



REQUEST FOR PROPOSAL

FOR

MARKETING, BRANDING AND WEBSITE DESIGN SERVICES – RFP #050823A

CONTACT PERSON: Oren R. Thomas, IV, RPPO, QPA, CPM
Purchasing Manager

MAILING ADDRESS: OCEAN COUNTY BOARD OF HEALTH
175 SUNSET AVE, P.O. BOX 2191
TOMS RIVER, NEW JERSEY 08754

ISSUE DATE: **MAY 8, 2023**

RFP RETURN DEADLINE DATE: **JUNE 1, 2023**
4:00 PM, LOCAL TIME

OCEAN COUNTY BOARD OF HEALTH

NOTICE IS HEREBY GIVEN that sealed responses will be received by the Purchasing Manager for the Ocean County Board of Health on **June 1, 2023 at 4:00 PM** prevailing 175 Sunset Avenue, Toms River, NJ 08754 then publicly opened and read aloud for the following:

REQUEST FOR PROPOSALS – MARKETING, BRANDING AND WEBSITE DESIGN SERVICES

RFP documents may be obtained online at the following web address <https://www.ochd.org/rfp-rfq-bid-opportunities/> and may also be picked up at the office of the Purchasing Manager of the Ocean County Board of Health, 175 Sunset Avenue, Toms River, NJ 08754 during regular business hours, 8:30 a.m. to 4:30 p.m., Monday through Friday.

The Ocean County Board of Health is soliciting proposals through a fair and open process in accordance with N.J.S.A. 19:44A-20.4 et seq.

OCEAN COUNTY BOARD OF HEALTH
DANIEL REGENYE, PUBLIC HEALTH COORDINATOR
BY: OREN R. THOMAS, IV, RPPO, QPA, PURCHASING MANAGER

I. **General Information**

A. Physical Address:
Ocean County Health Department
175 Sunset Avenue
Toms River, NJ 08754

Mailing Address:
Ocean County Health Department
PO Box 2191
Toms River, NJ 08754

B. Type of Contract, Fees and Compensation

The OCBH intends to execute a one (1) year agreement to complete the work specified within this RFP. This contract will be a “Not-to-Exceed” contract and will be billed based upon tasks and man-hours established in the proposal for the work and/or activities completed.

C. Deadline

Sealed proposals shall be opened in public and read aloud at 4:00 PM prevailing time on **June 1, 2023** at the Ocean County Board of Health, 175 Sunset Avenue, Toms River, NJ 08754. **Proposals shall not be accepted by facsimile transmission or e-mail UNDER ANY CIRCUMSTANCE.**

D. Questions & Addenda

Questions must be received in writing and addressed to Oren Thomas, Purchasing Manager via email or fax before 4:30 pm EST on **May 19, 2023**. Questions will not be answered over the phone.

All interpretations, clarifications and any supplemental instructions will be in the form of written addenda to the RFP and will be posted to the OCHD website. All addenda so issued shall become part of the specification and bid documents and shall be acknowledged by the bidder in the bid by completing the Acknowledgement of Receipt of Addenda form. The owner’s interpretations or corrections thereof shall be final.

All addenda are posted on the Ocean County Board of Health website. Potential respondents are cautioned that they are responding at their own risk if a third party supplied the specifications that may or may not be complete. Respondents are urged to check this website for all posted addenda.

E. Proposal Format

All bidders shall be required to submit four (4) complete sets (one (1) original and three (3) exact copies) of their RFP. There is no restriction to length of proposals; however, proposers are encouraged to be as concise as possible. All proposals should include:

1. Qualifications: The proposer shall submit the following information to demonstrate their qualifications to perform the services described in this RFP:
 - a. All pertinent company information including Name, Business Address, Type of Organization, Authorized Representative(s), Contact Information, etc.
 - b. Personnel including resumes or professional biographies of Key Officers and other Key Project Team Leaders.
 - c. Experience of the Firm(s) including years in business, years and type of experience in related activities.

2. Business Proposals: Proposals to be considered shall include the following information:

Task by task cost (including total proposal cost) to provide the services outlined in the scope of work section of this RFP for the period not-to-exceed one (1) year from the date “Notice to Proceed” is issued. Costs shall be broken down on a per task basis.

3. Meetings:

Meetings, held over the phone or in person, maybe a component of the tasks found in this RFP, in cooperation and interaction with the OCBH on an as necessary basis. This shall include but not be limited to an initial kick-off meeting to discuss the essential goals of the project and continuous update on the status of the project throughout the term of the contract.

4. Evaluation Criteria:

The OCBH has established an evaluation committee that will work together to develop a score card to evaluate proposals. The score card will be established and approved by the Purchasing Department prior to proposals being received.

The following criteria will be rated by the committee for each proposal. The proposal with the highest overall score will be considered the most advantageous to the OCBH.

- a. Technical Criteria
 - i. Proposed Methodology
- b. Management Criteria
 - i. Project Management
 - ii. Personnel, Facilities, Equipment & Other Resources

- c. Past Experience and Performance
 - i. History and Experience Performing Work
- d. Cost Proposal

The final score card will be released to the proposers, in written form by the OCBH, upon request. Any contract that is entered into by the OCBH will be required to be presented to our Board Members for approval.

If any of the evaluation criteria is incomplete or fails to address the questions in the proposal, the evaluation committee may reject the proposal. Each Proposer is responsible for reviewing technical and cost proposal requirements and preparing their responses in a clearly organized submittal.

Each technical and cost proposal is required to be in accordance with the terms of the specific RFP and shall be signed by an executive officer of the proposing organization, and, where applicable, a corporate officer of the parent organization, recognizing that both will have authority to bind the proponent.

Technical and cost proposals shall consider and be reflective of all federal, state, and local laws, statutes, ordinances, regulations, and other applicable laws that may affect cost, permitting, progress, performance or furnishing of the project including, but not limited to, applicable regulations concerning minimum wage rates, nondiscrimination in the employment of labor, protection of public and employee safety and health, environmental protection, protection of natural resources, fire protection, solid waste handling facility standards and permits, other permits, fees, and similar subjects.

5. Clarification of the Proposal

- a. After the submission of proposals, unless requested by the OCBH, there will be no proposer contact permitted.
- b. After reviewing the proposals, the Evaluation Committee may ask one, some or all of the proposers to clarify certain aspects of their proposals. A request for clarification may be made in order to resolve minor ambiguities, irregularities, informalities or clerical errors.

6. After the Evaluation has been Completed

- a. All materials are kept on file at the OCBH.
- b. The evaluation committee makes a formal recommendation to the OCBH officers and authorized staff. **Note:** An OCBH officer may sit on the evaluation committee depending on the type of project. The officer will make the recommendation along with the entire evaluation committee to the rest of the officers.

- c. The most advantageous proposal will be chosen by the evaluation committee based on the score card evaluation.
- d. The OCBH Officers and authorized staff may at this point accept, reject or modify the recommendation of the Evaluation Committee.
 - 1) For any proposal that is accepted, a resolution will be presented to OCBH's Board for their consideration.
 - 2) For all rejected proposals the proposers will be notified in writing.

F. Limits of Liability

The Ocean County Board of Health assumes no liability for any cost incurred by proposers in responding to this RFP or in responding to any further request for interviews, additional information, etc. prior to the issuance of the contract.

II. State Purchasing Law Requirements

A. Mandatory Equal Employment Opportunity / Affirmative Action Evidence

No firm may be issued a contract unless they comply with the EEO/AFFIRMATIVE ACTION REGULATIONS of PL 1975, c.127, as amended from time to time, and the AMERICANS WITH DISABILITIES ACT.

1. Procurement, Professional and Service Contracts

ALL successful vendors must submit prior to an award of the contract one of the following:

- a) A photocopy of their Federal Letter of Affirmative Action Plan Approval, or
- b) A photocopy of their State Certificate of Employee Information Report, or
- c) A photocopy of completed Affirmative Action Employee Information Report; AA302 – Available online at www.state.nj.us/treasury/contract_compliance

2. Construction Contracts

- a) All successful contractors must submit prior to signing of the contracts an Initial Project Manning Report (AA201-avaiable online at www.state.nj.us/treasury/contract_compliance for any contract award that meets or exceeds the bidding threshold.

B. Business Registration

Note that all proposers must comply with the Business Registration requirements of the New Jersey Department of Community Affairs in accordance with **N.J.S.A. 25:32-44.** **Firms must submit prior to the award of the contract a copy of their New Jersey**

Business Registration Certificate. Failure to do so will be cause for rejection of the firm's Proposal.

C. New Jersey Pay to Play Regulations

Pursuant to Public Law 2005, Chapter 271, Section 3 Reporting (N.J.S.A. 19-44A-20.27) any business entity that has received \$50,000 or more in contracts from government entities in a calendar year is required to file an annual disclosure report with ELEC. The instructions and form are available on the ELEC website. Annual Disclosures require submission by March 30th of each year covering contracts and contributions for the prior calendar year. At minimum, a list of all business entities that file an annual disclosure report will be listed on ELEC's website at www.elec.state.nj.us. If you have any questions, please contact ELEC at: 1-888-313-ELEC (3532) or 609-292-8700

D. Disclosure of Investment Activities in Iran

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 Disclosure of Investment Activities in Iran Form contained herein.

E. Disclosure of Ownership Statement

Pursuant to Public Law 1977, c.33 any person, or entity that submits a bid, or proposal or otherwise proposes to enter into, or renew a contract, must complete the Disclosure of Ownership Statement contained herein.

F. General Insurance and Indemnity Requirements

A copy of the successful agency's professional liability insurance policy which is to be at a minimum level of \$1,000,000.00 per claim and a \$3,000,000.00 aggregate ceiling and, relationship with associates or counselors assigned under this contract.

III. Project Description

A. General Description

INTENT

The purpose of this bid package is to provide the Ocean County Health Department (OCHD) with a Contractor who will supply the services marketing, branding and website design services described and specified herein.

LEAD TIME FOR COMPLETION

The bidder should indicate on their bid proposal the number of days required After Receipt of Order (A.R.O.) for completion of the product and delivery as described herein. For the purposes of grant-required deliverable dates, any last date of receipt shall be indicated specifically in the scope of work described herein as applicable.

QUALIFICATIONS OF BIDDER

Each bidder shall be prepared, if so requested by the OCHD, to present evidence of their experience, qualifications and financial ability to carry out the terms of the contract. The evidence shall include work done in the last five (5) years.

TRANSITIONAL PERIOD

In the event services are terminated by contract expiration or by voluntary termination by either the Contractor or the Ocean County Health Department, the Contractor shall continue all terms and conditions of said contract for a period not to exceed thirty (30) days at the OCHD’s request.

B. Responsibilities of the Proposer - Scope of Work

BRANDING: To be completed by June 30, 2023

Review and Define Agency Brand – work directly with agency administrators and internal leadership to assess and outline the presentation of the Ocean County Health Department to our community

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MARKETING: To be completed by June 30, 2023

Marketing Strategy – Outline a formal annual marketing strategy, broken up quarterly at a minimum, with proposed targeted outreach. Vj g'r tqf wvq "qh'eqo o gtekn'ht vrgxkukp. "tcf kq. "dkndqctf u"cpf "uqekno gf k"ku'pqvlpemf gf "k"v'j ku'ueqr g0J qy gxgt. " utcvgi { "o wv'lpemf g"o ctngvpi "cpf "cf xgtvulpi "r rcp"y kj "f kxgtug"ueqr g"cpf "tgej . " kpenf kpi "dw'pqv'ho kgf "v"dkndqctf u. "f ki knc'cf xgtvulpi "y kj "i gq/hgpekpi . "r tlv cf xgtvulpi . "tcf kq"cpf "x"cf xgtvulpi . "uqekno gf k"r tqo qvq. "cpf "dtepf gf "r tqo qvqpen kgo u. "cu"y gm'cu"kf gpvh kpi "gng gvu'ht "dtepf "dqni"v"dg"wk k gf "k" gcej "o gf kwo 0" " kvgtgugf "xgpf qtu'uj qwf "qwkpg"gzr gkpeg"cpf "r cu'uueguu"y qtnkpi "y kj "f khtgpv" ewwtcn'eqo o wpkku"p"Qegcp"Eqwpv{ "wugf "v" gpuwtg"cvf kpeg'tgegr vkkv 0
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Marketing Materials / Templates – Building off of the proposed Branding Book, provide materials and templates for diverse agency educational and promotional items:

- Agency Annual Report – design and print the OCHD’s 2022 annual report; anticipate ~30 pages, double-sided, full color, 11x17 staple-bound with heavy- weighted cover

- Canva flyer template – develop key elements for incorporation into Canva to enable standard color options, fonts and graphical elements into all Canva-produced agency event flyers
- Video Intro and Outro – create a branded video intro and outro for all of our video productions
- Digital Kiosk display – create a branded Welcome Screen and Slider Set (Welcome, Site Map, Directory of Services, Current Public Health Announcements) for free-standing 43” digital display boards
- Ad Hoc Design Requests – provide ad hoc pricing for retractable banner design and printing, social media channel setup, and social media posts

WEBSITE: To be completed by June 30, 2023

Website Design and Development – work directly with agency administrators and internal leadership to assess and outline the presentation of the Ocean County Health Department to our community online through our two primary platforms: www.ochd.org and phu2.org

- Identify robust, user-friendly WordPress theme for enhanced online experience and improved end-user capabilities and internal staff updates
- Rebuild/rebrand 2 website homepages
- Develop ~20 custom web pages
- Develop additional content page template
- Provide copywriting fees per page to ensure consistent “voice” throughout sites

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

GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS

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

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

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

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

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

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

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

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

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

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

Letter of Federal Affirmative Action Plan Approval

Certificate of Employee Information Report

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

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

AFFIRMATIVE ACTION QUESTIONNAIRE

NOTICE TO ALL CONTRACTORS

AFFIRMATIVE ACTION REGULATIONS N.J.S.A. 10:5-31 et seq. and P.L. 1975 C. 127 (N.J.A.C. 17:27-1 et seq.)

A. ACTIVITY OF YOUR COMPANY- Indicate below:

- Procurement and/or Service Company
- Professional Consultant
- Other _____

All Contractors, except Government Agencies, are required to comply with the above law.

B. TO ALL CONTRACTORS:

1. Within seven (7) days after receipt of the notification of intent to award the contract or receipt of the contract, whichever is sooner, a Contractor should present one of the following to the County of Ocean:
 - (a) An existing federally approved or sanctioned affirmative action program.
 - (b) A New Jersey Certificate of Employee Information Report Approval.
 - (c) If the Contractor cannot present "a" or "b", the Contractor is required to submit a completed Employees Information Report (Form AA302). This form will be made available to the Contractor by the County of Ocean.

C. QUESTIONS BELOW MUST BE ANSWERED BY ALL CONTRACTORS:

1. Do you have a Federally approved or sanctioned Affirmative Action Program?
Yes _____ No _____
 - (a) If yes, please submit a photocopy of such approval.
2. Do you have a State of New Jersey "Certificate of Employee Information Report" approval?
Yes _____ No _____
 - (a) If yes, please submit a photocopy of such certificate.

The undersigned Contractor certifies that he is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 et seq. and P.L.1975, C. 127 (N.J.A.C. 17:27-1 et seq.) and agrees to furnish the required documentation pursuant to the law.

COMPANY: _____

SIGNATURE: _____

TITLE: _____

Note: A contract must be rejected as non-responsive if a contractor fails to comply with the requirements of N.J.S.A. 10:5-31 et seq. and P.L.1975, C. 127 (N.J.A.C. 17:27-1 et seq.)

AMERICANS WITH DISABILITIES ACT
Equal Opportunity For Individuals With Disabilities

The CONTRACTOR and the COUNTY do hereby agree that the provisions of title II of the Americans with Disabilities Act of 1990 (the "Act") (42 U.S.C. 12101 et. seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs and activities provided or made available by public entities, and the rules and regulations promulgated pursuant thereto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the COUNTY pursuant to this contract, the CONTRACTOR agrees that the performance shall be in strict compliance with the Act. In the event that the CONTRACTOR, its agents, servants, employees, or subcontractors violate or are alleged to have violated the Act during the performance of this contract, the CONTRACTOR shall defend the COUNTY in any action or administrative proceeding commenced pursuant to this Act. The CONTRACTOR shall indemnify, protect and save harmless the COUNTY, its agents, servants and employees from and against any and all suits, claims, losses, demands, or damages of whatever kind or nature arising out of or claimed to arise out of the alleged violation. The CONTRACTOR shall, at its own expense, appear, defend and pay any and all charges for legal services and any and all costs and other expenses arising from such action or administrative proceeding or incurred in connection therewith. In any and all complaints brought pursuant to the COUNTY'S grievance procedure, the CONTRACTOR agrees to abide by any decision of the COUNTY which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the COUNTY or if the COUNTY incurs any expense to cure a violation of the ADA which has been brought pursuant to its grievance procedure, the CONTRACTOR shall satisfy and discharge the same at its own expense.

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

It is expressly agreed and understood that any approval by the COUNTY of the services provided by the CONTRACTOR pursuant to this contract will not relieve the CONTRACTOR of the obligation to comply with the Act and to defend, indemnify, protect and save harmless the COUNTY pursuant to this paragraph.

It is further agreed and understood that the COUNTY assumes no obligation to indemnify or save harmless the CONTRACTOR, its agents, servants, employees and subcontractors for any claim which may arise out of their performance of this Agreement. Furthermore, the CONTRACTOR expressly understands and agrees that the provision of this indemnification clause shall in no way limit the CONTRACTOR'S obligations assumed in this Agreement, nor shall they be construed to relieve the CONTRACTOR from any liability, nor preclude the COUNTY from taking any other actions available to it under any other provisions of this Agreement or otherwise at law.

SIGNATURE PAGE

The County of Ocean does not discriminate on the basis of handicapped status in the admission or access to, or treatment, or employment in its programs or activities.

The County of Ocean shall allow access to any books, documents, papers and records of the contractor, which are directly pertinent to that specific contract.

Compliance is required with all applicable standards, orders, or requirements issued under 306 of the Clean Air Act, Section 508 of the Clean Water Act, Executive Order 11738 and Environmental Protection Agency Regulations (40 CRF, Part 15) which prohibits the use under non-exempt federal contracts, grants or loans of facilities included on the EPA list of violating facilities.

"The County of Ocean considers it to be a substantial conflict of interest for any company desiring to do business with the County to be owned, operated or managed by any County employee, nor shall any County personnel be employed by the vendor in conjunction with any work to be performed for or on behalf of the County of Ocean".

I HEREBY CERTIFY COMPLIANCE WITH THE FOREGOING.

Partnership
The undersigned is a Corporation under the law of the State
Individual
of _____, having principal offices
at _____.

NAME OF COMPANY, CORPORATION OR INDIVIDUAL
- PLEASE PRINT -

SIGNED BY: _____

PRINT NAME AND OFFICIAL TITLE

ADDRESS: _____

INCLUDE ZIP CODE

TELEPHONE: _____

E-MAIL ADDRESS _____

FEDERAL IDENTIFICATION NO. _____

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	Home Address (for Individuals) or Business 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	Home Address (for Individuals) or Business 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 **Ocean County Board of Health** 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 **OCBH** to notify the **OCBH** 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 **OCBH** to declare any contract(s) resulting from this certification void and unenforceable.

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

DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN, RUSSIA AND BELARUS

N.J.S.A. 52:32-57, et seq. (P.L. 2012, c.25 and P.L. 2021, c.4) and N.J.S.A. 52:32-60.1

Pursuant to N.J.S.A. 52:32-57, et seq. (P.L. 2012, c.25 and P.L. 2021, c.4) and N.J.S.A. 52:32-60.1 any person or entity that submits a bid or proposal or otherwise proposes to enter into or renew a contract must certify that neither the person nor entity, nor any of its parents, subsidiaries, or affiliates, is identified on the New Jersey Department of the Treasury's Chapter 25 List as a person or entity engaged in investment activities in Iran, Russia or Belarus. The Chapter 25 list is found on the Division's website at <https://www.state.nj.us/treasury/purchase/>. Vendors/Bidders must review this list prior to completing the below certification. If the Qualified Purchasing Agent of the City of Millville finds a person or entity to be in violation of the law, 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.

CHECK THE APPROPRIATE BOX

I certify, pursuant to N.J.S.A. 52:32-57, et seq. (P.L. 2012, c.25 and P.L. 2021, c.4), and N.J.S.A. 52:32-60.1 that neither the Vendor/Bidder listed above nor any of its parents, subsidiaries, or affiliates is listed on the New Jersey Department of the Treasury's Chapter 25 List of entities determined to be engaged in prohibited activities in Iran, Russia or Belarus.

OR

I am unable to certify as above because the Vendor/Bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the New Jersey Department of the Treasury's Chapter 25 List. I will provide a detailed, accurate and precise description of the activities of the Vendor/Bidder, or one of its parents, subsidiaries or affiliates, has engaged in regarding investment activities in Iran by completing the information requested below.

Entity Engaged in Investment Activities _____

Relationship to Vendor/ Bidder _____

Description of Activities _____

Duration of Engagement _____

Anticipated Cessation Date _____

Attach Additional Sheets If Necessary.

CERTIFICATION

I, the undersigned, certify that I am authorized to execute this certification on behalf of the Vendor, that the foregoing information and any attachments hereto, to the best of my knowledge are true and complete. I acknowledge that the CITY is relying on the information contained herein, and that the Vendor is under a continuing obligation from the date of this certification through the completion of any contract(s) with the CITY to notify the Qualified Purchasing Agent 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. If I do so, I will be subject to criminal prosecution under the law, and it will constitute a material breach of my agreement(s) with the CITY, I am permitting the CITY to declare any contract(s) resulting from this certification void and unenforceable.

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

ACKNOWLEDGEMENT OF ADDENDA FORM

VENDOR MUST ACKNOWLEDGE RECEIPT OF ALL ISSUED ADDENDA. THIS IS YOUR WARNING!

All received addenda are listed below:

<u>Addendum Number</u>	<u>Dated</u>	<u>Acknowledge Receipt (Initial)</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

PROPOSER: _____

BY: _____

SIGNATURE: _____

TITLE: _____

DATE: _____

RFP DOCUMENT CHECKLIST

RFP TITLE: MARKETING, BRANDING & WEBSITE DESIGN SERVICES

Required With Proposal	Submission Requirement	Item Submitted (Proposer's Initials)
x	Affirmative Action Questionnaire (SIGNED)	
x	Americans with Disabilities Act Form (SIGNED)	
x	Statement of Ownership Form (SIGNED)	
x	Iran Disclosure Form (SIGNED)	
x	Cost Proposal (Task by Task breakdown of all required services)	
x	Copy of Proposer's New Jersey Business Registration Certificate	
x	Acknowledgement of receipt of addenda or revisions (SIGNED - if issued)	
x	Document Checklist (SIGNED)	

THE UNDERSIGNED PROPOSER HEREWITH SUBMITS THE ABOVE REQUIRED DOCUMENTS.

PRINT NAME OF PROPOSER: _____

SIGNED BY: _____

PRINT NAME AND TITLE: _____

DATE: _____

THIS CHECKLIST SHOULD BE INITIALED AND SIGNED WHERE INDICATED AND RETURNED WITH ALL DOCUMENTS.