

TOWNSHIP OF CINNAMINSON

REQUEST FOR QUALIFICATIONS / PROPOSALS

Special Consultant - Communications and Public Relations

PROPOSAL DUE: Wednesday, May 27th, 2026 at 11:00 a.m.

I. PURPOSE AND INTENT

Through this Request for Proposal & Qualifications (RFP), the Township of Cinnaminson (hereinafter the "Township") seeks to engage a vendor as Special Consultant - Communications and Public Relations for the year 2026. This contract will be awarded through a fair and open process pursuant to N.J.S.A. 19:44A-20.4 et seq. and Chapter 41, Article II of the Code of the Township of Cinnaminson.

II. PROPOSAL SUBMISSION

The Township requires the proposal be submitted in the following format:

One (1) original, hard copy, plus One (1) copy of the full proposal in PDF File Format on CD or USB, shall be submitted in sealed envelopes and must be marked with the "Special Consultant - Communications and Public Relations" and addressed to:

Lisa A. Passione, Municipal Clerk
Township of Cinnaminson
Township Municipal Building
1621 Riverton Road
Cinnaminson, NJ 08077

Faxed proposals will NOT be accepted.

Any inquiry concerning this RFP should be directed in writing to:

Paul Conda
Committee Member
Township of Cinnaminson
1621 Riverton Road
Cinnaminson, New Jersey 08077

All documents/information submitted in response to this solicitation shall be available to the general public as required by the New Jersey Open Public Records Act N.J.S.A. 47:1A-1 et seq. The Township will not be responsible for any costs associated with the oral or written and/or presentation of the proposals. The Township reserves the right to reject any and all proposals, with or without cause, and waive any irregularities or informalities in the proposals. The Township further reserves the right to make such investigations as it deems necessary as to the qualifications of any and all vendors submitting proposals. In the event that all proposals are rejected, the Township reserves the right to re-solicit proposals.

III. GENERAL INFORMATION ON THE TOWNSHIP OF CINNAMINSON

The Township of Cinnaminson operates under a Township Committee Form of Government. The Township is approximately 8 square miles, has a population of 18,000 +/-, an annual operating budget of \$21 million, approximately 100 employees. The Township Committee meets the first and third Mondays of each month as well as special meetings on an as-needed basis.

IV. MINIMUM QUALIFICATIONS

The successful applicant shall have a minimum of five (5) years' experience providing communications and public relations services to public sector organizations.

The proposal shall provide a *resume* for all principals who will be assigned to work for the township or appear at meetings on behalf of the township.

Responses to the above-referenced professional position should address the general criteria and mandatory minimum criteria for the position sought. All responses will be reviewed as required by law.

One (1) or more Consultants will be awarded for the position of "SPECIAL CONSULTANT - COMMUNICATIONS AND PUBLIC RELATIONS". Contract period shall for a period of one (1) year commencing on the first of the month or the fifteenth of the month of the signed contract, price and other factors considered.

The applicant/proposer shall submit one (1) original with original signatures marked "ORIGINAL" and should submit two (2) complete and exact copies of the original marked "COPY" of his/her proposal and should submit an electronic copy on a CD or flash drive.

Proposal

Please attach a full and complete proposal demonstrating the way and manner in which the respondent meets the requirements of this RFQ/RFP, including specific areas of expertise in communications and public relations. At a minimum the Proposal shall (a) outline the services to be provided, (b) attach a *resume* for the primary contact and all principal persons who will provide services to the township, (c) provide a summary of the experience of the entity in providing services with emphasis on experience with municipalities and other local government entities, (d) set forth the manner of calculating, amount and method of payment of the fees, and (e) provide a table of organization for the entity.

Scope of Services:

The Special Consultant – Communications and Public Relations will collaborate with key Township officials/staff to develop a strategic communications plan that focuses on increasing engagement, media relations and public outreach. The public relations consultant will:

- Conduct virtual meetings with key Township officials/staff and attend additional meetings as requested
- Collect video, photography, and other content
- Plan, advertise, moderate and follow-up for municipal forums to provide information and opportunity for in-person connection with residents and other stakeholders; work in collaboration with Township officials/staff to increase engagement with community
- Graphic design of collateral, including but not limited to posters, flyers, brochures, and web graphics
- Provide strategy consulting and implementation on messaging; monitor social media accounts and provide recommendations in order to maximize engagement; develop copy and graphics for posts on various platforms; edit and post short videos provided by Township; execute "paid" (ex. boosted or sponsored) social media campaigns and provide monthly Facebook/Instagram/X analytics
- Provide support and advice on overall media strategy; develop and implement a plan to

improve relationships with various media outlets; write and distribute press releases/media advisories; draft press pitches and op-eds; and develop specific recommendations for future improvement and consult on proactive relations and exigent matters

- Assist and make recommendations regarding website management as requested. Author web copy as requested
- Produce a video highlighting the community and its assets
- Development and design of special public presentations
- Organize ribbon-cutting ceremonies

Compensation proposal must include a monthly retainer for services specified above. For services outside the scope of work, a blended agency hourly rate for standard services shall be submitted. A blended agency hourly rate shall be submitted for all work outside of normal business hours (8:30am – 4pm, M-F), when requested by the Township.

Additional Requirements

In addition to the foregoing all respondents shall fully comply with the requirements of the New Jersey Local Public Contracts Law (N.J.S.A. 40A:11-1 *et seq.*). The proposal shall include (a) a statement of ownership [stockholder disclosure certificate], (b) a list of any sub-contractors or contracted employees who will be providing services, (c) a statement of compliance with the Americans with Disabilities Act, (d) a mandatory equal employment opportunity notice and statement, (e) a Certificate of Liability Insurance in an amount not less than \$2,000,000.00 single limit¹. (f) copies of applicable producer insurance licenses for all persons providing legal services, (g) a copy of the entity's N. J. Business Registration Certificate, (h) a copy of the entity's N.J. Certificate of Employee Information Report pursuant to N.J.A.C. 17:27-1.1 *et seq.*, (i) a Non-Collusion Affidavit, (j) Iran Statement and (k) Russia Belarus Statement.

The proposal shall be certified as containing true and accurate information and that the entity has the capability to provide all of the listed services.