prospective Respondents or as otherwise deemed necessary or appropriate by (and in the sole judgment of) the Township.

TOWNSHIP OF SOUTH HACKENSACK REQUEST FOR PROPOSAL

The RFP specifications can be obtained in person at the Township of South Hackensack, 227 Phillips Avenue, South Hackensack, New Jersey 07606, during regular business hours, 9:00 a.m. to 4:30 p.m.

Sealed proposals, clearly marked with the title and name and address of party making the same, addressed to Donna L. Gambutti, RMC, CMR, Municipal Clerk, Township of South Hackensack, will be received by mail, or hand delivery, at 227 Phillips Avenue, South Hackensack, New Jersey 07606. Submission due date is May 7, 2024 at 11:00 a.m. No proposals received after that time will be considered.

Bidders are required to have a current New Jersey Business Registration Certificate P.L. 2004, N.J.S.A. 52:25-24.2.

SCOPE OF SERVICES

Media Consultant

Social Media- Scope of Services

- Broaden reach by creating and managing pages/accounts on multiple platforms
 - Create and post social media content under the direction of the Township. Content can include but not be limited to:
 1. Calendar Events & Recreation Events
 2. Reels/Stories/Posts of images and video
 3. Spotlights on the Township's various departments
 4. Spotlights on the various businesses in the Township
 5. Passing along appropriate information from the County or the State of NJ
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- With a budget and approval by the committee, the Media Consultant should be able to run online advertisements targeting the appropriate audience to achieve the goal of more resident/citizen engagement with the Township

- Appear at all Township events to gather images and footage of highlights of event
- Create and bulk mail a quarterly or bi-annual newsletter, highlighting recent events, developments and future plans of the Township
- Work with the Mayor to create a letter for inclusion in the annual tax bills
- Work under the direction of the township to create the annual recycling calendar with updated pictures from dept. heads and municipal events
 - Above-mentioned will involve collaboration with various departments in the township (SHPD, SHFD, OEM, Fire Prevention, Recreation, Senior Citizens' Club, etc.)
- Media consultant will submit appropriate content to the webmaster to post on the Township's website.
- Content should be available in multiple languages.
- Media consultant will provide monthly reports of how the social media is performing throughout platforms.

Compensation

The Media Consultant fee shall not exceed \$500.00 per month

Term

The total contract term will be for a period of calendar year of 2024.

TABLE 1

ANTICIPATED PROCUREMENT SCHEDULE

| ACTIVITY | DATE |
|---|----------------|
| 1. Issuance of Request for Proposals | April 17, 2024 |
| 2. Receipt of Proposals | May 7, 2024 |
| 3. Opening of Proposals | May 7, 2024 |
| 4. Begin Review Team Analysis of Proposals | May 9, 2024 |
| 5. Anticipated Appointment of Qualified Respondents | May 23, 2024 |

Section 1.3. Conditions Applicable to RFP.

Upon submission of a Proposal in response to this RFP, the Respondent acknowledges and consents to the following conditions relative to the submission and review and consideration of its Proposal:

- This document is an RFP and does not constitute an RFQ.
- This RFP does not commit the Township to issue an RFQ.
- All costs incurred by the Respondent in connection with responding to this RFP shall be borne solely by the Respondent.
- The Township reserves the right (in its sole judgment) to reject for any reason any and all responses and components thereof and to eliminate any and all Respondents responding to this RFP from further consideration for this procurement.
- The Township reserves the right (in its sole judgment) to reject any Respondent that submits incomplete responses to this RFP, or a Proposal that is not responsive to the requirements of this RFP.
- The Township reserves the right, without prior notice, to supplement, amend, or otherwise modify this RFP, or otherwise request additional information.
- All Proposals shall become the property of the Township and will not be returned.
- All Proposals will be made available to the public at the appropriate time, as determined by the Township (in the exercise of its sole discretion) and in accordance with law.

- The Township may request Respondents to send representatives to the Township for interviews.
- Any and all Proposals not received by the Township by 11:00 a.m. Prevailing Time on May 7, 2024 will be rejected.
- Neither the Township, nor their respective staffs, consultants or advisors (including but not limited to the Review Team) shall be liable for any claims or damages resulting from the solicitation or preparation of the Proposal, nor will there be any reimbursement to Respondents for the cost of preparing and submitting a Proposal or for participating in this procurement process.

Section 1.4. Rights of Township.

The Township reserves, holds and may exercise, at its sole discretion, the following rights and options with regard to this RFP and the procurement process in accordance with the provisions of applicable law:

- To determine that any Proposal received complies or fails to comply with the terms of this RFP.
- To supplement, amend or otherwise modify the RFP through issuance of addenda to all prospective Respondents who have received a copy of this RFP.
- To waive any technical non-conformance with the terms of this RFP.

- To change or alter the schedule for any events called for in this RFP upon the issuance of notice to all prospective Respondents who have received a copy of this RFP.
- To conduct investigations of any or all of the Respondents, as the Township deems necessary or convenient, to clarify the information provided as part of the Proposal and to request additional information to support the information included in any Proposal.
- To suspend or terminate the procurement process described in this RFP at any time (in its sole discretion.) If terminated, the Township may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Respondents.

The Township shall be under no obligation to complete all or any portion of the procurement process described in this RFP.

1.5 Addenda or Amendments to RFP.

During the period provided for the preparation of responses to the RFP, the Township may issue addenda, amendments or answers to written inquiries. Those addenda will be noticed by the Township and will constitute a part of the RFP. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the proposal submission date.

1.6 Cost of Proposal Preparation.

Each proposal and all information required to be submitted pursuant to the RFP shall be prepared at the sole cost and expense of the respondent. There shall be no claims whatsoever against the Township, its staff or consultants for reimbursement for the payment of costs or expenses incurred in the preparation of the Proposal or other information required by the RFP.

1.7 Proposal Format.

Responses should cover all information requested in the Questions to be answered in this RFP.

Responses which in the judgment of the Township fail to meet the requirements of the RFP or which are in anyway conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

SECTION 2

SUBMISSION REQUIREMENTS

Section 2.1 General Requirements.

The Proposal submitted by the Respondent must meet or exceed the professional, administrative and financial qualifications set forth in this Section 3 and shall incorporate the information requested below.

In addition to the information required as described below, a Respondent may submit supplemental information that it feels may be useful in evaluating its Proposal. Respondents are encouraged to be clear, factual, and concise in their presentation of information.

Section 2.2 Administrative Information Requirements.

The Respondent shall, as part of its Proposal, provide the following information:

1. An executive summary (not to exceed two (2) pages) of the information contained in all the other parts of the Proposal.
2. An executed Letter of Qualification (See Appendix A to this RFP).
3. Name, address and telephone number of the firm or firms submitting the Proposal pursuant to this RFP, and the name of the key contact person.
4. A description of the business organization (i.e., corporation, partnership, joint venture, etc.) of each firm, its ownership and its organizational structure.
 - (a) Provide the names and business addresses of all Principals of the firm or firms submitting the Proposal. For purposes of this RFP, "Principals" means persons possessing an ownership interest in the Respondent. If the Respondent is a corporation, "Principals" shall include each investor who would have any amount of operational control over the Respondent and every stockholder having an ownership interest of 10% or more in the firm.
 - (b) If a firm is a partially owned or a fully-owned subsidiary of another firm, identify the parent company and describe the nature and extent of the parents' approval rights over the activities of the firm submitting a Proposal. Describe the approval process.

- (c) If the Respondent is a partnership or a joint venture or similar organization, provide comparable information as required in (b) above for each member of the partnership, joint venture or similar organization.
 - (d) A statement that the Respondent has complied with all applicable affirmative action (or similar) requirements with respect to its business activities, together with evidence of such compliance.
 - (e) A copy of the Respondent's business registration certificate.
5. An executed Letter of Intent (See Appendix B).
 6. The number of years your organization has been in business under the present name.
 7. The number of years the business organization has been under the current management.
 8. A statement that the Respondent is in compliance with all applicable affirmative action (or similar) requirements with respect to its business activities, together with evidence of such compliance.
 9. Any judgments within the last three years in which Respondent has been adjudicated liable for professional malpractice. If yes, please explain.
 10. Whether the business organization is now or has been involved in any bankruptcy or re-organization proceedings in the last ten (10) years. If yes, please explain.
 11. Confirm appropriate federal and state licenses to perform activities.
 12. A copy of Errors and Omissions and Malpractice Insurance with minimum limits of coverage of \$1,000,000.00 and a Hold Harmless to the Township of South Hackensack.
 13. A completed Disclosure of Investment Activities in Iran form.
 14. A completed Certification as to Non-Involvement in Prohibited Activities in Russia or Belarus.

Before the Contractor performs any work or furnishes any material whatsoever pursuant to or in accordance with the terms of the contract, the contractor shall file a Certificate of Insurance evidencing the foregoing insurance coverage with the Township, and such certificates shall provide that the contract or contracts providing said insurance coverage is or are in full force and effect and will not be materially changed or cancelled without ten (10) days written notice to the Township. The Contractor shall maintain all of

the foregoing insurance coverage in force until the contract has been fully discharged by complete performance.

Section 2.3 Professional Information Requirements.

- a. Respondent shall submit a description of its overall experience in providing the type of services sought in the RFP. At a minimum, the following information on past experience should be included as appropriate to the RFP:
 1. Description and scope of work by Respondent.
 2. Name, address and contact information of references
 3. Explanation of perceived relevance of the experience to the RFP
- b. Describe the services that Respondent would perform directly.
- c. Describe those portions of the Respondent's services, if any, that are sub-contracted out. Identify all subcontractors the Respondent anticipates using in connection with this project.
- d. Resumes of key employees.
- e. A narrative statement of the Respondent's understanding of the Township's needs and goals.
- f. List all immediate relatives of Principal(s) of Respondent who are Township employees or elected officials of the Township. For purposes of the above, "immediate relative" means a spouse, parent, stepparent, brother, sister, child, stepchild, direct-line aunto or uncle, grandparent, grandchild, and in-laws by reason of relation.
- g. Respondent shall set forth the hourly rates to be charged to the Township of South Hackensack for the services proposed herein.

SECTION 3 INSTRUCTIONS TO RESPONDENTS

3.1 Submission of Proposals.

Respondents must submit an original and three (3) copies of their Proposal to the Designated Contact Person:

Donna L. Gambutti, RMC, CMR
Municipal Clerk
Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606

Proposals must be received by the Township no later than 11:00 a.m. (prevailing time) on May 7, 2024, and must be mailed or hand-delivered. Proposals forwarded by facsimile or e-mail will not be accepted. Proposals received after this time will not be considered. The Township will not bear responsibility for delays in delivery for any reason.

To be responsive, Proposals must provide all requested information, and must be in strict conformance with the instructions set forth herein. Proposals and all related information must be bound, and signed and acknowledged by the Respondent.

SECTION 4 EVALUATION

The Township's objective in soliciting Proposals is to enable it to select a firm or organization that will provide high quality and cost effective services to its citizens and employees. The Township will consider Proposals only from firms or organizations that, in the Township's judgment, have demonstrated the capability and willingness to provide high quality services to the citizens and employees of the Township in the manner described in this RFP.

Proposals will be evaluated by the Township on the basis of the most advantageous submission, all relevant factors considered. The evaluation will consider:

1. Experience and reputation in the field;
2. Knowledge of the Township and the subject matter addressed under the contract;
3. Availability to accommodate the needs of the Township; and
4. Other factors demonstrated to be in the best interest of the Township and its employees.
5. Costs to the Township; and
6. Confidence by the Mayor and Council in the Applicant's ability to perform the services of Respondent.

LETTER OF QUALIFICATION

(Note: To be typed on Respondent's Letterhead. No modifications may be made to this letter)

[insert date]

Donna L. Gambutti, RMC,CMR
Municipal Clerk
Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606

Dear Ms. Gambutti:

The undersigned has reviewed my Qualification Statement submitted in response to the Request for Proposals (RFP) issued by the Township of South Hackensack ("Township"), dated _____, 2024, in connection with the Township's need for a Media Consultant.

I affirm that the contents of the enclosed Qualification Statement (which Qualification Statement is incorporated herein by reference) is accurate, factual and complete to the best of my knowledge and belief and that the Qualification Statement is submitted in good faith upon express understanding that any false statement may result in the disqualification of _____ (Respondent).

Date:

LETTER OF INTENT

(Note: To be typed on Respondent's Letterhead. No modifications may be made to this letter)

[insert date]

Donna L. Gambutti, RMC, CMR
Municipal Clerk
Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606

Dear Ms. Gambutti:

The undersigned, as Respondent, has (have) submitted the attached Proposal in response to a Request for Proposals (RFP), issued by the Township of South Hackensack (Township), dated _____, 2024, in connection with the Township's need for a Media Consultant.

(Name of Respondent) HEREBY STATES:

1. The Proposal contains accurate, factual and complete information.
2. (Name of Respondent) agrees (agrees) to participate in good faith in the procurement process as described in the RFP and to adhere to the Township's procurement schedule.
3. (Name of Respondent) acknowledges (acknowledge) that all costs incurred by it (them) in connection with the preparation and submission of the Proposal and any proposal prepared and submitted in response to the RFP, or any negotiation which results there from shall be borne exclusively by the Respondent.
4. (Name of Respondent) hereby declares (declare) that the only persons participating in this Proposal as Principals are named herein and that no person other than those herein mentioned has any participation in this Proposal or in any contract to be entered into with respect thereto. Additional persons may subsequently be included as participating Principals, but only if acceptable to the Township. (Name of Respondent) declares that this Proposal is made without connection with any other person, firm or parties who has submitted a Proposal, except as expressly set forth below and that it has been prepared and has been submitted in good faith and without collusion or fraud.

5. (Name of Respondent) acknowledges and agrees that the Township may modify, amend, suspend and/or terminate the procurement process (in its sole judgment). In any case, the Township shall have any liability to the Respondent for any costs incurred by the Respondent with respect to the procurement activities described in this RFP.

6. (Name of Respondent) acknowledges that any contract executed with respect to the provision of [insert services] must comply with all applicable affirmative action and similar laws. Respondent hereby agrees to take such actions as are required in order to comply with such applicable laws.

(Respondent shall sign and complete the space provided below. If a joint venture, appropriate officers of each company shall sign.)

(Signature of Chief Executive Officer)

(Typed Name and Title)

(Type Name of Firm)*

Dated: _____

* If a joint venture, partnership or other formal organization is submitting a Proposal, each participant shall execute this Letter of Intent.

QUESTIONNAIRE

This questionnaire must be filled out and submitted to the Township of South Hackensack along with the RFP for Media Consultant. Failure to complete this form or to provide any of the information requested herein shall result in rejection of the Proposal.

How many years has the Bidder been in business in Media Consulting under your present name?

List any other names and addresses under which the bidder, its partners or officers have conducted business in the past five years.

Has the bidder ever failed to perform any contract awarded to it under its current or past name in the last five years? If the answer is "yes", state when, where and why. A complete explanation is required.

Has any officer or partner of the bidder's business ever failed to perform any contract that was awarded to him/her in the past five years? If the answer is "yes", state when, where, and why. A complete explanation is required.

List any and all public and private firms and/or businesses the Bidder has provided Media Consulting to in the past five years.

PROPOSAL

Media Consultant

To: Donna L. Gambutti, RMC, CMR
Municipal Clerk
Township of South Hackensack
227 Phillips Avenue
South Hackensack, N.J. 07606

Dear Ms. Gambutti:

_____ shall make this proposal with full knowledge of all
(Name of Company)
stipulations, conditions and requirements.

Company Name _____

Address _____

Monthly Rate for Media
Consultant _____

OR _____
(In Words)

Hourly Rate for Media Consultant _____

(In Words)

Contact Name _____

Contact Number _____

Date _____

By _____
(Signature and Title of Officer of Company authorized to execute a contract)