

NOTE: The Joint Meeting of Essex and Union Counties 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 Qualifications.

**REQUEST FOR QUALIFICATIONS
FOR THE PROVISION OF PUBLIC RELATIONS SERVICES**

ISSUE DATE: December 21, 2016

DUE DATE: December 30, 2016

Issued by:

Joint Meeting of Essex and Union Counties

GLOSSARY

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

"Joint Meeting" - refers to the Joint Meeting of Essex and Union Counties, defined more particularly herein.

"Qualification Statement" - refers to the complete responses to this RFQ submitted by the Respondents.

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

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

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

SECTION 1

INTRODUCTION AND GENERAL INFORMATION

1.1. Introduction and Purpose.

The Joint Meeting of Essex and Union Counties is a public body politic and corporate, established pursuant to N.J.S.A. 40:63-68 et seq., as amended, with its principal office at 500 South First Street, Elizabeth, New Jersey 07202. The Joint Meeting owns and operates sewage trunk lines in Essex and Union Counties and a wastewater treatment facility located in Elizabeth, New Jersey where it treats and disposes of sewage for its eleven constituent municipalities in Essex and Union Counties and the City of Elizabeth. It has the power and authority to sue and be sued, acquire and hold real property, to enter contracts, and to carry out essential governmental functions. N.J.S.A. 40:48B-2.1a(1).

The Joint Meeting is soliciting Qualification Statements from interested persons and/or firms for the provision of public relations services, as more particularly described herein. Through a Request for Qualification process described herein, persons and/or firms interested in assisting the Joint Meeting with the provision of such services must prepare and submit a Qualification Statement in accordance with the procedure and schedule in this RFQ. The Joint Meeting will review Qualification Statements only from those firms that submit a Qualification Statement which includes all the information required to be included as described herein (in the sole judgment of the Joint Meeting). The Joint Meeting 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 Joint Meeting to provide the greatest benefit to the taxpayers of Essex and Union County.

1.2. Procurement Process and Schedule.

The selection of Qualified Respondents is not subject to the provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-1 et seq. The selection is subject to the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq., however, the Joint Meeting 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 Qualification Statement in response to the RFQ. Qualification Statements will be evaluated in accordance with the criteria set forth in Section 2 of this RFQ, which will be applied in the same manner to each Qualification Statement received.

Qualification Statements will be reviewed and evaluated by the Joint Meeting and its legal and/or financial advisors (collectively, the "Review Team"). The Qualification Statements will be reviewed to determine if the Respondent has met the minimum professional, administrative and financial areas described in this RFQ. Under no circumstances will a member of the review team review responses to an RFQ for a job which they or their firm submitted a response. Based upon

the totality of the information contained in the Qualification Statement, including information about the reputation and experience of each Respondent, the Joint Meeting will (in its sole judgment) determine which Respondents are qualified (from professional, administrative and financial standpoints). Each Respondent that meets the requirements of the RFQ (in the sole judgment of the Joint Meeting) will be designated as a Qualified Respondent and will be given the opportunity to participate in the selection process determined by the Joint Meeting.

The RFQ process commences with the issuance of this RFQ. The steps involved in the process and the anticipated completion dates are set forth in Table 1, Procurement Schedule. The Joint Meeting reserves the right to, among other things, amend, modify or alter the Procurement Schedule upon notice to all potential Respondents.

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

Designated Contact Person:

Mr. Samuel T. McGhee
Executive Director
Joint Meeting of Essex and Union Counties
500 South First Street
Elizabeth, N.J. 07202

Qualification Statements must be submitted to, and be received by, the Joint Meeting, via mail or hand delivery, by 2:00 p.m. Prevailing Time on Dec. 30, 2016. Qualification Statements will not be accepted by facsimile transmission or e-mail.

Subsequent to issuance of this RFQ, the Joint Meeting (through the issuance of addenda to all firms that have received a copy of the RFQ) may modify, supplement or amend the provisions of this RFQ 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 Joint Meeting.

TABLE 1

ANTICIPATED PROCUREMENT SCHEDULE

ACTIVITY	DATE
1. Issuance of Request for Qualifications	Dec. 21, 2016
2. Receipt of Qualification Statements	Dec. 30, 2016
3. Completion of Evaluation of Qualification Statements by the Review Team, Joint Meeting Review of Review Team Recommendations and Designation of Qualified Respondents on or about	Jan. 6, 2017

Section 1.3. Conditions Applicable to RFQ.

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

- This document is an RFQ and does not constitute an RFP.
- This RFQ does not commit the Joint Meeting to issue an RFP.
- All costs incurred by the Respondent in connection with responding to this RFQ shall be borne solely by the Respondent.
- The Joint Meeting 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 RFQ from further consideration for this procurement.
- The Joint Meeting reserves the right (in its sole judgment) to reject any Respondent that submits incomplete responses to this RFQ, or a Qualification Statement that is not responsive to the requirements of this RFQ.
- The Joint Meeting reserves the right, without prior notice, to supplement, amend, or otherwise modify this RFQ, or otherwise request additional information.
- All Qualification Statements shall become the property of the Joint Meeting and will not be returned.

- All Qualification Statements will be made available to the public at the appropriate time, as determined by the Joint Meeting (in the exercise of its sole discretion) in accordance with law.
- The Joint Meeting may request Respondents to send representatives to the Joint Meeting for interviews.
- Any and all Qualification Statements not received by the Joint Meeting by 2:00 p.m. Prevailing Time on **Dec. 30, 2016** will be rejected.
- Neither the Joint Meeting, 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 Qualification Statement, nor will there be any reimbursement to Respondents for the cost of preparing and submitting a Qualification Statement or for participating in this procurement process.

Section 1.4. Rights of Joint Meeting.

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

- To determine that any Qualification Statement received complies or fails to comply with the terms of this RFQ.
- To supplement, amend or otherwise modify the RFQ through issuance of addenda to all prospective Respondents who have received a copy of this RFQ.
- To waive any technical non-conformance with the terms of this RFQ.
- To change or alter the schedule for any events called for in this RFQ upon the issuance of notice to all prospective Respondents who have received a copy of this RFQ.
- To conduct investigations of any or all of the Respondents, as the Joint Meeting deems necessary or convenient, to clarify the information provided as part of the Qualification Statement and to request additional information to support the information included in any Qualification Statement.
- To suspend or terminate the procurement process described in this RFQ at any time (in its sole discretion.) If terminated, the Joint Meeting may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Respondents.

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

1.5 Addenda or Amendments to RFQ.

During the period provided for the preparation of responses to the RFQ, the Joint Meeting may issue addenda, amendments or answers to written inquiries. Those addenda will be noticed by the Joint Meeting and will constitute a part of the RFQ. All responses to the RFQ 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 RFQ shall be prepared at the sole cost and expense of the respondent. There shall be no claims whatsoever against the Joint Meeting, its staff or consultants for reimbursement for the payment of costs or expenses incurred in the preparation of the Qualification Statement or other information required by the RFQ.

1.7 Proposal Format.

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

Responses which in the judgment of the Joint Meeting fail to meet the requirements of the RFQ or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

SECTION 2

SCOPE OF SERVICES

It is the intent of the Joint Meeting to solicit Qualification Statements from Respondents that have expertise in the provision of Public Relations services. Firms and/or persons responding to this RFQ shall be able to demonstrate that they will have the continuing capabilities to perform these services:

- Provide general public relations services, including but not limited to preparing a bi-annual newsletter and coordinating any social media outlets
- Deliver key messages through a public relations campaign via press, media, and/or social media;

- Monitor publications of the Legislature for bills affecting the administration, operation and functions of the Joint Meeting;
- In conjunction with General Counsel, assist in drafting any amendments and/or legislation that will affect the Joint Meeting's operations.
- Prepare testimony for the Executive Director;
- In conjunction with General Counsel, schedule meetings, with members of the New Jersey Legislature to communicate the position of the Joint Meeting;
- Attend any hearings of the New Jersey Legislature where bills affecting the Joint Meeting are being considered;
- In conjunction with General Counsel, prepare any necessary position papers and correspondence;
- In the event the Joint Meeting wishes to have a bill introduced, meet with the Executive Director to develop a strategy to accomplish the legislative objectives of the Joint Meeting;
- Prepare draft any amendments and/or legislation that will affect the Joint Meeting's operations; and
- If requested by the Board or the Executive Director, attend monthly Board Meetings.

This RFQ does not include services rendered in connection with Federal legislative activity.

SECTION 3

SUBMISSION REQUIREMENTS

Section 3.1 General Requirements.

The Qualification Statement 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 Qualification Statement. Respondents are encouraged to be clear, factual, and concise in their presentation of information.

Section 3.2 Administrative Information Requirements.

The Respondent shall, as part of its Qualification Statement, 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 Qualification Statement.
2. An executed Letter of Qualification (See Appendix B to this RFQ).
3. Name, address and telephone number of the firm or firms submitting the Qualification Statement pursuant to this RFQ, 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 Qualification Statement. For purposes of this RFQ, "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 Qualification Statement. 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 (See Appendix A for a list of acceptable documents that may be submitted).
5. An executed Letter of Intent (See Appendix C).

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 (3) 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.

Section 3.3 Professional Information Requirements.

- a. Respondent shall submit a description of its overall experience in providing the type of services sought in the RFQ. Respondent should provide at least two examples of public relations/and or marketing campaigns successfully completed for other municipal, county, or governmental agency within the last three years. The following information on past experience should be included as appropriate to the RFQ:
 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 RFQ
- 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. Does the Respondent normally employ union or non-union employees?
- e. Resumes of key employees.

- f. A narrative statement of the Respondent's understanding of the Joint Meeting's needs and goals.
- g. List all immediate relatives of Principal(s) of Respondent who are Joint Meeting employees or elected officials of the Joint Meeting. For purposes of the above, "immediate relative" means a spouse, parent, stepparent, brother, sister, child, stepchild, direct-line aunt or uncle, grandparent, grandchild, and in-laws by reason of relation.

SECTION 4

INSTRUCTIONS TO RESPONDENTS

4.1 Submission of Qualification Statements.

Respondents must submit one (1) original clearly marked on cover page and one (1) copy clearly marked on cover page of their Qualification Statement. Qualification Statements should be sent to the attention of Designated Contact Person:

Mr. Samuel T. McGhee
Executive Director
Joint Meeting of Essex and Union Counties
500 South First Street
Elizabeth, N.J. 07202

The Qualification Statement must be enclosed in a sealed envelope bearing the name and address of the Respondent, addressed to the Joint Meeting and endorsed "RFQ Public Relations Services".

Qualification Statements must be received by the Joint Meeting no later than 2:00 p.m. (prevailing time) on **Dec. 30, 2016** and must be mailed or hand-delivered. Qualification Statements forwarded by facsimile or e-mail will not be accepted.

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

SECTION 5

EVALUATION

The Joint Meeting's objective in soliciting Qualification Statements is to enable it to select a firm or organization that will provide high quality and cost effective services to the Joint Meeting.

The Joint Meeting will consider Qualification Statements only from firms or organizations that, in the Joint Meeting's judgment, have demonstrated the capability and willingness to provide high quality services to the citizens of the Joint Meeting in the manner described in this RFQ.

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

1. Experience and reputation in the field;
2. Knowledge of the Joint Meeting and the subject matter addressed under the contract;
3. Availability to attend the required meetings of the Joint Meeting; and other factors demonstrated to be in the best interest of the Joint Meeting; and
4. Other factors demonstrated to be in the best interest of the Joint Meeting.

APPENDIX 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.

APPENDIX B

LETTER OF QUALIFICATION

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

[insert date]

Attn: Mr. Samuel T. McGhee
Executive Director
Joint Meeting of Essex and Union Counties
500 South First Street
Elizabeth, N.J. 07202

Dear Mr. McGhee:

The undersigned have reviewed our Qualification Statement submitted in response to the Request for Qualifications (RFQ) issued by the Joint Meeting of Essex and Union Counties ("Joint Meeting"), dated **December 21, 2016** in connection with the Joint Meeting's need for Public Relations Services.

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)

(Signature of Chief
Financial Officer)

(Type Name and Title)

(Type Name and Title)

(Type Name of Firm)*

(Type Name of Firm)*

Dated: _____

Dated: _____

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

APPENDIX C

LETTER OF INTENT

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

[insert date]

Attn: Mr. Samuel T. McGhee
Executive Director
Joint Meeting of Essex and Union Counties
500 South First Street
Elizabeth, N.J. 07202

Dear Mr. McGhee:

The undersigned, as Respondent, has (have) submitted the attached Qualification Statement in response to a Request for Qualifications (RFQ), issued by the Joint Meeting of Essex and Union Counties ("Joint Meeting"), dated **December 21, 2016**, in connection with the Joint Meeting's need for Public Relations Services.

(Name of Respondent) HEREBY STATES:

1. The Qualification Statement contains accurate, factual and complete information.
2. (Name of Respondent) agrees (agree) to participate in good faith in the procurement process as described in the RFQ and to adhere to the Joint Meeting'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 RFQ, 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 Joint Meeting. (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.

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

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)

_____ (Type Name and Title)

_____ (Type Name of Firm)*

Dated: _____

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