

**JERSEY CITY ECONOMIC DEVELOPMENT CORPORATION
REQUEST FOR PROPOSALS FOR**

**CONSULTANT
For
Jersey City's
Urban Enterprise Zone (UEZ)
Five Year
Strategic Plan**

SUBMISSION DEADLINE:

**3:00 PM
November 17, 2023**

ADDRESS ALL PROPOSALS TO:

Florence Baron
Jersey City Economic Development Corporation
298 Academy Street
Jersey City, NJ 07306

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 1: GENERAL INFORMATION & SUMMARY

1.1 Organization Requesting Proposals

Jersey City Economic Development Corporation
298 Academy Street
Jersey City, NJ 07306

1.2 Contact Person(s)

Florence Baron
Jersey City Economic Development Corporation
298 Academy Street
Jersey City, NJ 07306
fbaron@jcedc.org
[201-284-9478](tel:201-284-9478)

1.3 Procurement Process

This contract will be awarded as an “extraordinary unspecifiable services (EUS) agreement”, as defined by the Local Public Contracts law, N.J.S.A. 40A:11-5 (1) (a) (ii). The JCEDC will vote to approve a resolution awarding a contract to the contractor for a sum not to exceed \$125,000.

1.4 Contract Form

If selected to provide services, it is agreed and understood that the successful Respondent shall be bound by the requirements and terms contained in this Request for Proposals (“RFP”) with regard to services performed, payments, indemnification, insurance, termination, and applicable licensing provisions.

It is also agreed and understood that the acceptance of the final payment by Contractor shall be considered a release in full of all claims against the JCEDC and/or the City arising out of, or by reason of, the work done and materials furnished under this Contract.

1.5 Informational meeting

A copy of the RFP can be obtained through the JCEDC website, www.jcedc.org There will not be an informational meeting for this RFP. Any questions must be submitted in writing (e-mail acceptable) to Contact Person by 5pm, October 27, 2023. Questions and answers will be provided as an addendum to this RFP.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

1.6 Submission deadline

Proposals must be submitted to, and be received by the JCEDC, via email, mail or hand-delivery, by 3:00 p.m. prevailing time on Friday, November 17th, 2023. Any and all Proposals not received by the JCEDC by 3:00 p.m. prevailing time on Friday, November 17th, 2023 will be unopened and rejected.

1.7 Opening of Proposals

Proposals shall be opened at 11am prevailing time on November 20, 2023, 298 Academy Street, Jersey City, NJ 07306.

1.8 Definitions

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

“City” – refers to the City of Jersey City.

“JCEDC” - refers to the Jersey City Economic Development Corporation located at 298 Academy Street, Jersey City 07306.

“Jersey City Entities” – refers to the City and JCEDC jointly

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

“Proposal” – refers to any response submitted pursuant to this RFP

“Respondent” or “Respondents” - refers to the interested persons and/or firm(s) that submit Proposals.

“Selected Respondent”- refers to the person/firm selected by the JCEDC to receive the Contract.

“Contract” - refers to the award given pursuant to this RFP, and consisting of this RFP, the Proposal and all required forms, with all necessary and original signatures, and any supplements or amendments thereto.

“Joint Venture” refers to a business undertaking by two or more entities to share risk and responsibility for a specific project.

JERSEY CITY ECONOMIC
DEVELOPMENT CORPORATION

REQUEST FOR PROPOSALS

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

“Lead Entity” refers to the entity designated by Respondent(s) to act on behalf and for all member entities comprising the joint venture.

1.9 Submission address

All Proposals should be sent to:

Florence Baron

Jersey City Economic Development Corporation

298 Academy Street

Jersey City, NJ 07306

fbaron@jcedc.org

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 2: INTRODUCTION AND GENERAL INFORMATION

2.1 Introduction and Purpose

On behalf of the City of Jersey City (the “City”), the JCEDC is soliciting Proposals from interested persons and/or firms for the provision of an Urban Enterprise Zone Five Year Strategic Plan for City of Jersey City. Through an RFP process described herein, persons and/or firms interested in assisting the JCEDC with the provision of such services must prepare and submit a Proposal in accordance with the procedure and schedule in this RFP.

Jersey City is a regional center for shopping, health, education, culture, supplies and services, and distribution. It is a vibrant multicultural City with a racially and ethnically diverse population. Jersey City has a population of over 250,000 residents in only 15 square miles. Jersey City's proximity to New York City and numerous amenities, coupled with its rich history, diversity and culture, make it one of the most exciting places in the country for redevelopment opportunities.

The City also serves the largest Metropolitan Statistical Area. Business, real estate development, service, tourism and retail sectors are emerging as key economic drivers. It is an important transportation hub for the region.

Jersey City is one of the original ten municipalities designated by the New Jersey Urban Enterprise Zone Authority (UEZA) as an Urban Enterprise Zone municipality. The program was created to foster an economic climate that revitalizes urban communities and stimulate their growth by encouraging job creation in new and existing businesses.

As a result of legislation passed on 8/17/2021, The UEZA requires designated municipalities to adopt a new Five Year Strategic Plan.

The scope of the Five Year Urban Enterprise Zone Strategic Plan will include the following tasks each of which is described in further detail below.

- 1) Establish the strategic planning process
- 2) Analyze existing conditions
- 3) Identify opportunities and challenges to economic development
- 4) Identify key issues affecting economic development.
- 5) Formulate a Strategic Economic Action Plan for the UEZ
- 6) Establish benchmarks to evaluate progress in implementing projects
- 7) Recommend revised UEZ boundaries, if necessary.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

8) Compliance with the August 17, 2021 amendment concerning UEZ requirements for a Five Year Strategic Plan.

DETAILED DESCRIPTION OF TASKS

Task 1: Establish the strategic planning process

Approach: The Consultant/JCEDC Team will identify and collect relevant materials available from the City and other sources. These materials will include, but not be limited to, the Mayor's State of the City address, redevelopment plans, the City's Master Plan and other studies, maps and reports made available to the Consultant. Where appropriate, the consultants will incorporate findings and information from the Master Plan and redevelopment plans and other assembled materials into the UEZ Strategic Plan.

The strategic planning process will begin with meetings between the Consulting Team and the JCEDC Team.

Task 2: Analyze Existing Conditions

Because what happens in the Jersey City UEZ is, to a great extent, dependent upon what happens in the rest of the City, the County, the Region, and the State, the analysis of current conditions in the UEZ will be made within the context of these larger areas.

2.1: Economic structure and trends

Approach: Data published by the State and the Federal Government will be used to analyze the changing economic structure of the UEZ, the rest of Jersey City, Hudson County, Region, and State, e.g., changes in the finance sector, and in manufacturing and retail trade. Economic techniques such as shift/share analysis will be used to identify industries for which Jersey City has a comparative advantage.

2.2: Demographic and Socio-economic Trends

Approach: Existing data published by the State and Federal government will be used to analyze the changing demographics of the UEZ and the rest of Jersey City. The analysis will include, but not necessarily be limited to: age, educational attainment, income, labor force status as well as occupational and industrial characteristics. The City's changing demographics will be compared with those of the rest of Hudson County, the Northern New Jersey Region, the State and the Nation. An analysis of Jersey City's demographic changes relative to cities of a similar size to Jersey City will also be included.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

2.3: Infrastructure

Approach: In coordination with the City’s engineering department, conduct an inventory of infrastructure in the UEZ. The inventory will include an analysis of the existing sewer, water and roadway systems, transportation and public facilities. The inventory will also address the location of vacant industrial and commercial facilities in the UEZ. Review of these physical development components will provide a view of “the big picture” regarding trends in the development of the study area, allowing for an informed evaluation of the impact of infrastructure projects on the City’s economic development. Existing planning documents, such as the Master Plan and redevelopment plans will inform the analysis. The infrastructure inventory will help guide the identification of economic development opportunities and will inform UEZ strategy formulation.

Task 3: Identify and analyze opportunities and challenges to economic development

Approach: Opportunities and challenges to economic development are attributable to both external and internal factors. Use of existing data and survey research will be used to identify and analyze external and internal factors impacting economic development in the UEZ and the City.

External factors occur outside of the UEZ/City and have an impact on economic growth in the UEZ. They include, but are not necessarily limited to:

- Trends in industry and investment in the County, State and Region
- Changing technology
- Perceptions of the City as place to conduct business;
- State policies, e.g., the Governor’s Economic Growth Strategy.

Internal factors emanate from within the City and have an impact on economic growth in the UEZ. They include, but are not necessarily limited to:

- Human capital factors
- Infrastructure factors
- Environmental considerations
- Transportation and parking
- Perceptions of UEZ businesses
- Challenges to Small Businesses
- Local land use, environmental and municipal regulations

Task 4: Identify key issues affecting economic development.

Approach: Based upon the analysis of current conditions (from Task 2) and of the external and internal issues impacting the UEZ (from Task 3), the consultant team will identify the key issues affecting economic development in the UEZ. Once these key issues are accepted by the JCEDC, they will be used to: (1) set the mission, measurable goals and objectives of the Strategic Plan; (2) develop strategies to reach these objectives; and (3) identify what types of projects can be developed to address the issues given existing and expected resources.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

Task 5: Formulate Strategic Economic Action Plan for the UEZ

Approach: A Strategic Action Plan for the Jersey City UEZ will be formulated based upon the key issues developed in Task 4. The Plan will encompass the mission, measurable goals, objectives, strategies and projects that address these key issues. Projects will be prioritized to identify the best use of UEZ funds. The prioritization will be based upon several factors including each project’s time horizon (i.e. one, five, or ten years), how many key issues it addresses and where the project is located in the UEZ. The Strategic Plan will address three questions:

- (1) Where is the UEZ today? (based on Task 2 and 3)
- (2) Where does it want to be? (based on Task 4)
- (3) How do we get there? (strategies and projects)

Task 6: Develop Benchmarks

Approach: The consulting team will identify performance measures for evaluating project achievement. Once accepted by the JCEDC, the Plan will outline how the performance measurement data can be collected and analyzed and how it should be fed back into the planning process.

Task 7: Reformulate UEZ Boundaries

Approach. The existing UEZ boundaries will be modified to reflect new development patterns in the Zone, given the requirement that these boundaries be contiguous and encompass no more than 33% of all land in the City.

2.2 Procurement Process and Schedule

Proposals will be reviewed and evaluated by the JCEDC. The proposals will be reviewed to determine if the Respondent has met the professional, administrative, and subject areas described in this RFP.

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

Anticipated Procurement Schedule Activity	Date
1. Issuance of Request for Proposals	October 16, 2023
2. Receipt of Proposals	November 17, 2023
3. Completion of Evaluation of Proposals	December 5, 2023
4. Award of Contract	January 2024

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

2.3 Cost of Proposal Preparation

Each Proposal and all information required to be submitted pursuant to the RFP shall be prepared at the sole cost and expense of the Respondent. There shall be no claims whatsoever against the JCEDC or Jersey City, its officers, officials or employees for reimbursement for the payment of costs or expenses incurred in preparing and submitting a Proposal or for participating in this procurement.

2.4 Proposal Format

Proposals must cover all information requested in this RFP. Proposals which in the judgment of the JCEDC fail to meet the requirements of the RFP or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

2.5 Communications regarding this RFP

All communications concerning this RFP or the RFP process shall be directed to the JCEDC's contact person, in writing, via fax, or via e-mail. Responses to all questions will be forwarded as addenda to all prospective respondents who have provided contact information. It is the prospective Respondent's responsibility to provide accurate contact information.

2.6 Addenda or Amendments to RFP

During the period provided for the preparation of responses to the RFP, the JCEDC may issue addenda, amendments or answers to written inquiries. Those addenda will be noticed by the JCEDC and will constitute a part of the RFP. Proposers may submit any questions via email to the Contact Person. The deadline for questions is 5pm, October 27, 2023. Questions and answers will be issued in an addendum distributed to all entities that obtained documents shortly thereafter. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the Proposal submission date.

2.7 Rights of JCEDC

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

- To determine that any Proposal received complies or fails to comply with the terms of this RFP.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

- To reject any and all responses and/or components thereof and to eliminate any and all Respondents responding to this RFP from further consideration for this procurement.
- To reject any Respondent that submits incomplete responses to this RFP, or a Proposal that is not responsive to the requirements of this RFP.
- To supplement, amend, or otherwise modify this RFP, without prior notice, or to otherwise request additional information.
- To waive any technical non-conformance with the terms of this RFP.
- To change or alter the schedule for any events called for in this RFP upon the issuance of notice to all prospective Respondents who have received a copy of this RFP.
- To conduct investigations of any or all of the Respondents, as the JCEDC deems necessary or convenient, to clarify the information provided as part of the Proposal and to request additional information to support the information included in any Proposal.
- To suspend or terminate the procurement process described in this RFP at any time (in its sole discretion.) If terminated, the JCEDC may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Respondents.
- The JCEDC shall be under no obligation to complete all or any portion of the procurement process described in this RFP.

2.8 Conditions Applicable to RFP

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

- All costs incurred by the Respondent in connection with responding to this RFP shall be borne solely by the Respondent.
- The JCEDC may request Respondents to send representatives to the JCEDC for interviews.
- Confidentiality of records and information relating to this work shall be maintained at all times. All correspondence, documentation and information provided by the JCEDC to any Respondent in connection with, or arising out of this RFP or the acceptance of any proposal:
 - Remains the property of the JCEDC;
 - Shall be treated as confidential unless otherwise indicated;

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

- Shall not be used for any purpose other than for replying to this RFP, and for fulfillment of any related subsequent agreement.
- All Proposals shall become the property of the JCEDC and will not be returned.
- Creative concepts, logos, taglines, brochures, pamphlets, graphic designs, etc. developed during implementation of the Contract shall be property or intellectual property of the JCEDC.

2.9 Supplements or Amendments

After Award of the Contract, any changes to the terms of Contract, including any terms contained in this Scope of Work, may be made if and when necessary by the consent of both parties and if required, with the approval of JCEDC Board of Trustees and/or Jersey City Council and/or the Urban Enterprise Zone Authority.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 3: WRITTEN PROPOSAL FORMAT

Proposals must address all information requested in this RFP. Proposals which in the judgment of the JCEDC fail to meet the requirements of the RFP or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

3.1 Mandatory content

- Each proposal submitted must contain the fifteen (15) sections described below:
- Title Page
- Table of Contents
- Executive Summary
- Scope
- Objectives
- Project Approach
- Project Organization
- Project Workplan (including project organization, critical success factors and risks)
- Key Dates & Deliverables
- JCEDC/City Responsibilities
- Staffing
- Assumptions
- Fees/Budget
- Appendices/Other

The information requested by the sectional format described above is further defined.

3.2 Title Page

The proposal should include a title page, which identifies the project; the Respondent's Firm, name of the Respondent's primary contact, address, telephone number, fax number and email address.

3.3 Table of Contents

The Respondent's proposal should include a Table of Contents, which lists the titles and page numbers for each major topic and sub-topic contained in the proposal.

3.4 Executive Summary

This section should include a summary of the key points and highlights of the Respondent's response and should discuss the pricing contained in the proposal.

3.5 Objectives

In this section of the proposal, the Respondent should state what it believes to be primary objectives for each element of the plan. Respondents may choose to offer suggestions to the JCEDC on how objectives for this type and size of a phased project should be measured throughout the life of the implementation, to ensure success in delivery of every business priority.

3.6 Scope

In this section of the proposal, the Respondent should state what it believes to be the scope or the intended strategy.

If there are any gaps between what the Respondent believes should be the proper scope of the solution given all information known at the time of this RFP, the Respondent should clearly state these gaps in this section and clearly mark these concerns as such.

3.7 Project Approach

A general discussion of the approach the Respondent is proposing should be contained in this section. This should include detail of all assumptions being made to accomplish the desired approach. A discussion of the high level tasks and key milestones should be described in this section and tie directly or be referenced directly to deliverables in the workplan. Additionally, Respondents should highlight any risks they deem to be significant enough in nature, which could result in any priority specification within the project that would not be delivered on time, and on budget.

3.8 Project Organization

The Respondent should detail in this section, the organizational structure it believes necessary to accomplish each phase of the project within the desired timeframe and budget, considering both the Respondent's and JCEDC's resources.

3.9 Project Work Plan

In addition to providing a high-level project work plan, this section should describe each of the proposed phases, activities and tasks that the Respondent and/or JCEDC should execute to achieve success. In addition to the tasks, it is assumed that the Respondent will identify the resources needed to complete the associated task, and that the resource identified will

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

have been included in the project organizational structure. All assumptions that were made to complete the project plan should be documented in this section.

The work plan should present a picture of key activities, milestones, key dates, etc. necessary to deliver this project.

3.10 Key Dates & Deliverables

This section should present a summary of key dates, milestones and associated deliverables found in the work plan. A description of what the Jersey City Entities should expect to see and/or receive on the associated date should be described and/or presented as examples.

3.11 JCEDC/Jersey City Responsibilities

In this section, the Respondent should clearly describe any assumptions relating to the responsibilities and/or commitments the Respondent is expecting of the Jersey City Entities throughout the life of this project.

3.12 Staffing

A discussion of the project team that will be utilized should be contained in this section. The JCEDC requests that as part of the discussion here, the Respondent state exactly the role the proposed Respondent team member will assume on each phase and detail the qualifications for the role that the team member possesses.

3.13 Assumptions

In this section, Respondents should state any assumptions being made relating to any part of the proposal or project strategy.

3.14 Fees and Budget

In this section, please describe the associated fees and budget the Respondent is proposing for the implementation. Respondents should be sure to include all expenses associated with delivery (including travel, supply, materials), in addition to professional fees.

Respondents should identify hourly participation and hourly fees by specific personnel. In addition, the time commitment (both percentage and number of hours) for each person, based on the priorities defined for in the Scope of Services, should be clearly indicated. Respondents should also identify whether they can provide any pro-bono or in-kind advertising space as indicated in the scope of work.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

Respondents shall prepare a budget to demonstrate understanding of all cost factors. A complete detailed price breakdown shall be included in the proposal identifying all applicable costs, including per diem rates for all personnel, travel costs, public meeting costs etc., with a summary of total costs.

It is important to note that pursuant to N.J.S.A. 40A:5-16, the JCEDC is prohibited paying for goods or services before they have been provided. Therefore, any proposals which specify payment upon contract signing will be deemed unresponsive and rejected.

3.15 Joint Venture

If a single entity proposer cannot demonstrate that it meets all of the referenced qualifications, then the single entity proposer may, with others, form a joint venture. Respondents must indicate whether they are proposing as a single entity, or as a joint venture. If a joint venture submits a proposal, all participants in the joint venture shall be bound jointly and severally and each participant shall execute the Proposal. ***All Required Bid Documents must be signed by each participant.***

If the Respondent is a joint venture, it shall confirm in their Proposal that 1.) it has designated one party to act as a Lead Entity, duly vested with authority to legally bind the members of the joint venture jointly and severally, which shall be evidenced by a duly notarized Agreement among the legal entities, which shall be submitted along with the Proposal; and 2.) if they are awarded the contract, the contract shall be entered into, by and between the JCEDC and the designated Lead Entity, who shall be acting for and on behalf of all other member entities comprising the Joint Venture.

After the Proposal has been submitted, the Lead Entity identified to represent the Joint Venture shall not be altered without the prior written consent of the JCEDC. Please refer to Section 7.9 "Payments" regarding payments in the event the Respondent is a Joint Venture.

The description of the organization of the Joint Venture must clearly define the expected role of each entity in delivering the requirements of the RFP, both in the Proposal and in the Joint Venture agreement.

If the entities making up the joint venture proposer have not executed a joint venture agreement, the joint venture's proposal shall contain a summary of key terms of the anticipated agreement, and the anticipated date of execution of a joint venture agreement.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

Each party comprising the joint venture must also possess a valid Business Registration Certificate (“BRC”) issued by the Department of Treasury, Division of Revenue prior to the award of a contract. Refer to Section 7.3 of this RFP. In addition, each party to the joint venture must complete and sign the forms described in Section 8 of this RFP.

3.16 Appendices/Other

This section should include at minimum: Respondent qualifications, references and resumes. If Respondents feel that other materials are necessary (such as promotional literature, white papers, etc) they should provide them in a separate document clearly labeled “Additional Materials”. Note that these materials may or may not be reviewed by all evaluators and will not be part of the official evaluation. Finally, any out-of-scope services not covered in other sections should be included here.

SECTION 4: PROPOSAL SUBMISSION REQUIREMENTS

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

4.1 Number of copies

Respondents must submit one original signed copy of their proposal, along with 10 copies. We also require 1 copy to be emailed to the contact person.

4.2 Proposal format

To facilitate a timely and comprehensive evaluation of all submitted proposals, it is essential that all Respondents adhere to the required response format. The JCEDC requires a standard format for all proposals submitted to ensure that clear, concise and complete statements are available from each Respondent in response to requirements. The required format is detailed in **Section 3**.

The JCEDC is not under any obligation to search for clarification through additional or unformatted information submitted as a supplement to the formatted response. Where a proposal contains conflicting information, the JCEDC at its option may either request clarification or may consider the information unresponsive.

4.3 Proposal length

The exact presentation and layout format of proposals is up to the discretion of the Respondent.

4.4 Submission deadline

Proposals must be received by the JCEDC no later than 3 p.m. prevailing time on November 17, 2023, and must be both delivered to our offices and emailed. The JCEDC assumes no responsibility for proposals received after the designated date and time and will return late proposals unopened.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 5: EVALUATION

The JCEDC's objective in soliciting Proposals is to enable it to select a Respondent that will provide high quality and cost effective services to the citizens of Jersey City. The JCEDC will consider Proposals only from Respondents that, in the Jersey City Entities 's sole judgment, have demonstrated the capability, reputation and willingness to provide high quality services to the citizens of the City in the manner described in this RFP.

5.1 Evaluation Criteria/Methodology

Proposals will be evaluated by the Jersey City entities on the basis of which is the most advantageous, and this evaluation will consider the following:

- a) Required Format –The extent to which the proposal includes the required sections (Title page, Table of contents, etc).
- b) Appropriateness of Proposed Workplan –The extent to which the proposed methodology meets the Jersey City Entities’ goals as described in this RFP. The degree to which specific activities and milestones are described will also be evaluated. Respondents should describe their methodology and explain how it will meet the Jersey City Entities’ needs.
- c) Timeliness of proposed methodology –It is not the Jersey City Entities’ desire to engage in an unnecessarily extended process. Respondents should be assured that the Jersey City Entities will give their respective projects top priority over all other existing efforts. As a result, proposals featuring aggressive time frames will be viewed more favorably. Time lines submitted should be well defined and feasible.
- d) Prior experience with similar cities –The JCEDC does not wish to overly educate the Respondent to the workings (both operational and statutory) of municipal government. As a result, proposals which include documentation (including references) of previous experience in this field will be viewed more favorably.
- e) Personnel assigned –Proposals which provide detailed accounts of team members' applicable experience and their anticipated roles in this project will be viewed more favorably.
- f) Breadth of expertise –Respondents should provide evidence of expertise.
- g) Cost –The winning proposal will not necessarily be that with the lowest cost, but that which provides the greatest value to the Jersey City Entities.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

5.2 Final Evaluation

The Jersey City Entities will select the most advantageous Proposal Statement based on the all of the evaluation factors set forth in this RFP, and make the award in the best interest of the Jersey City Entities. Each Proposal must satisfy the objectives and requirements detailed in this RFP. Successful Respondents shall be determined by an evaluation of the total content of the Proposal Statement submitted. The Jersey City Entities shall not be obligated to explain the results of the evaluation process to any Respondent.

5.3 Contract award

The JCEDC Board of Trustees will vote to accept the proposal of a Respondent within 60 days of the receipt of proposals, except that the proposals of any Respondent who consent thereto, may, at the request of the JCEDC, be held for consideration for such longer period as may be agreed.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 6: GENERAL TERMS AND CONDITIONS

The following are general terms and conditions which may or may not be explained elsewhere in this RFP.

6.1 Original/Authorized signatures

Each proposal and all required forms must be signed in ink by a person authorized to do so.

6.2 Affirmative Action requirements

Respondents are required to comply with the provisions of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 et seq. No firm may be issued a contract unless it complies with these affirmative action provisions. The Mandatory Equal Employment Opportunity/Affirmative Action Language for Goods, Professional Services and General Service Contracts, Exhibit A summarizes the full required regulatory text.

Goods and Services (including professional services) Selected Respondents/Respondents 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:

- a) A photo copy of a valid letter that the Respondent is operating under an existing Federally approved or sanctioned affirmative action programs (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 Respondent, in accordance with N.J.A.C. 17:27-4.

The Respondent's attention is also called to **Section 7** of this document which contains the required information and forms.

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

6.3 Business Registration Certificate

P.L. 2004, c. 57 (Chapter 57) amends and supplements the business registration provisions of N.J.S.A. 52:32-44 which impose certain requirements upon a business competing for or entering into a contract with a local contracting agency whose contracting activities are subject to the requirements of the Local Public Contracts Law (N.J.S.A. 40A:11-1 et seq.).

Respondents are required to comply with the requirements of P.L. 2004, c. 57 (Chapter 57) which include submitting a copy of their Business Registration Certificate (BRC), issued by the NJ Department of the Treasury. For more information on obtaining a BRC, see Section 7.

6.4 Clarification of RFP

Should any difference arise between the contracting parties as to the meaning or intent of these instructions or specifications, the JCEDC designated contact person's decision shall be final and conclusive.

6.5 Indemnification

The Respondent, if awarded the contract, agrees to protect, defend and save harmless the JCEDC and the City against damage for payment for the use of any patented material process, article or device that may enter into the manufacture, construction or form a part of the work covered by either order or contract, and further agrees to indemnify and save harmless the Jersey City Entities from suits or actions of every nature and description brought against it for, or on account of, any injuries or damages received or sustained by any party or parties by, or from, any of the acts of the contractor, its servants or agents.

6.6 Insurance requirements

The Selected Respondent shall maintain sufficient insurance to protect against all claims under Workmen's Compensation, General and Automobile Liability, and shall be subject to approval for adequacy of protection. Certificates of such insurance shall be provided to the Jersey City Entities when required. Insurance requirements are as follows:

- Comprehensive General Liability in the amount of \$2,000,000
- Workers Compensation in the statutory amount of \$100,000 and Employers' Liability in the amount of \$1,000,000
- Automobile Liability in the amount of \$1,000,000
- Professional Liability in the amount of \$1,000,000

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

Jersey City Entities must be named as additional insured on the Comprehensive General Liability certificate.

6.7 Termination

Failure to follow the specifications set forth herein, as may be amended through agreement of both parties, may constitute a breach of the contract. Should a dispute arise, and if, after a good faith effort at resolution, the dispute is not resolved, either party may cancel the contract by providing 30 days written notice. The JCEDC reserves the right to cancel the contract at its convenience by providing 30 days written notice to the Selected Respondent.

6.8 Payments

Invoices shall itemize each service based on the categories established in the Proposal.

The Selected Respondent agrees that it will indemnify and save the Jersey City Entities harmless from all claims growing out of the lawful demands of the Selected Respondent's assignees, independent contractors, employees, servants, agents or furnishers of equipment and supplies, unless otherwise agreed to in writing by the JCEDC and the Selected Respondent.

If the Selected Respondent is a Joint Venture, the JCEDC shall pay the Lead Entity only, which in turn will be responsible to make payments to other members of the Joint Venture. The Selected Respondent shall, at the JCEDC's request, furnish satisfactory evidence that all obligations of the nature hereinabove designated have been paid, discharged, or waived. If the Selected Respondent fails to do so, then the JCEDC may, after having served sufficient written notice to the Lead Entity pursuant to Section 6.7, terminate the Contract.

JERSEY CITY ECONOMIC
DEVELOPMENT CORPORATION

REQUEST FOR PROPOSALS

PURPOSE: Jersey City Urban Enterprise Zone Five Year Strategic Plan

DUE DATE: November 17, 2023

SECTION 7: REQUIRED ADMINISTRATIVE FORMS

Please attach the required forms which follow to your proposal.

NON COLLUSION AFFIDAVIT

STATE OF NEW JERSEY
CITY OF JERSEY CITY ss:

I certify that I am _____

of the firm of _____

the bidder making the proposal for the above named project, and that I executed the said proposal with full authority so to do; that said bidder has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the Jersey City Economic Development Corporation and the City of Jersey City rely upon the truth of the statements contained in said proposal and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by (N.J.S.A.52: 34-25)

(Signature of respondent) _____

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY _____ OF 20 _____

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20 .

(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).

PUBLIC DISCLOSURE INFORMATION

Chapter 33 of the Public Laws of 1977 provides that no Corporation or Partnership shall be awarded any State, City, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

STOCKHOLDERS:

Name	Address	% owned

SIGNATURE : _____

TITLE: _____

SUBSCRIBED AND SWORN TO
BEFORE ME THIS DAY _____ OF 20 _____

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF
MY COMMISSION EXPIRES: 20 .

(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).

ADDENDUM ACKNOWLEDGEMENT FORM

The undersigned acknowledges receipt of the following addenda to the bidding document:

THE COMPLETED ACKNOWLEDGEMENT OF ADDENDA FORM SHOULD BE RETURNED WITH BID RESPONSE PACKAGE: NOT TO BE SENT SEPARATELY

NOTE: Failure to acknowledge receipt of all addenda will cause the bid to be considered non-responsive. Acknowledged receipt of each addendum must be clearly established and included with the bid pursuant to N.J.S.A. 40A:11-23.2 (e).

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

Addendum No. _____ Dated _____

Name of Bidder: _____

Street Address: _____

City, State, Zip _____

Authorized Signature: _____

Date: _____

LETTER OF INTENT

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

[insert date]

Attn: Florence Baron

Jersey City Economic Development Corporation

298 Academy Street

Jersey City, NJ 07306

fbaron@jcedc.org

Dear Ms. Baron:

The undersigned as Respondent, has (have) submitted the attached Proposal in response to a Request for Proposals (RFP), issued by the Jersey City Economic Development Corporation (JCEDC), dated **[insert date]**, in connection with the JCEDC's need for a Consultant for Jersey City's Urban Enterprise Zone Five Year Strategic Plan.

Name of Respondent HEREBY STATES

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

6. **Name of Respondent**) acknowledges and agrees that the JCEDC may modify, amend, suspend and/or terminate the procurement process (in its sole judgment). In any case, the JCEDC shall not 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.

(Signature of Chief Executive Officer, President or Owner)

(Typed Name and Title)

(Typed Name of Firm)*

Dated

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