

CITY OF HACKENSACK  
65 CENTRAL AVENUE  
HACKENSACK, NJ 07601

**NOTICE TO INTERESTED PERSONS AND/OR FIRMS**

ADDENDUM TO REQUEST FOR PROPOSALS  
FAIR AND OPEN PUBLIC SOLICITATION PROCESS

**PUBLIC RELATIONS CONSULTANT**

The City of Hackensack, in the County of Bergen, State of New Jersey, has publicly advertised to solicit Sealed Proposals from interested persons and/or firms for the provision of Public Relations Consultant Services. Responses are being solicited in accordance with the “fair and open process” as set forth at N.J.S.A. 19:44A-20.4 et seq.

The City has determined to amend the previously issued Request for Proposals with respect to Section 3, “Scope of Project (Overview)” and Section 5, “Payment Terms” so as to modify and expand upon the required services that will be performed under the contract and the compensation for same. All other provisions of the Request for Proposals shall remain unchanged.

Due to the issuance of this addendum, the date and time said Sealed Proposals may be submitted shall be extended. The original submission date was scheduled to be Wednesday, June 28, 2017 at 2:00 P.M. The new submission date shall be **Tuesday, July 11, 2017 at 2:00 P.M.** Sealed Proposals must submitted to, and will be received by, Ms. Deborah Karlsson, Hackensack City Clerk, 65 Central Avenue, 3<sup>rd</sup> Floor, Hackensack, New Jersey 07601.

A copy of the addendum, along with all of the other instruction and Proposal documents, may be obtained may be obtained from the Office of the City Clerk, 65 Central Avenue, 3<sup>rd</sup> Floor, Hackensack, New Jersey 07601 between the hours of 9:00 A.M. to 4:00 P.M., Monday through Friday, excluding legal holidays, and are also available on the City of Hackensack’s Municipal Website, [www.hackensack.org](http://www.hackensack.org).

<b>SECTION 3: SCOPE OF PROJECT (OVERVIEW)</b>
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**3.0 Scope of Work:**

The City of Hackensack (hereinafter referred to as “City”) seeks sealed proposals for a Qualified Public Relations Firm. The Public Relations Firm shall be required to provide the following services, as directed by the Mayor and City Council, City Manager or other designated City Officials:

**3.1 Retainer Services:**

1. Consult with the City’s elected and Appointed Officials as needed on Public Relations, public information, communications planning and strategy, and crisis management, including during non-business hours in the event of an emergent matter requiring a time-sensitive response.
2. Attend regularly scheduled and special meetings of the City Council and provide incidental photography at such meetings as needed. Attend special City events when the presence of a Public Relations expert is deemed necessary.
3. Prepare and place press releases and coordinate press conferences and interviews, including securing media coverage for same.
4. Serve as spokesperson for the City in response to media and press inquiries.
5. Assist City officials with preparing and editing public communications, presentations, and speeches.
6. Prepare advertisements for informational purposes and for City-sponsored events.
7. Develop tax bill inserts.
8. Draft newsletters and other informational communications to Residents and Taxpayers, and oversee production and delivery of same.
9. Promote the anticipated opening of the Hackensack Performing Arts Center.
10. Prepare City Officials when they are required to appear in broadcast and other media.
11. Advise the City on its social media efforts.
12. Perform media placement services (under the terms set forth in Section 5.6)
13. Prepare and provide cost estimates for all proposed special projects.

### **3.2 Special Projects:**

Special Projects include any work of a specialized nature, such as website development, video production, or marketing and branding efforts not directed to existing Residents and Taxpayers, that is not set forth in the retainer services set forth above, but is in furtherance of the City's Public Relations and communications efforts, as may be agreed upon by the Public Relations Firm and the City. The City has no obligation to engage the Public Relations Firm in any Special Projects.

## SECTION 5: PAYMENT TERMS

**5.1** The Proposer shall be paid a retainer to provide the basic services included in Section 3.1, Scope of Work, inclusive of items 1 through 12, in an amount not to exceed \$4,000.00 per month.

**5.2** The basic services included in the retainer include developing the concept, writing the content, and other creative work required to prepare a printed communication, such as an advertisement or a newsletter, as well as managerial oversight from concept through delivery of the communication. However, it is understood that there may be incidental costs involved in the production and delivery of such a communication that are outside the scope of the retainer. These incidental costs may include, but are not limited to, graphic design, professional photography, printing and mail shop services. Prior to incurring any such incidental costs, the Proposer shall provide the City with a written estimate setting forth all the incidental costs that will be incurred in the preparation of a printed communication, along with the anticipated total cost to produce the communication. All incidental costs shall be charged to the City at a commercially reasonable rate. No incidental costs may be incurred without prior approval of the City Manager or designee.

**5.3** Prior to performing any Special Projects as set forth in Section 3.2, the Proposer shall submit a written estimate to the City for approval, which shall include in detail a price breakdown for the Proposer's services and any incidental costs that may be incurred, and an estimated schedule for the completion of the Special Project. The City Manager or designee shall approve any Special Project before any work is to be performed or cost incurred.

**5.4** The Proposer may use subcontractors when necessary to provide incidental services, provided that those services are in direct support of the services provided by the Proposer to the City. The Proposer shall direct the work of any subcontractor and the subcontractor shall report to the Proposer. If the City has an existing contract with a qualified vendor to perform any service that would otherwise be performed by a subcontractor to the Proposer, the City may direct the Proposer to use that vendor.

**5.5** The Proposer shall submit a detailed monthly invoice, as well as a separate invoice for each Special Project, and execute the standard City payment voucher as a requirement for any payment.

**5.6** If the City requires the Proposer to perform media placement services, the Proposer shall directly contract with the appropriate entity, and not as an agent of the City, after negotiating the

lowest possible media placement rates. The Proposer shall receive fifteen percent (15%) net cost markup with its invoice for all media placement under the contract. This markup shall only apply to the net cost for media placement, and any incentives, discounts or rebates provided to the Proposer must be passed on to the City. The Proposer shall provide all necessary back-up documentation along with its invoice to ensure compliance with the terms of this section.