



REQUEST FOR SEALED QUALIFICATIONS & PROPOSALS
FOR
PROFESSIONAL SERVICES UNDER A FAIR
AND OPEN PROCESS

MARKETING CONSULTANT

SOUTH JERSEY PORT CORPORATION
JOSEPH A. BALZANO BOULEVARD
CAMDEN, NJ 08103

PROPOSAL ACCEPTANCE DATE:
TUESDAY, APRIL 7, 2020 BY 3PM

INFORMATION TO RESPONDENTS

Sealed qualifications shall be received in accordance with Public Advertisement as required by law, a copy of said notice being attached hereto and made part of these specifications.

Submission of Qualifications

All qualification proposal must be submitted in sealed envelopes bearing on the outside the name of the proposer, address and the name of the professional service for which the proposal is submitted. Proposals must be addressed to the attention of:

**SOUTH JERSEY PORT CORPORATION
c/o Patrick Boyle, Senior Purchasing Agent
101 Joseph A. Balzano Boulevard (formerly Beckett Street)
Camden, NJ 08103**

Qualifications Forwarded through the Mail
Must contain the following statement on the envelope:

**"THIS IS A SEALED QUALIFICATION PROPOSAL AND SHALL NOT
BE OPENED AND READ UNTIL APRIL 7, 2020 AT 3:00 P.M. BY PATRICK
BOYLE OR HIS DESIGNEE: SJPC-MC-33120"**

The South Jersey Port Corporation (hereinafter "SJPC") will not assume responsibility for proposals not delivered in person to the above address.

The sealed proposals will be opened and recorded in the "A" Building Conference Room at South Jersey Port Corporation, Balzano Marine Terminal, 101 Joseph A. Balzano Boulevard (formerly Beckett Street), Camden, New Jersey 08103.

Receipt of Proposals

All proposals must be received by April 7, 2020 at 3:00PM EST. No proposal will be received after the specified time.

Reservations

The SJPC reserves the right to reject any or all proposals, to waive irregularities and technicalities, to request re-submissions, and to award proposals as the SJPC deems will best serve the interest of the SJPC.

Questions regarding this Request for Proposals may be directed to Patrick Boyle, Senior Purchasing Agent, in writing at pboyle@southjerseyport.com.

REQUEST FOR QUALIFICATIONS & PROPOSALS FOR PROFESSIONAL SERVICES

1.0 Overview

The South Jersey Port Corporation (SJPC) is an agency of the State of New Jersey with a mission to develop, maintain and operate marine terminals and related intermodal transportation infrastructure within the South Jersey Port District. The agency has primary offices and port operations in Camden, New Jersey at the Balzano Marine Terminal and the Broadway Terminal. The agency also has facilities in Salem and Paulsboro. SJPC is grantee of foreign Trade Zone #142.

2.0 Purpose of Proposal

The following procedures are designed to provide a fair and open process in awarding professional services based on qualifications, merit, and cost effectiveness through accessible advertising. Services include annual appointments and day-to-day programs, projects, and contracts.

Any person or firms (hereafter “Applicant/Proposer or Proposers”) interested in providing professional services as Marketing Consultant to the South Jersey Port Corporation (hereafter “SJPC”) may submit an application in accordance with the requirements of this Request for Qualifications and Proposals for Professional Services.

3.0 Scope of Services

1. Appointment of Marketing Consultant

Marketing Consultant shall be appointed by the Board of Directors of SJPC by a majority vote of a quorum of its members and shall serve for a term of (I) year and until their successor has been appointed and qualified. The SJPC shall have the option of extending the appointment for an additional one-year under the same rates and terms. In lieu of appointing an individual marketing consultant, the SJPC may appoint a firm or firms who shall execute a written contract with the SJPC and shall receive such compensation as agreed upon by the SJPC.

2. Duties

Marketing Consultant shall:

- A) Attend all regularly scheduled SJPC Board meetings and such additional Board

meetings as requested by the Board of Directors or Executive Director and CEO, and provide monthly activity reports.

- B) Prepare the SJPC annual report including, but not limited to, all copy, photographs, deliverables, drafting, and layouts through the final printing of such reports. Annual Report must be completed within two months of the SJPC Board's acceptance of the financial audit.
- C) Prepare, in coordination with staff, the SJPC promotional materials, including, but not limited to, the magazine/newsletter, press releases, articles, communication with the public and businesses, media contact and relations, and marketing of the SJPC.
- D) Assist in the identification of and prepare marketing materials for direct marketing to current, former and potential port customers nationally and globally.
- E) Participate in all the areas of public relations, including, but not limited to, preparation of press releases, articles, communication with the public and businesses, media contact and relations, and marketing of the SJPC.
- F) Preparation and implementation of a comprehensive strategic development marketing plan, public relations and communications plan and multimedia materials, which shall all be updated on an annual basis.
- G) Outreach to community organizations and leaders.
- H) Development and promotion of special events to promote the positive image of the SJPC, and involve and educate the public officials in SJPC operations.
- I) Consult with SJPC staff as needed on all matters of marketing, crisis management, and public and media relations.
- J) Assist staff with development and maintenance of content for the SJPC website and social media services, including, but not limited to Facebook, Twitter, Youtube and Constant Contact.
- K) Promote the continued economic development of the SJPC and the region.

4.0 Applicant's/Proposer's Responsibility in Responding to SJPC's Request for Proposals for Professional Services

The Applicant/Proposer shall, in response to the SJPC's Request for Proposal, at a minimum, include the following information:

1. Qualification requirements to compete for the needed service or activity as set forth in the "duties and responsibilities" of the position defined in the SJPC's Request for Proposal. Qualifications at a minimum, shall include requirements defined as follows:

- A. The Full name and business address.
- B. Listing of all post high school; education of the applicant and/or members of a professional firm seeking to provide professional services as described within the body of the Request for Proposal.
- C. A listing of any professional affiliations or membership in any professional societies or organizations, with an indication as to the offices held.
- D. A description of each individual's or firm members' qualifications including education, years and nature of experience.
- E. A listing of all previous Public Sector entities served by the Applicant/Proposer including dates of service and positions(s) held.
- F. Proposed costs of the service(s) or activities based on a flat monthly rate or an hourly rate identifying individuals expected to perform the services or activities.
- G. Printing is a cost to be passed on by contractors to SJPC without mark up and need not be included in the proposal. The proposal should include: i. Meetings, ii. Site visits and expenses, iii. Expenses for travel, postage and telephone excluded from the hourly rate, iv. Additional services defined beyond the scope of the regular service.
- H. The Applicant/Proposer shall submit eight (8) copies of their proposal for review and consideration by the SJPC Board of Directors.
- I. The primary representative(s) of the selected proposer must possess, or obtain upon award of contract, a Transportation Worker Identification Credential (TWIC). TWIC was established by Congress through the Maritime Transportation Security Act (MTSA) and is administered by the Transportation Security Administration (TSA) and U.S. Coast Guard. TWICs are tamper-resistant biometric credentials issued to workers who require unescorted access to secure areas of ports, vessels, outer continental shelf facilities and all credentialed merchant mariners. TWIC is required for any unescorted access to SJPC's Balzano Marine and Broadway Terminals. To obtain a TWIC, an individual must provide biographic and biometric information such as fingerprints, sit for a digital

photograph and successfully pass a security threat assessment conducted by the Transportation Security Administration.

5.0 Required Bid Forms.

Each proposal shall require the bidder or proposer to complete the forms and submit the documents attached or identified hereto as exhibits Q1 through Q20. Those attachments are as follows:

- Q1. Small Business Enterprise Questionnaire
- Q2. Mandatory Equal Employment Opportunity "Exhibit A" Language (Professional Services)
- Q3. Mandatory Equal Opportunity "Exhibit B" Language (if applicable)
- Q4. Stockholder Disclosure Certification
- QS. Non-Collusion Affidavit
- Q6. Debarred List Affidavit
- Q7. Affirmative Action Evidence for Procurement I Service
- Q8. Business Registration Certificate
- Q9. Set-Off for State Tax
- Q10. Acknowledgement of Receipt of Addenda Form (if applicable)
- Q11. Executive Order #129 Vendor Disclosure Form
- Q12. Executive Order #189 Vendor Code of Ethics Affidavit
- Q13. Executive Order # 117 Two Year Chapter 51 I Vend or Certification & Disclosure of Political Contributions
- Q14. Executive Order #!51 Contract Compliance
- Q15. Employee Information Report- form AA30 2
- Q16. Ownership Disclosure Form (formerly E.O. #134)
- Q17. Prevailing Wage Notification
- Q18. Public Works Contract Registration
- Q19. Buy America Notice
- Q20. Pay to Play

6.0 Insurance Requirements

PROFESSIONAL SERVICE CONTRACTS

A. General Insurance Requirements

1. The Professional Services shall not commence until the Professional Service Contractor has obtained, at their own expense, all of the insurance as required hereunder and such insurance has been approved by the South Jersey Port Corporation; nor shall the Professional Service Contractor allow any Subcontractor to commence work on any South Jersey Port Corporation projects until all insurance required of the Subcontractor has been so obtained and approved by the Contractor. Approval of insurance required of the Professional Service Contractor will be granted only after submission to the South Jersey Port Corporation, original certificates of insurance signed by authorized representatives of the insurers or, at the South Jersey Port Corporation request, certified copies of the required insurance policies.
2. The Professional Service Contractor shall require all Subcontractors to maintain during the term of the Contract commercial general liability insurance, business auto liability insurance, and workers compensation and employer's liability insurance at the same limits required of Professional Service Contractor.
3. All insurance policies required hereunder shall be endorsed to provide that the policy is not subject to cancellation and non-renewal until thirty (30) days prior written notice has been given to the Owner by the Professional Service Contractor, except in the case of non-payment of premium which is ten (10) days.
4. No acceptance and/or approval of any insurance by the South Jersey Port Corporation shall be construed as relieving or excusing the Professional Service Contractor (or the Professional Service Contractor's Surety, if applicable) from any liability or obligation imposed upon either or both of them by provisions of this Contract.
5. Any deductibles or retention's of (\$5,000) or greater shall be disclosed by the Professional Service Contractor, and are subject to South Jersey Port Corporation's written approval. Any deductible or retention amounts elected by the Professional Service Contractor or imposed by the Professional Service Contractor's insurer(s) shall be the sole responsibility of the Professional Service Contractor.

6. All insurance shall be procured from insurers permitted to do business in the State of New Jersey and having an A.M. Best Rating of at least “A-, Class VIII”.

7. All insurance required herein, with the exception of the Professional Liability Insurance, shall be written on an “occurrence” basis. Claims-Made coverage must include:

- i. The retroactive date must be on or prior to the start of work under this contract; and
- ii. The Professional Services Contractor must purchase “tail coverage/an extended reporting period” or maintain coverage for a period of three years, subsequent to the completion of their work / final payment.

8. Insurance provided to the South Jersey Port Corporation as specified herein shall be primary, and any other insurance, self-insurance, coverage or indemnity available to the Owner and Owner's shall be excess of and non-contributory with insurance provided.

9. South Jersey Port Corporation, its directors, officers, partners, members, employees, agents and representatives shall be named as additional insured on the General Liability, Automobile Liability and Umbrella Liability Policies on a primary and non-contributory basis.

B. Professional Service Contractor Liability Insurance Requirements

The Professional Service Contractor shall purchase the following:

1. Commercial General Liability insurance for bodily injury, personal injury, and property damage including loss of use, with minimum limits of:

- \$1,000,000 each occurrence;
- \$1,000,000 personal and advertising injury;
- \$2,000,000 general aggregate; and
- \$1,000,000 products/completed operation aggregate.

This insurance shall include coverage for all of the following:

- General aggregate limit;
- Liability arising from premises and operations;
- Liability arising from the actions of independent contractors;
- Contractual liability including protection for the Professional Service Contractor from bodily injury and property damage claims arising out of liability assumed under this Contract.

2. Business auto liability insurance with a minimum limit of \$1,000,000 per

accident and including coverage for all of the following:

- Liability arising out of the ownership, maintenance or use of any auto;
- Auto non-ownership and hired car coverage.

3. Workers' Compensation insurance with statutory benefits as required by any state or Federal law, including standard "other states" coverage; Employers Liability insurance with minimum limits of:

- \$1,000,000 each accident for bodily injury by accident;
- \$1,000,000 each employee for bodily injury by disease; and
- \$1,000,000 policy limit for bodily injury by disease.

4. Professional Liability: Professional Service Contractors (such as, but not limited to Architects, Engineers, Attorneys, Physicians, and Risk Management Consultants) shall provide the South Jersey Port Corporation with a certificate of insurance evidencing Professional Liability and/or Malpractice Insurance with minimum limits of \$2,000,000 combined single limit.

5. Umbrella/Excess liability insurance to apply on a Following Form Basis of the Commercial General Liability, Automobile Liability and Employer's Liability Policies and with minimum limits of:

- \$5,000,000 per occurrence;
- \$5,000,000 aggregate for other than products/completed operations and auto liability; and
- \$5,000,000 products/completed operations aggregate.

C. Indemnification

1. The Contractor will protect, defend, indemnify and hold harmless the South Jersey Port Corporation from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees or other expenses or liabilities arising out of or resulting from the performance of the work or the completed operations provided that any such claims, damage, loss or expense is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of the tangible property including the loss of the use resulting there from; and is caused in whole or in part by any negligent or willful act or omission of the Contractor, Subcontractor(s), Sub-subcontractor(s), and anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable.

2. In any and all claims against the South Jersey Port Corporation or any of their agents or

employees, by an employee of the Contractor, Subcontractor, or any Sub-subcontractor, or anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable, the indemnification obligation shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable by or for any Contractor, Subcontractor or any Sub-subcontractor under Workmen's Compensation Acts, Disability Benefits Acts, or other Employee.

Financial Disclosure

The Applicant/Proposer shall file all Financial Disclosure Statements as required by Law.

7.0 Basis for Award of Contract/Agreement for Professional Services

The SJPC shall award all professional service contracts or agreements based on qualification, merit, criteria set forth in the within Request for Qualifications and Proposal, and cost competitiveness. The SJPC reserves the right in its sole discretion to reject all bids or to award to the Applicant/Proposer, which the SJPC Board of Directors' determines to be most advantageous to the SJPC regardless of price. SJPC intends to rank proposals based on qualifications and other factors and negotiate pricing beginning with the highest ranked applicant and proceeding down the list until an acceptable applicant and pricing are reached.

In accordance with Executive Order No. 26 (Whitman, 1994) and Executive Order No. 37 (Corzine, 2006), the criteria used to evaluate responsive proposals shall include, but not be limited to:

1. Qualifications of the individual or firms who will perform the service or activity.
2. Experience and references
3. Ability to perform the service or activity in a timely fashion, including staffing and the staff's familiarity of the service or activity.
4. Demonstrated familiarity and understanding of the South Jersey Port Corporation governance, facilities, operations and labor organizations affecting the SJPC.
5. Location of proposer or proposer's firm that will be supplying the required service.
6. Experience in providing marketing related services to a port authority or other transportation or marine-related entities.
7. Cost Competitiveness.
8. The SJPC reserves the right to conduct an interview or interviews with the prospective professionals to discuss the scope of the professional services as outlined

in the Applicant's/Proposer's proposal.

9. All awards will be by formal action of the SJPC Board of Directors.

10. All awards are subject to availability of funds.

11. This policy will include, but not limited to, all of the above listed requirements.