

A Request for Bids

Summary:

The New Jersey Department of Community Affairs requests bids for the development of a coordinated 12-week marketing/advertising campaign for the Low Income Home Energy Assistance Program, American Rescue Plan Utility Debt Relief Program (ARP), Low Income Household Water Assistance Program (LIWHAP), and other utility assistance programs. The selected vendor should specialize in promoting to the targeted audience and create a campaign to create more awareness and visibility for the State's utility assistance programs amongst residents of New Jersey within the qualifying income bracket for the programs. The grace period for utility shutoffs related to non-payments due to a COVID-related issue has been extended to March 15, 2022.

The New Jersey Department of Community Affairs will engage one or more New Jersey-based advertising agencies/media planners/creative agencies (vendor) for purposes of developing and running the advertisement campaign using the following:

- Digital and print billboards (Artwork will be provided)

Bids should be sent to the attention of:

Tammori Petty
New Jersey Department of Community Affairs
PO Box 800
Trenton, New Jersey 08625-0811

Bids can also be mailed or emailed to Tammori.Petty@dca.nj.gov no later than Friday, January 14, 2022.

Programs:

Low Income Home Energy Assistance Program

The Low-Income Home Energy Assistance Program (LIHEAP) is a federal program designed to help low-income families and individuals meet home heating and medically necessary cooling costs. Households must be at or below 60 percent of the state median income (\$6,439 a month for a family of four) pay for energy costs (electric, gas, deliverable fuels and those included in rent).

American Rescue Plan Utility Debt Relief Program (ARP)

The American Rescue Plan Utility Debt Relief (ARP) Arrearage Forgiveness Program is offered to help low-income households that are not currently enrolled in an energy assistance program, such as LIHEAP or USF. An ARP grant may assist households that have fallen behind on their utility (gas and electric) payments, and the program is funded by the United States Department of Health and Human Services' Low Income Home Energy Assistance Program (LIHEAP) through the American Rescue Plan Utility Debt

Relief. This program will also be extended to households already in the LIHEAP and USF program who continue to have high outstanding payments due as a result of the effect of the COVID-19 pandemic.

Low Income Household Water Assistance Program (LIHWAP)

The New Jersey Low Income Household Water Assistance Program (LIHWAP) is funded by the federal Department of Health and Human Services' Low Income Home Energy Assistance Program (LIHEAP) to assist households (billholders) who have fallen behind on their water and wastewater (sewer) payments as a result of the impact of the COVID-19 pandemic.

Universal Service Fund

The Universal Service Fund (USF) program provides a monthly credit on electric and gas bills for households at or below 400 percent of the federal poverty level (\$8,833 a month for a family of four). Applicants can apply online at www.energyassistance.nj.gov or contact an authorized local community action agency or community-based organization in the county of residence for assistance. For persons aged 60 or over, or who are disabled, applications may be received and returned by mail. Other households may apply by mail at the discretion of the local agency.

Lifeline Utility Assistance Program

The Lifeline Utility Assistance Program, which is administered by the New Jersey Department of Human Services, provides an annual \$225 grant for electric and gas costs to seniors and the disabled. The grant appears as a credit on a utility bill or is included in a recipient's Supplemental Security Income check. Income limits for this program are set at less than \$28,769 for a single person or at \$35,270 if married.

Campaign Overview

The Department intends to launch a media campaign to increase visibility for the Low Income Home Energy Assistance Program and other utility assistance programs. The vendor will develop and implement an advertising plan for these programs. The plan must be targeted towards New Jersey homeowners/tenants who may need assistance with their utility arrears and qualify for such assistance through an income verification process.

Scope of Services:

Services will include but not be limited to the following:

- Execute targeted public relations campaigns to generate awareness amongst the residents of New Jersey through digital and print billboards.
- Strategically post advertisements in high populated areas with a specific focus in low-income neighborhoods (Targeted cities have been provided)
- Track coverage and measure overall efforts, deliver weekly reports and comprehensive reports monthly (including estimated number of impressions and media value).

Funds Available : \$100,000

Services:

The services to be provided include, but are not limited to the following:

- Ad campaign planning and execution
- Comprehensive, statewide coverage, including targeted zip codes (attached) through digital and print billboards in both English and Spanish

Required Experience:

- Demonstrate knowledge of New Jersey's market
- Provide examples of work placed in the New Jersey market
- List three client references
- List any subcontractors you might employ for this work
- Describe work experience within New Jersey's market, and address any potential conflicts of interest
- Provide visual samples of proposed utility assistance ad placements

Duration of Campaign:

The campaign will begin the week of January 24. Ad run will end on March 15.

- Print billboards – 12 weeks
- Transit Shelters – 12 weeks
- Digital billboards – 12 weeks

Targeted Municipalities Zip Codes with Highest Utility Arrearages

1. Sicklerville	08081
2. Irvington	07111
3. Lindenwold	08021
4. Atlantic City	08401
5. Perth Amboy	08861
6. Lakewood	08701
7. Jersey City	07305, 07304, 07306, 07307
8. Bridgeton	08302
9. Millville	08332
10. Williamstown	09094
11. Blackwood	08012
12. Newark	07104, 07112, 07103, 07106, 07107, 07108, 07105
13. East Orange	07017, 07018
14. Union City	07087
15. Bayonne	07002
16. Egg Harbor Township	08234
17. Linden	07036
18. Passaic	07055
19. Elizabeth	07206, 07202, 07201, 07208
20. Trenton	08618, 08611, 08610
21. Pleasantville	08232
22. Toms River	08753
23. Union	07083
24. Orange	07050
25. West New York	07093
26. Mays Landing	08330
27. Absecon	08205
28. Rahway	07065
29. Paterson	07501
30. Sewell	08080
31. Plainfield	07060
32. Blackwood Terrace	08096
33. Camden	08104, 08105
34. New Brunswick	08901
35. North Bergen	07047