

**TOWNSHIP OF NORTH BERGEN
County of Hudson
State of New Jersey**

**REQUEST FOR QUALIFICATIONS (RFQ)
FAIR & OPEN PUBLIC SOLICITATION PROCESS
PROFESSIONAL SERVICE**

**AMENDED JANUARY 14, 2026
RFQ- 2026-8 PUBLIC RELATIONS CONSULTANT**

**Submission Date:
FRIDAY, JANUARY 23, 2026
11:00 A.M. prevailing time**

**TOWNSHIP OF NORTH BERGEN
HUDSON COUNTY, NEW JERSEY**

**PUBLIC NOTICE FOR THE SOLICITATION OF REQUEST FOR QUALIFICATIONS
PROFESSIONAL SERVICES CONTRACT
PUBLIC RELATIONS CONSULTANT**

NOTICE IS HEREBY GIVEN that sealed request for qualifications submissions will be received by the Township of North Bergen Purchasing Agent for the service set forth below in accordance with the “fair and open process” pursuant to N.J.S.A. 19:44A-20.5, et seq.:

<u>RFQ#</u>	<u>PROFESSIONAL SERVICE</u>
➤ RFQ 2026-8	Public Relations Consultant

Submission package may be examined or obtained at the Township Purchasing Office, Township of North Bergen, 4233 Kennedy Boulevard, North Bergen, NJ, 07047 (phone 201-392-2040), Monday through Friday during business hours, 9:00 a.m. to 4:00 p.m. or downloadable on the Township’s website www.northbergen.org/notices.

Request for qualifications (“RFQ”) responses shall be submitted to Carmen M. Borrell, Purchasing Agent, Township of North Bergen, 4233 Kennedy Boulevard, North Bergen, NJ, 07047, on or before **Friday, January 23, 2026, at 11:00 am** prevailing time, at which time said responses will be publicly opened and read in the Municipal Chambers.

Responses must be enclosed in a sealed envelope. The service provider must indicate the following on the outside of the envelope: (1) the name and address of the service provider; (2) “**RFQ# 2025-19 - Public Relations Consultant**”; and (3) “**Sealed RFQ Response**”. Responses may be delivered by hand, overnight courier or mail. The envelope containing the response must be received by the Township of North Bergen by the date and time set forth above. No late responses will be accepted.

All professional service contractors are required to comply with the requirements of N.J.S.A. 52:32-44 (Business Registration of Public Contractors), N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 (Contract Compliance and Equal Employment Opportunities in Public Contracts). N.J.S.A. 52-32.-60.1(Certification of Non-Involvement in prohibited activities in Russia or Belarus).

Contracts will be awarded based on the most advantageous responses. The Township of North Bergen reserves the right to reject any or all responses.

Carmen M. Borrell
Purchasing Agent

INVITATION TO SUBMIT QUALIFICATIONS
Public Relations Consultant

The Township of North Bergen (“Township”) is soliciting proposals from Qualified Respondents to provide for public relations services.

Proposals are being solicited through a fair and open process in accordance with *N.J.S.A. 19:44A-20, et seq.*

Respondents should submit an original and one copy of their proposals.

Respondent will be selected based upon on an evaluation of the most advantageous proposal, price, and other factors. Proposals will be evaluated on the basis of the following criteria:

1. Respondent’s qualifications, availability and experience working on this type of work.
2. Understanding of scope of work, appropriateness of work proposed in task description and guidelines. Respondent’s innovation and ingenuity applied to project.
3. Prior experience and familiarity with North Bergen and similar projects either under the supervision or direction of a similar entity.

Respondents are expected to examine the RFQ with care and observe all its requirements. All questions about the meaning or intent of this RFQ shall be submitted in writing no less than 5 days prior to the due date of the proposal. All interpretations and clarifications considered necessary by the Township’s representative in response to such comments and questions shall be responded to no less than 7 days prior to the due date of the proposal and will be posted online at www.northbergen.org/notices.

The Township assumes no responsibility and liability for costs incurred by the Respondents prior to the issuance of an agreement. The liability of the Township shall be limited to the terms and conditions of the contract. Respondents will assume responsibility for all costs not stated in their proposals. All unit rates either stated in the proposal or used as a basis for its pricing are required to be all-inclusive. Additional charges, unless incurred for additional work performed by request of the Township, are not to be billed and will not be paid.

Any contract entered into between the Respondent and the Township must be in accordance with and subject to compliance by both parties with the New Jersey Local Public Contracts Law. The Respondent must agree to comply with the nondiscrimination provisions and all other laws and regulations applicable to the performance of services there under. The Respondent shall sign and acknowledge such forms and certificates as may be required by this section.

No corporation or partnership shall be awarded any contract for the performance of any work or the furnishing of any goods, unless, with receipt of the proposal of said corporation or partnership, there is submitted a statement setting forth the names and addresses of all stockholders in the corporation or partnership who own ten (10) percent or greater interest therein. The Respondent shall complete and submit the form of statement that is included in this RFQ.

The right to reject any or all proposals and to waive immaterial formalities is reserved by the Township.

SCHEDULE OF EVENTS

EVENT	DATE
RFP Issue Date.....	1/13/26
RFP Response Due Date.....	1/23/26

SECTION 1: PROJECT OVERVIEW AND INSTRUCTIONS

1.0 PROJECT OVERVIEW

The Township seeks Qualifications from qualified Public Relations firms to provide services including but not limited to consultation, developing advertising programs, press releases and special projects on an as-needed basis.

1.1 CONTRACT TERM

The contract term is for a period beginning January 1, 2025 through December 31, 2025.

1.2 SINGLE POINT OF CONTACT

From the date this RFQ is issued until a proposer is selected and the selection is announced by the procurement officer, **proposers may not communicate with any Township staff, commissioners or officials regarding this procurement, except at the direction of Carmen Borrell**, the procurement officer in charge of the solicitation. Any unauthorized contact may disqualify the proposer from further consideration. Contact information for the single point of contact is as follows:

Procurement Officer: Carmen M. Borrell
Township of North Bergen
4233 Kennedy Boulevard
North Bergen, NJ 07047
Phone: 201-392-2040
E-mail: Cborrell@northbergen.org

1.3 REQUIRED REVIEW

1.3.1 Review RFQ. Proposers should carefully review all instructions, mandatory requirements, specifications, standard terms and conditions set out in this RFQ and promptly notify the procurement officer identified above in writing, fax or via e-mail of any ambiguity, inconsistency, unduly restrictive specifications, or error which they discover upon examination of this RFQ. This should include any terms or requirements within the RFQ that either preclude the proposer from responding to the RFQ or add unnecessary cost.

This notification must be accompanied by an explanation and suggested modification and be received by the deadline for receipt of inquiries set forth below. The Township will make any final determination of changes to the RFQ.

1.3.2 Form of Questions. Proposers with questions or requiring clarification or interpretation of any section within this RFQ must address these questions in writing, via e-mail, to the procurement officer referenced above on or before 12/27/24. Each question must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.

1.3.3 Township Response. The Township will provide written answers to proposers' questions. Any other form of interpretation, correction, or change to this RFQ will not be binding. Responses will be posted online at www.northbergen.org/notices. Proposers must sign and return any addendum with their RFQ response.

1.4 PRE-PROPOSAL CONFERENCE - No pre-proposal conference is scheduled.

1.5 GENERAL REQUIREMENTS

1.5.1 Acceptance of Standard Terms and Conditions/Contract. By submitting a response to this RFQ, proposer agrees to acceptance of the standard terms and conditions as set out in this RFQ. Much of the language included in the standard terms and conditions reflects requirements of New Jersey law. Requests for additions or exceptions to the standard terms and conditions including any necessary licenses, or any added provisions must be submitted to the procurement officer referenced above by the date for receipt of written/e-mailed questions and must be accompanied by an explanation of why the exception is being sought and what specific effect it will have on the proposer's ability to respond to the RFQ or perform the contract. Any material exceptions requested and granted to the standard terms and conditions language will be addressed in any formal written addendum issued for this RFQ and will apply to all proposers submitting a response to this RFQ. The Township will make any final determination of changes to the standard terms and conditions.

1.5.2 Resulting Contract. This RFQ and any addenda, the proposer's RFQ response, including any amendments and any clarification question responses, shall be included in any resulting contract. The Township's contract contains the contract terms and conditions which will form the basis of any contract between the Township and the selected proposer. In the event of a dispute as to the duties and responsibilities of the parties under this contract, the contract, along with any attachments prepared by the Township, will govern in the same order of precedence as listed in the contract.

1.5.3 Mandatory Requirements. To be eligible for consideration, a proposer *must* meet the intent of all mandatory requirements. The Township will determine whether a proposer's RFQ response complies with the intent of the requirements. RFQ responses that do not meet the full intent of all requirements listed in this RFQ may be subject to point reductions during the evaluation process or may be deemed non-responsive.

1.5.4 Understanding of Specifications and Requirements. By submitting a response to this RFQ, proposer agrees to an understanding of and compliance with the specifications and requirements described in this RFQ.

1.5.5 Proposer's Signature. The proposals must be signed in ink by an individual authorized to legally bind the business submitting the proposal. The proposer's signature on a proposal in response to this RFQ guarantees that the offer has been established without collusion and without effort to preclude the Township from obtaining the best possible supply or service. Proof of authority of the person signing the RFQ response must be furnished upon request.

1.5.6 Offer in Effect for 60 Days. A proposal may not be modified, withdrawn or canceled by the proposer for a 60-day period following the deadline for proposal submission as defined in the Schedule of Events and proposer so agrees in submitting the proposal.

1.6 SUBMITTING A PROPOSAL

1.6.1 Content of Proposal. Proposers should address all requests for information and qualifications set forth in this RFQ.

1.6.2 Failure to Comply with Instructions. Proposers failing to comply with the instructions in this RFQ may be subject to point deductions.

1.6.3 Late Proposals. *Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration.* It shall be the proposer's sole risk to assure delivery at the designated office by the designated time. Late proposals will not be opened and will be returned to the proposer at the expense of the proposer or destroyed if requested.

1.7 COST OF PREPARING A PROPOSAL

1.7.1 Township Not Responsible for Preparation Costs. The costs for developing and delivering responses to this RFQ and any subsequent presentations of the proposal as requested by the Township are entirely the responsibility of the proposer. The Township is not liable for any expense incurred by the proposer in the preparation and presentation of their proposal or any other costs incurred by the proposer prior to execution of a contract.

1.7.2 All Timely Submitted Materials Become Township Property. All materials submitted in response to this RFQ become the property of the Township.

SECTION 2: RFQ STANDARD INFORMATION

2.0 AUTHORITY

This RFQ is issued under the authority of the Township of North Bergen. The RFQ process is a procurement option allowing the award to be based on stated evaluation criteria. No other evaluation criteria, other than as outlined in the RFQ, will be used.

2.1 PROPOSER COMPETITION

The Township encourages free and open competition among proposers. Whenever possible, the Township will design specifications, proposal requests, and conditions to accomplish this objective, consistent with the necessity to satisfy the Township's need to procure technically sound, cost-effective services and supplies.

2.2 RECEIPT OF PROPOSALS AND PUBLIC INSPECTION

2.2.1 Public Information. All information received in response to this RFQ, including copyrighted material, subject to public disclosure and may be made available for public viewing after the time for receipt of proposals has passed with the following four exceptions: (1) bona fide trade secrets meeting the requirements of the Uniform Trade Secrets Act, Title 30, chapter 14, part 4, MCA, that have been properly marked, separated, and documented; (2) matters involving individual safety as determined by the Township; (3) any company financial information requested by the Township to determine vendor responsibility, unless prior written consent has been given by the proposer and (4) other constitutional protections, or as otherwise not subject to disclosure according to OPRA guidelines.

2.2.2 Procurement Officer Review of Proposals. Upon opening the proposals received in response to this RFQ, the procurement officer in charge of the solicitation will review the proposals and separate out any information that meets the referenced exceptions in Section 2.2.1 above, providing the following conditions have been met:

- Confidential information is clearly marked and separated from the rest of the proposal.

- The proposal does not contain confidential material in the cost or price section.
- An affidavit from a proposer’s legal counsel attesting to and explaining the validity of any trade secret claim asserted by the proposer.

Information separated out under this process will be available for review only by the procurement officer, the evaluation committee members, and limited other designees. Proposers must be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event of an open public records request from another party.

2.3 CLASSIFICATION AND EVALUATION OF PROPOSALS

2.3.1 Initial Classification of Proposals as Responsive or Non responsive. All proposals will initially be classified as either “responsive” or “non responsive”. Proposals may be found nonresponsive any time during the evaluation process if any of the required information is not provided; the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFQ; or the proposal is not within the plans and specifications described and required in the RFQ. If a proposal is found to be nonresponsive, it may be subject to point deductions or rejected.

2.3.2 Determination of Responsibility. The Township will determine whether a proposer has met the standards of responsibility. Such a determination may be made at any time during the evaluation process if information surfaces that would result in a determination of non-responsibility.

2.3.3 Evaluation of Proposals. The Township will evaluate the proposals and recommend whether to award the contract to the firm determined to best meet the needs of the Township or, if necessary, to seek discussion in order to determine the firm to be selected. All responsive proposals will be evaluated based on stated evaluation criteria. The Township may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFQ responses in terms of differing quality and contractual factors. These will be used to determine the most advantageous offering to the Township.

2.3.4 Completeness of Proposals. Selection and award will be based on the proposer’s proposal and other items outlined in this RFQ. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by proposers outside the formal response or subsequent discussion may not be considered.

2.3.5 Opportunity for Discussion and/or Oral Presentation/Product Demonstration. After receipt of all proposals and prior to the determination of the award, the Township may initiate discussions with one or more proposers should clarification be necessary. Proposers may also be required to make an oral presentation and/or product demonstration to clarify their RFQ response or to further define their offer. In either case, proposers should be prepared to send qualified personnel to the Township of North Bergen to discuss technical and contractual aspects of the proposal. Oral presentations/demonstrations, if requested, shall be at the proposer’s expense.

2.3.6 Contract Award. Contract awards, if any, will be made to the proposer who the Township determines who best can provide the services required and provides all required documents. Formal contracts incorporating this RFQ, including attachments hereto, and the selected proposals, will be executed by all parties.

2.4 TOWNSHIP’S RIGHTS RESERVED

While the Township has every intention to award contracts as a result of this RFQ, issuance of the RFQ in no way constitutes a commitment by the Township to award and execute any contract. Upon a determination that such action would be in its best interest, the Township, in its sole discretion, reserves the right to cancel or terminate this RFQ; reject any or all proposals received in response to this RFQ; waive any undesirable, inconsequential, or inconsistent provisions of this RFQ which would not have significant impact on any proposal; not award if it is in the best interest of the Township not to proceed with contract execution; or if awarded, terminate any contract if the Township determines adequate funds are not available.

SECTION 3: SCOPE OF PROJECT (OVERVIEW)

3.0 SCOPE OF WORK

The Township of North Bergen (hereinafter referred to as “Township”) seeks proposals for a qualified Public Relations firm. The Public Relations firm shall be required to provide the following services:

3.1 RETAINER SERVICES

1. Be available for consultation with Township representatives on an as-needed basis and participate in scheduled planning meetings to support Township communications goals.
2. Advise on and assist in the development of a comprehensive communications strategy aligned with Township priorities, including community engagement, economic development, arts and cultural initiatives, and municipal services.
3. Provide strategic support for Township events and initiatives, including ideation, messaging development, promotional planning, and media outreach.
4. Prepare, distribute, and place press releases and media advisories, including both proactive and reactive communications, as required by the Township.
5. Cultivate ongoing relationships with members of the local, regional, and state media and pitch positive Township stories, initiatives, events, and programs.
6. Provide crisis communications support, including strategic guidance, preparation of response messaging, and rapid response coordination when required by the Township.
7. Act as a media spokesperson for the Township and attend all press conferences as required by the Township.
8. Attend all regularly scheduled and special meetings of the Township Commission.
9. Develop and distribute annual tax letter.
10. Provide strategic planning, messaging development and scripting, creative direction, production, and distribution for 12 “NB Update” mailers and/or video communications. Any additional video services and all outside vendors must be approved by the Township.
11. Work with Township Administrator to establish communications calendar for “NB Updates” referenced above.
12. Work with the Township Administrator and designated staff to ensure consistency of messaging across all communications platforms.
13. Assist with Township social media efforts by providing strategic guidance, campaign planning, content recommendations, copy support, and social media advertising strategy, while coordinating with designated Township staff responsible for day-to-day posting. All paid social media advertising must be approved by the Township in advance.
14. Prepare and provide cost estimates for all proposed special projects and initiatives prior to commencement of work.
15. Provide professional translations as required by the Township to ensure accessibility of communications.

16. Ensure all printed and digital materials adhere to approved Township specifications, branding guidelines, deadlines, and vendor requirements. Any exceptions, including rush orders, must be approved in advance by the Township.

SECTION 4: PROPOSER QUALIFICATIONS

4.1 REFERENCES

Proposers shall provide a minimum of three (3) references that are using services of the type proposed in this RFQ. The references may include county government, municipalities or universities where the proposer, preferably within the last three years, has successfully completed three contracts of this type. At a minimum, the proposer shall provide the entities name, the location where the services were provided, contact person(s), contact's position, customer's telephone number, a complete description of the service type, dates the services were provided, and cost of services. These references may be contacted to verify proposer's ability to perform the contract. The Township reserves the right to use any information or additional references deemed necessary to establish the ability of the proposer to perform the conditions of the contract.

4.2 RESUMES/COMPANY PROFILE and EXPERIENCE

Proposer shall specify how long the individual/company submitting the proposal has been in the business of providing services similar to those requested in this RFQ and under what company name. A resume or summary of qualifications, work experience, education, skills, etc., which emphasizes previous experience in this area should be provided for all key personnel who will be involved with any aspects of the contract.

4.3 DETAIL AND SUPPORTING DOCUMENTATION

Contractor will provide sufficient detail, information, supporting documentation or examples of the following:

- 1.1.1 Name of Individual assigned primary responsibility for the project.
- 4.3.2 Names, addresses and telephone numbers of anticipated sub-contractors
- 4.3.3 Firm's experience with governmental agencies: Federal, State, County and Local.
- 4.3.4 Detail experience in administering similar projects. Explain the extent of your experience, how each element is addressed and whether the service is done in-house or contracted out.
- 4.3.5 Describe how your firm ensures good communication with clients (client report mechanisms, etc.).
- 4.3.6 Has contractor worked with New Jersey counties or municipalities on previous projects?
Is contractor familiar with the terrain of New Jersey?

4.4 GENERAL ABILITIES/METHOD OF PROVIDING SERVICES

Proposer should provide a description of the work plan and the methods to be used that will convincingly demonstrate to the Township what the proposer intends to do, the ability to accomplish the work, and how the work will be accomplished.

4.4.1 The proposal submitted in response to the RFQ may be used as an example of a professional document produced by the contractor.

4.4.2 The contractor should have experience in all aspects of administering similar projects. Contractor and staff must be familiar with Federal and State statutes, regulations and procedures.

4.4.3 The contractor must have the ability to work with the government agencies at various levels, Federal, State and Local. History of good working relationships with counties and municipalities, specifically in New Jersey is helpful.

SECTION 5: PAYMENT TERMS

Although total contract costs will not be the determining factor, budget or allocations of funds will be considered.

5.1 The Proposer shall be paid a retainer to provide the basic services included in Section 3.1, Scope of Work items 1 through 16, inclusive of \$70,000.00 per annum, payable in equal monthly installments.

5.2 The Proposer shall be paid hourly rates for typical classification of personnel to work on special projects. The rates to be paid shall be the rates set forth in Attachment A. The Proposer shall provide with its statement of qualifications a list of all persons anticipated to provide work on the contract and their job classifications.

5.2 Prior to performing any work not included in the annual retainer services the Proposer shall submit an estimate to the Township for approval. The estimate shall include any subcontractors the Proposer requires and the subcontractors rate schedule. To the extent the Township has a qualified vendor/subcontractor under contract, the Public Relations firm shall use said vendor/contractor.

5.4 The Proposer shall submit a detailed invoice, including hours of work performed, rates and disbursements, including subcontractor and media invoices. Proposer shall execute the standard Township payment voucher as a requirement for payment.

5.5 The Proposer shall execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such contracts shall be entered into as a prime contractor and not as an agent of the Township. The Proposer shall receive 15 percent net cost mark-up with its invoice for all media placement under the contract. Proposer's markup shall only apply to the net cost for media placement. All cost benefits must be passed to the Township. Proposer shall include copies of invoices to the Township with its request for payment.

SECTION 6: EVALUATION CRITERIA

6.0 EVALUATION CRITERIA

The Township will review all proposals to determine if they satisfy the RFQ requirements and evaluate the proposals based upon the Evaluation Criteria. The respondent determined to best meet the Township needs will then be recommended to the governing body for award of contract, based on price and other factors.

6.1 EVALUATION PROCEDURE

The evaluation committee will evaluate the proposals and determine whether to award the contract to the best proposal or to seek discussions before awarding a contract. Selection and award will be based on the contractor's proposal and other items outlined in this RFQ. Responses must be complete and address all the criteria listed. Information or materials presented by contractors outside the formal response or subsequent discussion will not be considered.

6.2 EVALUATION CRITERIA

The evaluation committee will review and evaluate the offers according to the following criteria:

6.2.1 Qualifications/General Abilities. Proposer shall demonstrate the ability to provide the capacity and personnel to provide those services required by specifications in the RFQ. Demonstrate ability to deliver work products on time and on-budget.

Experience and training of proposer employees shall meet the specific needs of the RFQ. Identify staff assigned to the project; staff can provide a wide range of professional training, certification, education and experience specific to the needs of the Township. Numbers of personnel available to service the contract are sufficient.

Proposal provides sufficient detail to establish expertise in the required services. References and work experience are sufficient, demonstrating that the contractor has the experience and the ability to provide services at the required level for the duration of the contract. Specific experience with Federal, County and local government agencies is preferred.

Proposal is professional in appearance. Information is organized, complete and meets RFQ requirements for content and format.

6.2.2 Understanding of Project Scope/Proposed Methods/Procedures. Proposer's analysis of the needs detailed in the RFQ and proposed actions are thorough and demonstrate proposer's ability to evaluate data and develop a reasonable response.

6.2.3 Prior Experience and Familiarity. Expertise of the firm shall be demonstrated by past contract successes providing government agencies with similar services. Respondent will be evaluated on knowledge, experience, prior collaboration and successful completion of projects/services similar to that requested in this RFQ. In addition to relevant experience, respondents shall provide personnel qualifications in their proposal. Contractor response addresses experience, training, preferred methods, and perspectives which provide unique advantage to the firm.

6.2.4 Management/Organization/Accessibility. Proposer provides general compliance and responsiveness to the Township's needs and requests issued in the RFQ.

Proposer presents procedures that ensure sufficient personnel are available to respond to unusual or unanticipated circumstances Contractor personnel are available for discussions and review. One or more methods of contacting proposer personnel are identified and a clear detail is provided for notification of a responsible individual.

BUSINESS REGISTRATION

New Jersey Business Registration Requirements

Pursuant to N.J.S.A. 52:32-44, the Township (“Contracting Agency”) is prohibited from entering into a contract with an entity unless the bidder/proposer/contractor, and each subcontractor that is required by law to be named in a bid/proposal/contract has a valid Business Registration Certificate on file with the Division of Revenue and Enterprise Services within the Department of the Treasury.

Prior to contract award or authorization, the contractor shall provide the Contracting Agency with its proof of business registration and that of any named subcontractor(s).

Subcontractors named in a bid or other proposal shall provide proof of business registration to the bidder, who in turn, shall provide it to the Contracting Agency prior to the time a contract, purchase order, or other contracting document is awarded or authorized.

During the course of contract performance:

- (1) the contractor shall not enter into a contract with a subcontractor unless the subcontractor first provides the contractor with a valid proof of business registration.
- (2) the contractor shall maintain and submit to the Contracting Agency a list of subcontractors and their addresses that may be updated from time to time.
- (3) the contractor and any subcontractor providing goods or performing services under the contract, and each of their affiliates, shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury, 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 the State. Any questions in this regard can be directed to the Division of Taxation at (609)292-6400. Form NJ-REG can be filed online at <http://www.state.nj.us/treasury/revenue/busregcert.shtml>.

Before final payment is made under the contract, the contractor shall submit to the Contracting Agency a complete and accurate list of all subcontractors used and their addresses.

Pursuant to N.J.S.A. 54:49-4.1, a business organization that fails to provide a copy of a business registration as required, or that provides false business registration information, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000, for each proof of business registration not properly provided under a contract with a contracting agency.

STATEMENT OF OWNERSHIP DISCLOSURE

N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43)

This statement shall be completed, certified to, and included with all bid and proposal submissions. Failure to submit the required information is cause for automatic rejection of the bid or proposal.

Name of Organization: _____

Organization Address: _____

Part I Check the box that represents the type of business organization:

- Sole Proprietorship (skip Parts II and III, execute certification in Part IV)
- Non-Profit Corporation (skip Parts II and III, execute certification in Part IV)
- For-Profit Corporation (any type) Limited Liability Company (LLC)
- Partnership Limited Partnership Limited Liability Partnership (LLP)
- Other (be specific): _____

Part II

The list below contains the names and addresses of all stockholders in the corporation who own 10 percent or more of its stock, of any class, or of all individual partners in the partnership who own a 10 percent or greater interest therein, or of all members in the limited liability company who own a 10 percent or greater interest therein, as the case may be. **(COMPLETE THE LIST BELOW IN THIS SECTION)**

OR

No one stockholder in the corporation owns 10 percent or more of its stock, of any class, or no individual partner in the partnership owns a 10 percent or greater interest therein, or no member in the limited liability company owns a 10 percent or greater interest therein, as the case may be. **(SKIP TO PART IV)**

(Please attach additional sheets if more space is needed):

Name of Individual or Business Entity	Address

Part III DISCLOSURE OF 10% OR GREATER OWNERSHIP IN THE STOCKHOLDERS, PARTNERS OR LLC MEMBERS LISTED IN PART II

If a bidder has a direct or indirect parent entity which is publicly traded, and any person holds a 10 percent or greater beneficial interest in the publicly traded parent entity as of the last annual federal Security and Exchange Commission (SEC) or foreign equivalent filing, ownership disclosure can be met by providing links to the website(s) containing the last annual filing(s) with the federal Securities and Exchange Commission (or foreign equivalent) that contain the name and address of each person holding a 10% or greater beneficial interest in the publicly traded parent entity, along with the relevant page numbers of the filing(s) that contain the information on each such person. **Attach additional sheets if more space is needed.**

Website (URL) containing the last annual SEC (or foreign equivalent) filing	Page #'s

Please list the names and addresses of each stockholder, partner or member owning a 10 percent or greater interest in any corresponding corporation, partnership and/or limited liability company (LLC) listed in Part II **other than for any publicly traded parent entities referenced above.** The disclosure shall be continued until names and addresses of every noncorporate stockholder, and individual partner, and member exceeding the 10 percent ownership criteria established pursuant to N.J.S.A. 52:25-24.2 has been listed. **Attach additional sheets if more space is needed.**

Stockholder/Partner/Member and Corresponding Entity Listed in Part II	Address

Part IV Certification

I, being duly sworn upon my oath, hereby represent that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge: that I am authorized to execute this certification on behalf of the bidder/proposer; that the **Township of North Bergen** is relying on the information contained herein and that I am under a continuing obligation from the date of this certification through the completion of any contracts with **Township of North Bergen** to notify the **Township of North Bergen** in writing of any changes to the information contained herein; that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I am subject to criminal prosecution under the law and that it will constitute a material breach of my agreement(s) with the, permitting the **Township of North Bergen** to declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):		Title:	
Signature:		Date:	

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 goods, professional service and general service contracts are required to submit evidence of appropriate affirmative action compliance to the Township of North Bergen and Division of Public Contracts Equal Employment Opportunity Compliance. During a review, Division representatives will review the Township files to determine whether the affirmative action evidence has been submitted by the vendor/contractor. Specifically, each vendor/contractor shall submit to the Township of North Bergen, prior to the 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 Township of North Bergen 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 copy of such approval.

-OR-

2. A Certificate of Employee Information Report (hereafter "Certificate"), issued in accordance with N.J.A.C 17:27-4 or 4.3 The vendor must provide a copy of the Certificate to the Township of North Bergen 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. Certificate 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 copy of such certificate.

-OR-

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 Township of North Bergen. 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 http://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 the 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.

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 et seq.

GOODS, GENERAL SERVICES, AND PROFESSIONAL SERVICES 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 or services contract, one of the following three documents:

Letter of Federal Affirmative Action Plan Approval;

Certificate of Employee Information Report; or

Employee Information Report Form AA-302 (electronically provided by the Division and distributed to the public agency through the Division's website at: http://www.state.nj.us/treasury/contract_compliance/).

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Purchase & Property, CCAU, EEO Monitoring Program 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 Purchase & Property, CCAU, EEO Monitoring Program for conducting a compliance investigation pursuant to N.J.A.C. 17:27-1.1. et seq.

Township of North Bergen
Division of Purchasing
DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

Solicitation Number: _____

Respondent/Bidder: _____

Pursuant to Public Law 2012, c. 25, any person or entity that submits a bid or proposal or otherwise proposes to enter into or renew a contract must complete the certification below to attest, under penalty of perjury, that the person or entity, or one of the person or entity's parents, subsidiaries, or affiliates, is identified on the Department of the Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found on the Division's website at <https://www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf>. Bidders must review this list prior to completing the below certification. **Failure to complete the certification will render a bidder's proposal non-responsive.** If the Director finds a person or entity to be in violation of law, s/he shall take action as may be appropriate and provided by law, rule or contract, including but not limited to, imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party.

PLEASE CHECK THE APPROPRIATE BOX:

I certify, pursuant to Public Law 2012, C. 25, that neither the bidder listed above nor any of the bidder's parents, subsidiaries, or affiliates is listed on the N.J. Department of Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. **I will skip Part 2 and sign and complete the Certification below.**

OR

I am unable to certify as above because the bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 list. **I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below.** Failure to provide such will result in proposal being rendered as non-responsive and appropriate penalties, fines and/or sanctions will be assessed as provided by law.

PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN.

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the boxes below.

EACH BOX WILL PROMPT YOU TO PROVIDE INFORMATION RELATIVE TO THE ABOVE QUESTIONS. PLEASE PROVIDE THOROUGH ANSWERS TO EACH QUESTION. IF YOU NEED TO MAKE ADDITIONAL ENTRIES, PLEASE PHOTOCOPY THIS FORM.

Name _____	Relationship to Bidder/Offeror _____
Description of Activities _____ _____	
Duration of Engagement _____	Anticipated Cessation Date _____
Bidder/Offeror Contact Name _____	Contact Phone Number _____

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge that the Township of North Bergen is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the Township to notify the Township in writing of any changes to the answers of information contained herein. I acknowledge that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the Township of North Bergen and that the Township at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name(Print): _____

Signature: _____

Title: _____

Date: _____



State of New Jersey

PHILIP D. MURPHY
Governor

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY

ELIZABETH MAHER MUOIO
State Treasurer

SHEILA Y. OLIVER
Lt. Governor

OFFICE OF THE DIRECTOR
33 WEST STATE STREET
P. O. BOX 039
TRENTON, NEW JERSEY 08625-0039

AMY F. DAVIS
Acting Director

<https://www.njstart.gov>
Telephone (609) 292-4886 / Facsimile (609) 984-2575

The following list represents entities determined, based on credible information available to the public, to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25"):

1. AK Makina Ltd.
2. Amona
3. Bank Markazi Iran (Central Bank of Iran)
4. Bank Mellat
5. Bank Melli Iran
6. Bank Saderat PLC
7. Bank Sepah
8. Bank Tejarat
9. China International United Petroleum & Chemicals Co., Ltd. (Unipecc)
10. China National Offshore Oil Corporation (CNOOC)
11. China National Petroleum Corporation (CNPC)
12. China National United Oil Corporation (ChinaOil)
13. China Oilfield Services Limited
14. China Petroleum & Chemical Corporation (Sinopec)
15. China Precision Machinery Import-Export Corp. (CPMIEC)
16. Indian Oil Corporation
17. Kingdream PLC
18. Naftiran Intertrade Company (NICO)
19. National Iranian Tanker Company (NITC)
20. Oil and Natural Gas Corporation (ONGC)
21. Oil India Limited
22. Persia International Bank
23. Petroleos de Venezuela (PDVSA Petróleo, SA)
24. PetroChina Company, Ltd.
25. Sameh Afzar Tajak Co. (SATCO)
26. Shandong Fin Cnc Machine Company, Ltd.
27. Sinohydro Co., Ltd.
28. SK Energy Co. Ltd.
29. SKS Ventures
30. Som Petrol AS
31. Zhuhai Zhenrong Company

List Date: July 1, 2023

Attachment A
Public Relations Contract

Rate Schedule

Labor Rate (Firm Fixed Rate)	Unit Price Per Hour
Partner/President	150.00
Web Master/Designer	130.00
Account Director/Supervisor	140.00
Account Manager	115.00
Creative Director	140.00
Art Director	90.00
Senior Copywriter	115.00
Junior Copywriter	80.00
Administrative Assistant	45.00
Clerical	45.00
Graphic Designer	90.00
Media Placement Mark-up Percentage	15%



CERTIFICATION OF NON-INVOLVEMENT IN PROHIBITED ACTIVITIES IN RUSSIA OR BELARUS

Pursuant to N.J.S.A. 52:32-60.1, et seq. (L. 2022, c. 3) any person or entity (hereinafter "Vendor"ⁱ) that seeks to enter into or renew a contract with a State agency for the provision of goods or services, or the purchase of bonds or other obligations, must complete the certification below indicating whether or not the Vendor is identified on the Office of Foreign Assets Control (OFAC) Specially Designated Nationals and Blocked Persons list, available here: <https://sanctionssearch.ofac.treas.gov/>. If the Department of the Treasury finds that a Vendor has made a certification in violation of the law, it shall take any action as may be appropriate and provided by law, rule or contract, including but not limited to, imposing sanctions, seeking compliance, recovering damages, declaring the party in default and seeking debarment or suspension of the party.

I, the undersigned, certify that I have read the definition of "Vendor" below, and have reviewed the Office of Foreign Assets Control (OFAC) Specially Designated Nationals and Blocked Persons list, and having done so certify:

(Check the Appropriate Box)

A That the Vendor is not identified on the [OFAC Specially Designated Nationals and Blocked Persons list on account of activity related to Russia and/or Belarus](#).

OR

B That I am unable to certify as to "A" above, because the Vendor is identified on the [OFAC Specially Designated Nationals and Blocked Persons list on account of activity related to Russia and/or Belarus](#).

OR

That I am unable to certify as to "A" above, because the Vendor is identified on the [OFAC Specially Designated Nationals and Blocked Persons list](#). However, the Vendor is engaged in activity related to Russia and/or Belarus consistent with federal law, regulation, license or exemption. A detailed description of how the Vendor's activity related to Russia and/or Belarus is consistent with federal law is set forth below.

(Attach Additional Sheets If Necessary.)

Signature of Vendor's Authorized Representative	Date
Print Name and Title of Vendor's Authorized Representative	Vendor's FEIN
Vendor's Name	Vendor's Phone Number
Vendor's Address (Street Address)	Vendor's Fax Number
Vendor's Address (City/State/Zip Code)	Vendor's Email Address

ⁱ Vendor means: (1) A natural person, corporation, company, limited partnership, limited liability partnership, limited liability company, business association, sole proprietorship, joint venture, partnership, society, trust, or any other nongovernmental entity, organization, or group; (2) Any governmental entity or instrumentality of a government, including a multilateral development institution, as defined in Section 1701(c)(3) of the International Financial Institutions Act, 22 U.S.C. 262r(c)(3); or (3) Any parent, successor, subunit, direct or indirect subsidiary, or any entity under common ownership or control with, any entity described in paragraph (1) or (2). NJ Rev. 1.22.2024