



Request for Proposal

City Marketing and Branding Initiative

Issue Date: **March 28, 2022**

Due Date: **Wednesday, April 20, 2022 at 1:00 p.m.**

Submit To:
Racquel C. Ferguson, QPA
City of East Orange
44 City Hall
Plaza East
Orange, NJ 07018

PURPOSE OF RFP

The City of East Orange, NJ, requests the submission of proposals from qualified firms to provide research, marketing, design, and implementation services as the City develops a new community brand. The intent is to create a strong “umbrella” brand that expresses the City’s identity. The City is looking for creative, energized, collaborative consultants who have experience with brand image work and can help the City successfully create a series of action-oriented deliverables. Interested firms should have experience in strategic planning and corporate identity/branding including logo development, graphic standards, and recommendations for implementation, in either the public or private sector. The purpose of this RFP is to assist the City in establishing a clear identity. The objective is to develop a branding and marketing campaign that outlines the long and short-term goals to ensure the City’s new brand identity is sustainable and deliverable across a variety of departments, programs, and services.

It is important to note that this is a community branding initiative rather than an initiative to brand any one agency or entity.

Respondents should be aware that this initiative is a priority for the City.

Goals/Objectives

The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:

- a. **Uniformity** - The brand should convey a common message and image to audiences both within and outside of the City of East Orange. A defined message that will market the City of East Orange locally, statewide, nationally, and internationally as a great place to live, work, shop and do business; the right place for development, redevelopment and investment; the perfect mix for a business- friendly community.
- b. **Community Identity/Pride** – Identify and promote what makes the City of East Orange distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.
- c. **Community and Economic Development Promotion** – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.
- d. **Flexibility** - The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- e. **Engagement** - The brand must be authentic and resonate with citizens, businesses, and community groups within the City of East Orange and throughout the region.

ELIGIBILITY

The consultant(s) should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiatives. Priority will be given to those firms that have experience engaging a significant portion of residents on behalf of a local government.

The City of East Orange reserves the right to award a contract to one, or multiple qualified consultants for this project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable with a single project manager.

SCOPE OF WORK

The consultant firm(s) engaged for the Project is/are expected to provide a wide range of services including, but not limited to, the following:

Project Management

- a. Lead for various focus groups comprised of residents and business owners to determine existing attitudes, perceptions, opportunities, and challenges to enhancing the City's image.
- b. Facilitator during the research process and/or testing of the new brand - Include descriptions of community engagement efforts that will take place during this process. The City has a very involved and engaged community. The consultant will be expected to employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project.

Research

Research will be the basis for the development of a brand concept, creative elements, messaging/positioning, and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key publics to identify the following:

- a. List of key stakeholders, groups, or influential individuals, as well as a cross section of citizens and business owners in the City of East Orange and those outside of the City that have a vested interest in the branding initiative and need to be involved in the process.
- b. The key elements of the City of East Orange.
- c. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
- d. Analysis of neighboring marketing strategies.
- e. Measures that will be used to determine if the branding effort is successful.

Strategic Plan

The consultant will develop strategic objectives that will include implementation, management, and ongoing promotion of the brand to include but not be limited to the following:

- a. Promotion of the use of the brand among many City of East Orange and community agencies, groups and businesses while maintaining brand integrity.
- b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
- c. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

Creative/Development of Brand

The consultant will develop creative elements that include design concepts, logos, messages, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:

- a. Print and electronic advertising
- b. Website design
- c. Media placement
- d. Public Relations
- e. Events
- f. Templates (Flyers per event, Social media, Banners)

Implementation Plan

The consultant will develop an action plan for implementation of the brand in sufficient detail to allow the City to understand the approach and work plan. An Action Plan should include, but not be limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for development of creative elements.
- c. Recommended positioning logo and brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.

Evaluation Plan

The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the Steering Committee, key stakeholders and the public.

DELIVERABLES

1. · Conduct research and engage the community to gain information sufficient to ensure the brand is reflective of the community's qualities. The City may request to review the raw data from this research.
2. · Brand Identity/Logo/Tagline – Develop a new City of East Orange brand identity, including a new logo and tagline as necessary.
 - a. Provide three to five options/concepts during development phase.
 - b. Display logo on a variety of sample collateral materials (signage, electronic media, letterhead, etc.) so the team can get a feel for what it will look like in different contexts.
 - c. Up to two revisions per option/concept may be requested based on feedback received.
 - d. Multiple presentations (along with the City's team) of the recommended brand concept to City Council and/or other Boards and Commissions.
 - e. The final chosen design must be delivered as Adobe-based vector format files (Adobe Illustrator EPS) in both full color and black and white.
 - f. Research and secure federal and state trademark and registration (owned by the City of East Orange)
3. · Marketing Strategy/Implementation Recommendations – Provide an internal and external marketing strategy that includes a plan for unveiling the new brand, as well as recommendations for the types of collateral materials that would be effective for the various program areas (planning, economic development, parks and recreation, etc.). This should be included within a Style Guide.
 - a. The recommendations should also include guidelines for implementation and successful use of the new brand, including graphics and typography standards as necessary. The guidelines should also include cost estimates for roll-out and implementation for the various program areas. The recommendations should include both internal and external communications and marketing processes.
 - b. Brand rollout materials should include graphics and a video that can be used both internally and externally.

SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the firm to provide the required Services and Results.

The firm shall submit one (1) original and three (3) copies of their proposal along with one (1) electronic copy.

Respondents are required to submit the following items for a complete proposal:

1. A description of the firm's capabilities and experience conducting similar plans. Include a description of the firm, its organizational structure, location of the principal office and the location of the office that would manage this project.
2. A summary of professional qualifications and experience of the individuals the firm would assign to the project and their individual project responsibilities. Indicate whether these individuals have worked together on previous projects. Indicate each individual's current commitment, availability to start this project and percentage of time that they will be assigned to complete their project tasks on this job.
3. Specific plans or methodology to be used to perform the services with timeline proposed for each phase of the project. Include a description of community engagement efforts included and deliverables proposed.
4. Estimated timeline for completion through implementation.
5. Names, addresses, telephone numbers, and e-mail addresses of clients for which the firm performed projects of a similar type and size within the last five years with reference letters, and awards received. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes.
6. A work sample of a completed project(s) that is representative of the work proposed for the City.
7. Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, the number of meetings with stakeholders, travel expenses, and document production costs.
8. Proposed engagement agreement with terms and conditions.

EVALUATION AND SCORING OF SUBMITTALS

EVALUATION TEAM

The evaluation of the RFP and respondent qualifications will be performed by an Evaluation Committee consisting of a minimum of three (3) individual stakeholders designated by The City of East Orange.

EVALUATION PROCEDURES

- A. All proposals received on or before the proposal due date and time at the location specified herein will be evaluated to determine whether they meet all the minimum submission requirements set forth in this RFP.
- B. The evaluation committee will make a determination to: (1) recommend award of a contract based on initial proposals; or (2) may conduct discussions/negotiations with all or a "short list" of proposers. In the case that the determination is made to conduct discussions/negotiations with all or a "short list" of respondents:
 - The City may require proposers to give oral and/or visual presentations in support of their proposals, or to exhibit or otherwise demonstrate the information contained therein.
 - Upon completion of the discussions/negotiations, the evaluation committee may request that all proposers still under consideration for award submit a best and final offer by a common due date and time.

- The evaluation committee will evaluate, rate and rank the best and final offers by applying the evaluation criteria set forth herein.

C. Award of contract and approval of agreement is subject to Council approval.

EVALUATION CRITERIA/RELATIVE WEIGHTS

The evaluation committee will evaluate and rate all proposals meeting the minimum qualifications and submission requirements by applying the evaluation scoring system listed below. The contract award will be based on the best combination of merit and price as determined by The City.

Points for submissions will be determined as follows, all proposals will be evaluated by the City using the following criteria, for percentage points scored in each area not to exceed:

1. Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services. – 20%
2. Proposed fees and timeline. – 20%
3. Specific plans or methodology to be used to perform the services. – 20%
4. References from other clients. – 20%
5. Quality of illustrative examples. – 20%

All qualified submissions received by the deadline will be analyzed by the City according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.

The City reserves the right to (a) accept or reject any and/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the City; (d) give full and proper evaluation of the Vendor or team presenting the proposal.

The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

**ALL OF THE
FOLLOWING
DOCUMENTS
MUST BE
INCLUDED
WITH
PROPOSAL**

CITY OF EAST ORANGE

CHECKLIST

PROFESSIONAL SERVICE

SUBMISSION DATE:

The following items, as indicated below (x), shall be provided with the receipt of sealed submissions:

Business Entity Disclosure Certification	_____X_____
Non-Collusion Affidavit	_____X_____
Disclosure of Ownership Form	_____X_____
Insurance Requirement Acknowledgement Form	_____X_____
EEO/Affirmative Action Compliance Notice	_____X_____
Mandatory Equal Employment Opportunity Notice Acknowledgement ...	_____X_____
Americans With Disabilities Act of 1990	_____X_____
Copy of your Certificate of Employee Information Report	_____X_____
Copy of your Business Registration Certificate as issued by the State of New Jersey, Department of Treasury, Division of Revenue	_____X_____
Professional Service Entity Information Form	_____X_____
Qualification Affidavit	_____X_____
Submission Form	_____X_____
Acknowledgement of Corrections, Additions or Deletions Form	_____X_____
Disclosure of Investment Activities in Iran	_____X_____
Statement of Indebtedness Form	_____X_____
Agreement for Payment of Commodity/Service Form	_____X_____
Letter of Intent	_____X_____
Letter of Qualification	_____X_____

Reminder:

Please submit one (1) original (unbound), three (3) copies and **one copy of the plans in an electronic format (i.e. flash drive).**

PROPOSAL COST FORM/SIGNATURE PAGE

**TO THE CITY OF EAST ORANGE
CITY COUNCIL:**

The undersigned declares that he/she has read the Notice, Instructions, Affidavits and Scope of Services attached, that he/she has determined the conditions affecting the proposal and agrees, if this proposal is accepted, to furnish and deliver services per the attached schedule of fees for the following:

SUBJECT

The undersigned is a _____
(Corporation)
(Partnership) under the laws of the State of _____ having its
(Individual)
Principal office at _____

Company Federal I.D. # or Social Security #

Address

Signature of Authorized Agent Type or Print Name

Title of Authorized Agent Date

Telephone Number Email Address

Fax Number

OWNER DISCLOSURE CERTIFICATION

This Statement Shall Be Included with RFP Submission

Name of Business _____

I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

OR

I certify that there are no stockholders

Check the box that represents the type of business organization:

Partnership

Corporation

Sole Proprietorship

Limited Partnership

Limited Liability Corporation

Limited Liability Partnership

Subchapter S Corporation

Other (describe) _____

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

Stockholders:

Name: _____

Name: _____

Home Address: _____

Home Address: _____

Name: _____

Name: _____

Home Address: _____

Home Address: _____

Name: _____

Name: _____

Home Address: _____

Home Address: _____

Subscribed and sworn before me this ___ day
of _____, 2__.

(Affiant)

(Notary Public)

(Print name & title of affiant)

My Commission expires:

(Corporate Seal)

CITY OF EAST ORANGE

INSURANCE REQUIREMENTS AND ACKNOWLEDGEMENT FORM

Certificate(s) of Insurance shall be filed with the City's Clerk's Office upon award of contract by the Municipal Council.

The minimum amount of insurance to be carried by the selected Professional Service Entity shall be as follows:

General Liability Insurance

Limits shall be a minimum of \$1,000,000.00 for each claim and \$3,000,000.00 aggregate each policy period.

*Vendor / Firm shall not commence operations until the City has been furnished original certificate(s) of Insurance and certified original copies of endorsements or policies of insurance in the amounts and/or minimum coverage(s) required in this proposal.

Acknowledgement of Insurance Requirement:

(Signature)

(Date)

(Printed Name and Title)

CITY OF EAST ORANGE
EEO/AFFIRMATIVE ACTION COMPLIANCE NOTICE
N.J.S.A. 10:5-31 and N.J.A.C. 17:27
GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS

All successful bidders are required to submit evidence of appropriate affirmative action compliance to the City and Division of Public Contracts Equal Employment Opportunity Compliance. During a review, Division representatives will review the City files to determine whether the affirmative action evidence has been submitted by the vendor/contractor. Specifically, each vendor/contractor shall submit to the City, prior to execution of the contract, one of the following documents:

Goods and General Service Vendors

1. Letter of Federal Approval indicating that the vendor is under an existing Federally approved or sanctioned affirmative action program. A copy of the approval letter is to be provided by the vendor to the City and the Division. This approval letter is valid for one year from the date of issuance.

Do you have a federally approved or sanctioned EEO/AA program? Yes No
If yes, please submit a photostatic copy of such approval.

2. A Certificate of Employee Information Report (hereafter "Certificate"), issued in accordance with N.J.A.C. 17:27-1.1 et seq. The vendor must provide a copy of the Certificate to the City as evidence of its compliance with the regulations. The Certificate represents the review and approval of the vendor's Employee Information Report, Form AA-302 by the Division. The period of validity of the Certificate is indicated on its face. Certificates must be renewed prior to their expiration date in order to remain valid.

Do you have a State Certificate of Employee Information Report Approval? Yes No
If yes, please submit a photostatic copy of such approval.

3. The successful vendor shall complete an Initial Employee Report, Form AA-302 and submit it to the Division with \$150.00 Fee and forward a copy of the Form to the City. Upon submission and review by the Division, this report shall constitute evidence of compliance with the regulations. Prior to execution of the contract, the EEO/AA evidence must be submitted.

The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) on the Division website www.state.nj.us/treasury/contract_compliance.

The successful vendor(s) must submit the AA302 Report to the Division of Public Contracts Equal Employment Opportunity Compliance, with a copy to Public Agency.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

COMPANY: _____ SIGNATURE: _____

PRINT NAME: _____ TITLE: _____

DATE: _____

EXHIBIT A
MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 et seq. (P.L. 1975, C. 127)
N.J.A.C. 17:27
GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS

During the performance of this contract, the contractor agrees as follows:

The contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The contractor or subcontractor will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

The contractor or subcontractor agrees to inform in writing its appropriate recruitment agencies including, but not limited to, employment agencies, placement bureaus, colleges, universities, and labor unions, that it does not discriminate on the basis of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.

The contractor or subcontractor agrees to revise any of its testing procedures, if necessary, to assure that all personnel testing conforms with the principles of job-related testing, as established by the statutes and court decisions of the State of New Jersey and as established by applicable Federal law and applicable Federal court decisions.

In conforming with the targeted employment goals, the contractor or subcontractor agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex, consistent with the statutes and court decisions of the State of New Jersey, and applicable Federal law and applicable Federal court decisions.

The contractor shall submit to the public agency, after notification of award but prior to execution of a goods and services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval

Certificate of Employee Information Report

Employee Information Report Form AA302 (electronically provided by the Division and distributed to the public agency through the Division's website at www.state.nj.us/treasury/contract_compliance)

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Public Contracts Equal Employment Opportunity Compliance as may be requested by the office from time to time in order to carry out the purposes of these regulations, and public agencies shall furnish such information as may be requested by the Division of Public Contracts Equal Employment Opportunity Compliance for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27

AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability

The Contractor and the Owner, do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (*42 U.S.C. 5121 01 et seq.*), which prohibits discrimination on the basis of disability by public entities in all services, programs, and activities provided or made available by public entities, and the rules and regulations promulgated pursuant there unto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the owner pursuant to this contract, the contractor agrees that the performance shall be in strict compliance with the Act. In the event that the contractor, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the contractor shall defend the owner in any action or administrative proceeding commenced pursuant to this Act. The contractor shall indemnify, protect, and save harmless the owner, its agents, servants, and employees from and against any and all suits, claims, losses, demands, or damages, of whatever kind or nature arising out of or claimed to arise out of the alleged violation. The contractor shall, at its own expense, appear, defend, and pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the owner's grievance procedure, the contractor agrees to abide by any decision of the owner which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the owner, or if the owner incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the contractor shall satisfy and discharge the same at its own expense.

The owner shall, as soon as practicable after a claim has been made against it, give written notice thereof to the contractor along with full and complete particulars of the claim, If any action or administrative proceeding is brought against the owner or any of its agents, servants, and employees, the *owner shall* expeditiously forward or have forwarded to the contractor every demand, complaint, notice, summons, pleading, or other process received by the owner or its representatives.

It is expressly agreed and understood that any approval by the owner of the services provided by the contractor pursuant to this contract will not relieve the contractor of the obligation to comply with the Act and to defend, indemnify, protect, and save harmless the owner pursuant to this paragraph. It is further agreed and understood that the owner assumes no obligation to indemnify or save harmless the contractor, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement. Furthermore, the contractor expressly understands and agrees that the provisions of this indemnification clause shall in no way limit the contractor's obligations assumed in this Agreement, nor shall they be construed to relieve the contractor from any liability, nor preclude the owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

**AFFIRMATIVE ACTION COMPLIANCE NOTICE
N.J.S.A. 10:5-31 et seq. and N.J.A.C.17:27
GOODS AND SERVICES CONTRACTS
(INCLUDING PROFESSIONAL SERVICES)**

This form is a summary of the successful bidder’s requirement to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C.17:27.

The successful bidder shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

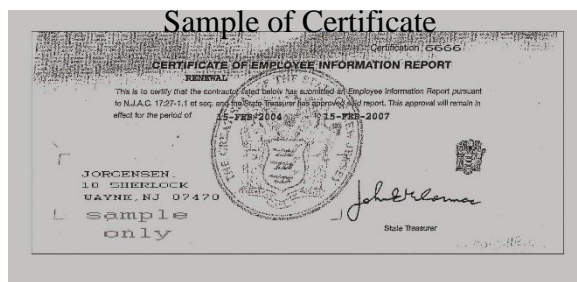
- (a) A photocopy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action program (good for one year from the date of the letter);

OR

- (b) A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4;

OR

- (c) A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor in accordance with N.J.A.C. 17:27-4.



The successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours.

The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C.17:27 and agrees to furnish the required forms of evidence.

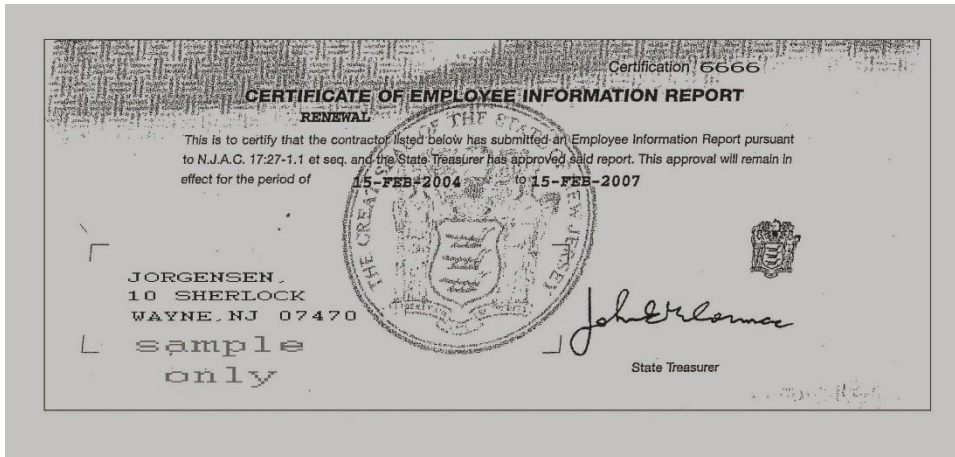
The undersigned vendor further understands that his/her bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C.17:27.

COMPANY: _____ SIGNATURE: _____

PRINT NAME: _____ TITLE: _____

DATE: _____

PLACE HERE
A COPY OF THE
CERTIFICATE OF
EMPLOYEE INFORMATION
REPORT



**PLACE AFFIRMATIVE ACTION
(Form AA302)
EMPLOYEE INFORMATION
REPORT HERE**

ONLY IF YOU DO NOT HAVE THE
CERTIFICATE OF EMPLOYEE INFORMATION
TO ATTACH AT THIS TIME

October 20, 2004

Revised Contract Language for BRC Compliance

Goods and Services Contracts (including purchase orders)

**** Construction Contracts (including public works related purchase orders)***

N.J.S.A. 52:32-44 imposes the following requirements on contractors and all subcontractors that **knowingly** provide goods or perform services for a contractor fulfilling this contract:

- 1) the contractor shall provide written notice to its subcontractors and suppliers to submit proof of business registration to the contractor;

- 2) *subcontractors through all tiers of a project must provide written notice to their subcontractors and suppliers to submit proof of business registration and subcontractors shall collect such proofs of business registration and maintain them on file;

- 3) prior to receipt of final payment from a contracting agency, a contractor must submit to the contracting agency an accurate list of all subcontractors and suppliers or attest that none was used; and,
- 4) during the term of this contract, the contractor and its affiliates shall collect and remit, and shall notify all subcontractors and their affiliates that they must collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act, (N.J.S.A. 54:32B-1 et seq.) on all sales of tangible personal property delivered into this State.

A contractor, subcontractor or supplier who fails to provide proof of business registration or provides false business registration information shall be liable to a penalty of \$25 for each day of violation, not to exceed \$50,000 for each business registration not properly provided or maintained under a contract with a contracting agency. Information on the law and its requirements is available by calling (609) 292-9292.

CITY OF EAST ORANGE

THESE ARE SAMPLES OF THE ONLY
ACCEPTABLE BUSINESS
REGISTRATION CERTIFICATES.

FAILURE TO POSSESS A NEW JERSEY BUSINESS REGISTRATION
CERTIFICATE
MAY BE CAUSE FOR REJECTION OF YOUR PROPOSAL

REGARDLESS OF THE FACT THAT A COPY MAY ALREADY BE
ON FILE WITH THE CITY OF EAST ORANGE.

STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE
FOR STATE AGENCY AND CASINO SERVICE CONTRACTORS

DEPARTMENT OF TREASURY
DIVISION OF REVENUE
PO BOX 352
TRENTON, N.J. 08646-0352

TAXPAYER NAME:
TAX REGISTRATION TEST ACCOUNT

TAXPAYER IDENTIFICATION#:
970-097-382/500

ADDRESS:
847 ROEBLING AVE
TRENTON NJ 08611

EFFECTIVE DATE:
01/01/01

FORM BRC(08-01)

TRADE NAME:
CLIENT REGISTRATION

SEQUENCE NUMBER:
0107330

ISSUANCE DATE:
07/14/04

Acting Director
J.P. S. Tully

This Certificate is NOT assignable or transferable. It must be conspicuously displayed at above address.

STATE OF NEW JERSEY
BUSINESS REGISTRATION CERTIFICATE

Taxpayer Name: TAX REG TEST ACCOUNT

Trade Name:

Address: 847 ROEBLING AVE
TRENTON, NJ 08611

Certificate Number: 1093907

Date of Issuance: October 14, 2004

For Office Use Only:
20041014112823533

CITY OF EAST ORANGE
ENTITY INFORMATION FORM

If the professional service Entity is an **INDIVIDUAL**, sign name and give the following information:

Name: _____

Address: _____

Telephone No.: _____ Social Security No.:

Fax No.: _____ E-Mail Address:

If individual has a TRADE NAME, give such tradename:

Trading As: _____ Telephone:

.....

If the professional service Entity is a **PARTNERSHIP**, sign name and give the following information:

Name of Partners:

Firm Name:

Address:

Telephone No.: _____ Federal I.D. No.:

Fax No.: _____ E-Mail Address:

Social Security No.:

Signature of authorized Agent:

.....

Form continued on next page.

If the professional service Entity is an **INCORPORATED**, sign name and give the following information:

State under whose laws incorporated:

Location of principal office:

Telephone No.: _____ Federal I.D. No.: _____

Fax No.: _____ E-Mail Address:

Name of agent in charge of said office upon whom notice may be legally served.



Telephone No.: _____ Name of Corporation:

Signature: _____ By:

QUALIFICATION AFFIDAVIT

The CITY OF EAST ORANGE reserves the right to reject the bid of any bidder who has previously failed to perform properly or to complete on time, contracts of a similar nature; who is not qualified to perform the contract; or who has repeatedly or without good cause failed to pay bills or otherwise failed to perform its obligations to subcontractors, materialmen, employees of this or any other government body or agency in similar contracts. In determining the lowest responsible bidder and its qualifications, the following elements, in addition to those above mentioned, will be considered; Whether the bidder (1) maintains a permanent place of business; (2) has adequate plant and equipment available to do the work properly and expeditiously; (3) has suitable financial resources to meet the obligations incident to the work; (4) has appropriate technical experience.

Each bidder must supply the following certified statement. Failure to do so shall be deemed a material defect in the bid, resulting in rejection of the bid:

State of New Jersey)
County of _____) SS:

I am the (President, Partner, Owner) of _____
_____, the bidder herein.

I know that the bidder, _____,
has not previously failed to perform properly, or complete on time, contracts of a nature similar to that bid upon; is qualified to perform the contract; has not repeatedly or without just cause failed to pay bills or otherwise failed to perform its obligations to sub-contractors, materialmen, employees, of this or any other government or agency in similar contracts.

I certify that the foregoing statements made by me are true. I am aware that if any of the foregoing statements made by me are willfully false, I am subject to punishment.

Company Name

Subscribed and Sworn to
Before me this _____ day
Of _____ 2022

Sign Name

Print Name

Notary Public of: _____
My commission expires: _____

Print/Type Title

**CITY OF EAST ORANGE
SUBMISSION FORM**

1. Names and roles of the individuals who will perform the services and description of their education and experience with projects similar to the services contained herein including their education, degrees and certifications:

2. References and record success of same similar service:

3. Description of ability to provide the services in a timely fashion (including staffing, familiarity and location of key staff):

4. Cost details, including the hourly rates of each of the individuals who will perform services, and all expenses:

Note: Attach additional sheets as necessary.

Firm _____ Date: _____

Authorized Representative (Print): _____

Signature: _____ Title: _____

Telephone #: _____ Fax #: _____

CITY OF EAST ORANGE

ACKNOWLEDGEMENT OF CORRECTIONS, ADDITIONS AND DELETIONS FORM

I,

_____ of the firm

Hereby acknowledge that any corrections, additions and/or deletions have been initialed and dated in this Submission Package.

(Signature)

(Type or Print of affiant and Title, under Signature)

(Date)

**BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
Requires Pursuant to N.J.S.A. 19:44A-20.8
CITY OF EAST ORANGE**

Part I-Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that the <name of business entity> has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1 et seq. that, pursuant to P.I.2004, c.19 would bar the award of this contract in the one year period preceding December 20, 2005 to any of the following named candidate committee, joint candidates committee; or political party committee representing the elected officials of the City of East Orange as defined pursuant to N.J.S.A.19:44A-3(p), (q) and(r).

Mayor Theodore R. Green	Bergson Leneus
Christopher Awe	Tameika Garrett-Ward
Christopher D. James	Casim Gomez
Amy Lewis	Alicia Holman
Vernon Pullins, Jr.	Mustafa Al - Brent
Brittany Claybrooks	

Part II- Ownership Disclosure Certification

I certify that the list below contains the name and home address of all owners holding 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business entity:

- Partnership
 Corporation
 Sole Proprietorship
 Subchapter S Corporation
 Limited Partnership
 Limited Liability Corporation
 Limited Liability Partnership

Name of Stock or Shareholder	Home Address

Part 3 – Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and / or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: _____

Signed: _____ Title: _____

Print Name: _____ Date: _____

Subscribed and sworn before me this ____ day of _____, 2 _____. _____ My Commission expires: _____	(Affiant)
_____ (Print name & title of affiant) (Corporate Seal)	

STATEMENT OF INDEBTEDNESS

Bidders shall provide as part of their bid a statement under oath that (a) they are not indebted to the CITY OF EAST ORANGE, (b) are not in breach of any contract previously awarded by the City and (c) are not a party to any pending action either at law or equity in which they are assessing an affirmative claim for damages or other relief against the CITY OF EAST ORANGE. Failure to provide the required statement shall disqualify the bidder.

(Name of Contractor)

(Type or print name of affiant under signature)

Subscribe and sworn to

Before me this ____ day

Of _____ 20____

Notary Public of _____

My Commission Expires _____

CITY OF EAST ORANGE

EAST ORANGE, NEW JERSEY

AGREEMENT FOR PAYMENT OF COMMODITY

The contractor or vendor realizes that as a Municipality, payment cannot be made on a bill presented basis.

Therefore, the contractor or vendor, hereby agrees to accept payment within a reasonable time after presentation of invoice and properly executed documentation as well as signed vouchers pertaining to same.

Payment in the normal circumstance should not exceed 60 days.

Name of Official for Company

Name of Company or Business

Address

Date: _____

APPENDIX A

LETTER OF QUALIFICATION

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

[insert date]

Attn: Racquel C. Ferguson, Q.P.A.
Purchasing Agent
City of East Orange
44 City Hall Plaza
East Orange, NJ. 07018

Dear Ms. Ferguson:

The undersigned have reviewed our Qualification Statement submitted in response to the Request for Proposal (RFP) issued by the City of East Orange (“City”), dated __ ____, 2022, in connection with the City’s need for services of_____.

We affirm that the contents of our Qualification Statement (which Qualification Statement is incorporated herein by reference) are accurate, factual and complete to the best of our 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 (Name of Respondent) .

(Respondent shall sign and complete the spaces 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: _____

APPENDIX B

LETTER OF INTENT

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

[insert date]

Attn: Racquel C. Ferguson, Q.P.A.
Purchasing Agent
City of East Orange
44 City Hall Plaza
East Orange, NJ. 07018

Dear Ms. Ferguson:

The undersigned, as Respondent, has (have) submitted the attached Qualification Statement in response to a Request for Proposal (RFP), issued by the City of East Orange ("City"), dated _____, 2022 in connection with the City's need for services of _____.

(Name of Respondent) HEREBY STATES:

1. The Qualification Statement 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 City'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 Qualification Statement 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 Qualification Statement as Principals are named herein and that no person other than those herein mentioned has any participation in this Qualification Statement 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 City.

5. (Name of Respondent) declares that this Qualification Statement is made without connection with any other person, firm or parties who has submitted a Qualification Statement, except as expressly set forth below and that it has been prepared and has been submitted in good faith and without collusion or fraud.

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

7. (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 spaces 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: _____

END OF PROPOSAL