

REQUEST FOR QUOTATION

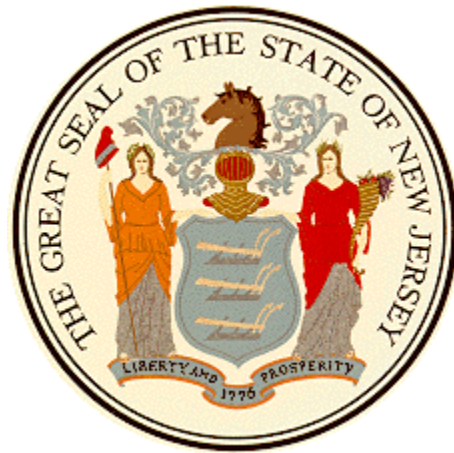
Anti-Litter Billboard Campaign

STATE OF NEW JERSEY

Honorable Philip D. Murphy, Governor
Honorable Sheila Y. Oliver, Lt. Governor

DEPARTMENT OF TRANSPORTATION

Diane Gutierrez-Scaccetti, Commissioner



April 13, 2022

Important Dates

Question Cut-Off:	April 21, 2022 @ 10:00 AM Email: dot-ems_bid.procurement@dot.nj.gov
Answers to Bid Questions:	Bidders are encouraged to monitor the NJDOT – EMS website daily for updates, changes and responses to questions through the submission due date. http://www.nj.gov/transportation/business/procurement/ems/current.shtm
Bid Opening:	April 28, 2022 @ 10:00 AM Email: dot-ems_bid.procurement@dot.nj.gov Please identify the Project Name in the subject line of your e-mail. Quotes sent to any other e-mail address may result in the quote being rejected. The quote must be submitted in PDF format. No other format will be accepted.
Procurement Contact:	Nikki Ghorbani Email: dot-ems_bid.procurement@dot.nj.gov

1.0 Purpose

The purpose of this Request for Quotation is to procure billboards for an Anti-Litter Campaign for the New Jersey Department of Transportation (NJDOT) per the specifications listed below.

2.0 Specifications

The Department of Transportation has developed a communications strategy to promote an “anti-littering” message to share in areas throughout the state where litter is a major issue. This will be a three (3) month campaign.

NJDOT is looking to obtain pricing from billboard agencies in the areas of interest, as well as secure contracts for the lease of the billboards for the duration of the campaign. The billboard graphics proof will be designed by NJDOT and provided to the vendor.

- 1) NJDOT is interested in receiving potential options and pricing for billboards on the preferred stretches of State roadways identified below.
- 2) If the bidder does not own/lease/maintain billboards along the preferred roadway locations, bidder may suggest alternate State roadway locations that are in the listed cities.
- 3) Bidders may submit pricing for one or any combination of locations:

Preferred Roadway

- Rt 287
- Rt 1
- Any State Roadway
- Any State Roadway
- Rt 78
- I-280
- Rt 22

City

- Keasby
- Trenton
- Jersey City
- Camden
- Union/Newark
- Newark
- Union/Hillside/Newark

Billboards must be located on State roadways. Bidders who supply pricing for roadways in preferred locations will be scored higher during the evaluation of the quotes. If multiple billboards are available and located on a particular roadway, the Vendor may complete the Price Sheet multiple times.

- 4) The preferred lease period for the billboards is Memorial Day through Labor Day. However, if the bidder has availability anytime between May 1, 2022 and September 30, 2022, the bidder may suggest alternate dates. A minimum of three (3) consecutive months is required. Bidders who supply quotes with dates closest to the preferred dates will be scored higher during the evaluation.

3.0 Installation

The Vendor shall furnish all necessary labor and equipment to install components described within its quote.

4.0 Testing

Not applicable.

5.0 Freight

Not applicable.

6.0 Delivery

Not applicable.

7.0 Warranty

Not applicable.

8.0 Quote Content

A quotation must arrive at NJDOT in accordance with this RFQ, within the time frame indicated to the e-mail address noted in this RFQ. The quote should be submitted in two (2) sections with the content of each as indicated below.

A. Section 1 – Forms

The Vendor must submit all the forms listed on the checklist. The checklist and required forms can be found at the following link:

<https://www.state.nj.us/treasury/purchase/forms/Waiver%20and%20DPA%20Contract%20Checklist.pdf>.

All required DPA forms must be completed and submitted in their entirety with your bid. Failure to submit the required DPA Forms may result in your bid being rejected.

NOTE: The Vendor must be registered in NJSTART to qualify for an award. NJSTART registration link as follows: <https://www.njstart.gov/bs/>

B. Section 2 – Quote and Price

The following information is required on/with the Price Sheet:

1. Location of Billboard - (latitude/longitude, mile marker, and/or map image with highlighted area is acceptable);
2. Dates the billboards are available; and,
3. Monthly lease price of individual billboards – Include the months available. The “Total Price” on the Price Sheet will automatically calculate the price for the available billboards.

The Vendor may supply their own quote; however, a signed Price Sheet MUST be submitted indicating the total price for all aspects of this RFQ. **Failure to submit the Price Sheet shall deem your bid non-responsive and your bid will be rejected.**

The quote must be submitted in PDF format. No other format will be accepted.

9.0 Negotiation and best and final offer (BAFO)

After evaluating the quote, NJDOT may establish a competitive range and enter into negotiations with one (1) Bidder or multiple Bidders within this competitive range. The primary purpose of negotiations is to maximize the State’s ability to obtain the best value based on the mandatory requirements, evaluation criteria, and cost. Multiple rounds of negotiations may be conducted with one (1) Bidder or multiple Bidders. Negotiations will be structured by NJDOT to safeguard information and ensure that all Bidders are treated fairly.

Negotiations will be conducted only in those circumstances where they are deemed by NJDOT to be in the State’s best interests and to maximize the State’s ability to get the best value. Therefore, the Bidder is advised to submit its best price quote in response to this solicitation since NJDOT may, after evaluation, make an award based on the content of the initial submission, without further negotiation and/or Best and Final Offer (BAFO), with any Bidder.

10.0 Award

- A. Award of this contract will be based upon the lowest responsible bid.
- B. The New Jersey Department of Transportation (NJDOT) reserves the right to reject all bids.
- C. NJDOT reserves the right to award this project in whole, in part or not make an award.
- D. Awarded Contractors, along with their proposal amount will be posted on the NJDOT, Equipment Materials & Supplies, Awarded Projects' webpage.
- E. Award of this contract shall not be interpreted to mean approval to proceed until an authorized purchase order is issued to the contractor.

11.0 Additional Notices & Requirements

A) DIANE B. ALLEN EQUAL PAY ACT

Pursuant to N.J.S.A. 34:11-56.14(b), any employer, regardless of the location of the employer, who enters into a contract with a public body to perform any public work for the public body shall provide to the Commissioner of the New Jersey Department of Labor and Workforce Development, through certified payroll records required pursuant to P.L.1963, c.150 (C.34:11-56.25 et seq.), information regarding the gender, race, job title, occupational category, and rate of total compensation of every employee of the employer employed in the State in connection with the contract. The employer shall provide the commissioner, throughout the duration of the contract or contracts, with an update to the information whenever payroll records are required to be submitted pursuant to P.L.1963, c.150 (C.34:11-56.25 et seq.).

Information regarding the Diane B. Allen Equal Pay Act and its requirements may be obtained from the New Jersey Department of Labor and Workforce Development (LWD) web site at: <https://nj.gov/labor/equalpay/equalpay.html>

LWD forms may be obtained from the online web site at: https://nj.gov/labor/forms_pdfs/equalpayact/MW-562withoutfein.pdf

- B) NJDOT is required to comply with P.L. 2012, c. 4, which requires all agencies to encourage awarded contractors to notify their employees of organ and tissue donation options.

“Organ and Tissue Donation: As defined in section 2 of P.L. 2012, c. 4 (N.J.S.A. 52:32-33), contractors are encouraged to notify their employees, through information and materials or through an organ and tissue awareness program, of organ donation options. The information provided to employees shall be prepared in collaboration with the organ procurement organizations designated pursuant to 42 U.S.C. §1320b-8 to serve in this State.”

C) ANTI-DISCRIMINATION

All parties to any contract with the State agree not to discriminate in employment and agree to abide by all anti-discrimination laws including those contained within N.J.S.A. 10:2-1 through N.J.S.A. 10:2-4, N.J.S.A. 10:5-1 et seq. and N.J.S.A. 10:5-31 through 10:5-38, and all rules and regulations issued thereunder are hereby incorporated by reference.

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.

D) COVID-19 COMPLIANCE (E.O. 271)

The Contractor shall comply with Executive Order No. 271 of Governor Philip Murphy (EO 271) and shall ensure that all subcontractors and material providers of every tier also comply with EO 271.

[Governor Murphy's Executive Order No. 271](#) (EO 271)