

# Resolution of the City of Jersey City, N.J.

**File No.** Res. 21-154  
**Agenda No.** 10.11  
**Approved:** Feb 24 2021



## **RESOLUTION AUTHORIZING THE AWARD OF A COMPETITIVELY BID CONTRACT TO ELECTRICBABY, INC. TO INSTALL AND MAINTAIN HARDWARE AND SOFTWARE FOR THE OPERATION OF A CONSOLIDATED AFFORDABLE HOUSING PORTAL**

### **COUNCIL offered and moved adoption of the following resolution:**

WHEREAS, the City of Jersey City's ("City") desires to establish a centralized online resource for affordable housing so that residents can search and apply for affordable housing in the City; and

WHEREAS, Resolution 19-957, approved December 18, 2019, authorized the City to use the Competitive Contracting Law, N.J.S.A. 40A:11-4.1 et seq., for the purchase of hardware and software for the operation of a consolidated affordable housing portal; and

WHEREAS, the competitive contracting process is considered to be a fair and open bid process under the New Jersey Local Unit Pay-To-Play Law, N.J.S.A. 19:44A-20.4 et seq.; and

WHEREAS, the City advertised for proposals and received seven proposals; and

WHEREAS, a committee appointed by the City's Business Administrator pursuant to N.J.A.C. 5:34-4.3 reviewed the proposals and prepared a report attached hereto recommending that the contract be awarded to Electricbaby, Inc.; and

WHEREAS, the contract term is two years and Electricbaby, Inc. agrees to install and maintain a consolidated affordable housing portal for a total contract amount not to exceed \$500,000.00; and

WHEREAS, temporary encumbrance funds in the amount of \$5,000.00 are available in Account No. 01-201-22-199-314, **PO# 139932**.

NOW, THEREFORE, BE IT RESOLVED by the Municipal Council of the City of Jersey City that:

1. Pursuant to N.J.S.A. 40A:11-4.1 et seq., a contract to install and maintain a consolidated affordable housing portal is awarded to Electricbaby, Inc.;
2. The term of the contract is two years and the total cost of the contract is not to exceed \$500,000.00;
3. Subject to such modifications as may be deemed necessary or appropriate by Corporation Counsel, the Mayor or Business Administrator is authorized to execute an agreement in substantially the form of the attached;
4. Notice of this action shall be published in a newspaper of general circulation within the municipality within ten (10) days of this award;
5. The resolution authorizing the award of this contract and the contract itself shall be available for public inspection; and
6. Pursuant to N.J.A.C. 5:30-5.5(d), the continuation of the contract after the expenditure of funds encumbered in the 2021 fiscal year temporary budget shall be subject to the appropriation of sufficient funds in the 2021 permanent budget and in the 2022 fiscal year budget.
7. The award of this contract shall be subject to the condition that Electricbaby provides satisfactory evidence of compliance with the Affirmative Action Amendments to Law against Discrimination, N.J.S.A. 10:5-31 et seq.

**Resolution Authorizing The Award Of A Competitively Bid Contract to Electricbaby, Inc. to Install and Maintain Hardware and Software For The Operation of a Consolidated Affordable Housing Portal**



I, Elizabeth Castillo, Elizabeth Castillo, Chief Financial Officer, hereby certify that there are sufficient funds for the payment of this resolution in the amount of \$5,000.00, in account number 01-201-22-199-314; PO# 139932.

APPROVED AS TO LEGAL FORM



Business Administrator



Corporation Counsel

Certification Required

RECORD OF COUNCIL VOTE – Feb 24														8-1
	AYE	NAY	N.V.	Absent		AYE	NAY	N.V.	Absent		AYE	NAY	N.V.	Absent
RIDLEY	✓				SALEH	✓				LAVARRO		✓		
PRINZ-AREY	✓				SOLOMON	✓				RIVERA	✓			
BOGGIANO	✓				ROBINSON	✓				WATTERMAN, PRES	✓			

N.V. –  
(Abstain)

Adopted at a meeting of the Municipal Council of the City of Jersey.



Joyce E. Watterman, President of Council



Sean J. Gallagher, City Clerk

**Resolution Authorizing The Award Of A Competitively Bid Contract to Electricbaby, Inc. to Install and Maintain Hardware and Software For The Operation of a Consolidated Affordable Housing Portal**

**RESOLUTION FACT SHEET -**

This summary sheet is to be attached to the front of any resolution that is submitted for Council consideration. Incomplete or vague fact sheets will be returned with the resolution.

**Project Manager**

Genevieve Gazon, Director, Affordable Housing		201-547-5169	ggazon@jcnj.org
Division	Division of Affordable Housing		

Note: Project Manager must be available by phone during agenda meeting (Wednesday prior to council meeting @ 1:00 p.m.)

**Purpose**

Contract to Electricbaby, Inc. to Install and Maintain Hardware and Software For The Operation of a Consolidated Affordable Housing Portal
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**Contract term (include all)**

2 years with 3, 1-year renewal options
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**Type of award:**

Competitive Contracting
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**ATTACHMENTS:**

<a href="#">Consolidated Affordable Housing Portal RFP Report to Council 1.8.2021</a> <a href="#">RFPC Affordable Housing Portal</a> <a href="#">3 - ElectricBaby</a> <a href="#">Contract ElectricBaby Final 1.14.2021</a> <a href="#">ElectricBaby BRC</a> <a href="#">EB Certificate of Employee</a>
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Approved by

- Genevieve Gazon, Director, Affordable Housing
- Annisia Cialone, HEDC Director
- John McKinney, Attorney
- Peter Baker, Corporation Counsel
- Amy Forman, Attorney
- Nick Strasser, Attorney
- Norma Garcia, Attorney
- Ray Reddington, Attorney
- Jeremy Jacobsen, Attorney
- Elizabeth Barna, Assistant Corporation Counsel
- Jeana Abuan, Public Agency Compliance Officer
- Aphichawat Vacharapanjamas, Abatement and Compliance
- Soraya Hebron, Diversity and Inclusion
- Raquel Tosado, Assistant Purchasing Agent
- Patricia Vega, Assistant Purchasing Agent
- Patrice Lambert, Purchasing
- Elizabeth Castillo, Chief Financial Officer
- John Metro, Director of Finance

Status:

- Approved - Jan 14 2021
- Approved - Jan 14 2021
- None
- None
- None
- None
- None
- Approved - Jan 14 2021
- None
- None
- Approved - Jan 21 2021
- None
- Approved - Jan 21 2021
- None
- Approved - Jan 25 2021
- None
- Approved - Jan 26 2021
- Approved - Feb 02 2021



# **Recommendation of Award for Contract for a Consolidated Affordable Housing Portal**

**CGP&H/Electricbaby**

**January 2021**

To: Council President and Council Members  
From: John Metro, Acting Business Administrator  
Date: January 11, 2021

**RE: Memo of Recommendation of Award for Contract for a Consolidated Affordable Housing Portal**

After a fair and open Request for Proposals (RFP) for a vendor to provide a consolidated affordable housing service in Jersey City, the evaluation committee unanimously recommends CGP&H/Electricbaby be awarded the contract to provide a consolidated affordable housing portal.

*What was the process for issuing this RFP?*

The municipal council approved Resolution 19-957 on December 18, 2019 authorizing the City to use Competitive Contracting Law to award a contract to purchase proprietary computer hardware and software. The RFP was released on March 23, 2020 and closed on April 23, 2020 with seven proposals received from:

CGP&H/Electricbaby  
Houston Technologies  
Intellectyx  
The Setroc Group  
Creative Marketing Alliance  
Maynard Online  
CPI Solutions

The evaluation committee (comprised of **Gigi Gazon**, Director of the Division of Affordable Housing, **Jamie Ding** from the Division of Community Development and **Neha Bharambe** from the Office of Innovation) reviewed the responses and selected CGP&H/Electricbaby based on its extensive experience, comprehensive project plan, and satisfaction of RFP requirements.

*What will the contract cost the city?*

A contract will be awarded pursuant to N.J.S.A. 40A:11-4.1 et seq. and N.J.A.C. 5:34-4.1 et seq., and N.J.A.C. 5:34-9.4 (Competitive Contracting Law and Regulations) and is for a term of two years, beginning at contract execution on May 20, 2020 and ending on May 20, 2022. The City may, at its sole discretion, renew the contract for three one (1) year terms, for a total of up to five (5) years, ending on May 20, 2025.

The contractor will be paid \$253,750.00 for the development and design of the custom portal, \$20,000 of which is for a SharePoint integration cost (this cost and option were requested based on the City's IT infrastructure and preferred platforms post-presentation)\*; with an annual fixed cost of \$36,000 for licenses and products. Annual variable costs are difficult to predict and are based on a "per applicant" basis: calculation is \$10/applicant plus \$1.50 per digitally signed

document per application which can be offset by applying developer fees, so for example 1,000 applications will cost \$11,500.00.

*What were the evaluation criteria?*

- Portal Functionality: 25
- Technical Specifications and Security: 10
- User Interface and Access: 15
- Cost Proposal: 25
- Project Timeline: 15
- Vendor Qualifications: 5
- Commitment to Diversity: 5

**Total maximum points- 100 points**

*Who served on the evaluation committee?*

- Gigi Gazon**, Director, Division of Affordable Housing
- Jamie Ding**, Data Analyst, Division of Community Development
- Neha Bharambe**, Innovation and Data Scientist, Office of Innovation

*Summary of evaluations ranked in order:*

	CGP&H/Electricbaby
G Gazon	89
J Ding	74
N Bharambe	85
<b>Average</b>	<b>82.6</b>

	Houston Technologies
G Gazon	78
J Ding	72
N Bharambe	84
<b>Average</b>	<b>78</b>

	Intellectyx
G Gazon	73
J Ding	69
N Bharambe	76
<b>Average</b>	<b>72.6</b>

	CPI Solutions
G Gazon	72
J Ding	42
N Bharambe	65
<b>Average</b>	<b>59.6</b>

	The Setroc Group
G Gazon	51
J Ding	56
N Bharambe	65
<b>Average</b>	<b>57.3</b>

	Maynard Online
G Gazon	58
J Ding	44
N Bharambe	45
<b>Average</b>	<b>49</b>

	Creative Marketing Alliance
G Gazon	60
J Ding	45
N Bharambe	48
<b>Average</b>	<b>37.6</b>

*Why was CGP&H chosen?*

**CGP&H/Electricbaby – (Average of all scores 82.6)**

CGP&H/Electricbaby’s proposal was judged favorably by all evaluators and scored highly on most criteria, provided all functionality requested in the RFP, and provided detailed cost and realistic estimates. In addition, CGP&H/Electricbaby have substantive expertise in the regulatory framework that governs the creation and monitoring of affordable housing in the State of New Jersey under the New Jersey Fair Housing Act, which will serve to enhance the comprehensive data needed in order to create a consolidated affordable housing portal.

CGP&H/Electricbaby submitted a detailed proposal with adequate visualizations, streamlined and easy-to-use workflows which met the specifications described in the Request for Proposals Section 5. The contractor’s proposal includes a portal platform design that will include a database capable of storing detailed information about each unit that is uploaded into the portal. The contractor’s proposal also includes a comprehensive workflow envisioned by the City for three end users: the public, developers and City Staff.

Sincerely,

John Metro  
Acting Business Administrator

Enclosures:  
Blank Evaluation Matrix

Completed Reviewer Evaluation Matrix  
Summary of Vendor Proposals  
Certifications of No Conflict of Interest  
\*Total Cost of Ownership Sheet (from Vendor)





**CITY OF JERSEY CITY  
REQUEST FOR PROPOSALS**

**CONSOLIDATED AFFORDABLE HOUSING PORTAL**

**SUBMISSION DEADLINE**

**11:00 AM**

**April 23, 2020**

**ADDRESS ALL PROPOSALS TO**

**Raquel Tosado**

**Acting Purchasing Agent, QPA**

**394 Central Avenue, 3<sup>rd</sup> Floor**

**Jersey City, NJ 07307**

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**SECTION 1: GENERAL INFORMATION & SUMMARY**

**1.1 Organization Requesting Proposal**

City of Jersey City - Department of Administration/All City Offices  
City Hall  
280 Grove Street  
Jersey City, NJ 07302

**1.2 Contact Person**

Raquel Tosado  
Acting Purchasing Agent, QPA  
Division of Purchasing  
394 Central Ave, 3rd Floor  
Jersey City, NJ 07307  
(201) 547-4439  
RTosado@jcnj.org

**1.3 Procurement Process**

This contract will be awarded using the competitive contracting provision of the Local Public Contracts Law (N.J.S.A. 40A:11-4.1 et seq.) which is considered a "fair and open" process under the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq.

Proposals will be evaluated in accordance with the criteria set forth in this Request for Proposals (RFP). The governing body will approve a resolution awarding a contract to the successful Vendor.

**1.4 Contract Form**

If selected to provide services, it is agreed and understood that the selected Vendor shall be bound by the requirements and terms contained in this RFP with regard to services performed, payments, indemnification, insurance, termination, and applicable licensing provisions.

It is also agreed and understood that the acceptance of the final payment by selected Vendor shall be considered a release in full of all claims against the City of Jersey City (City) arising out of, or by reason of, the work done and materials furnished under this Contract.

**1.5 Informational meeting**

There will not be an informational meeting for this RFP.

**1.6 Submission deadline**

Proposals must be submitted to, and be received by the Division of Purchasing, via mail or hand delivery, by 11:00 a.m. prevailing time on Thursday, April 23, 2020. Proposals will not be accepted by facsimile transmission or e-mail.

**1.7 Opening of proposals**

Proposals shall be opened in public at 11:00 a.m. prevailing time on Thursday, April 23, 2020. in the Division of Purchasing Conference Room, located on the third floor, 394 Central Avenue, Jersey City, NJ.

**1.8 Definitions**

The following definitions shall apply to and are used in this Request for Proposal (RFP): "City"- refers to the City of Jersey City.

"RFP" - refers to this Request for Proposals, including any amendments thereof or supplements thereto.

"Vendor" or "Vendors"- refers to the interested persons and/or firm(s) that submit a Proposal.

"Contractor" refers to the person or firm that is awarded the contract.

"Competitive Contracting" - refers to the process by which proposals are evaluated and contracts awarded, pursuant to N.J.S.A. 40A:11-4.1 et seq.

**1.9 Submission address**

All proposals should be sent to:

Raquel Tosado  
Acting Purchasing Agent, QPA  
Department of Administration  
Division of Purchasing  
394 Central Ave, 3rd Floor  
Jersey City, New Jersey 07307

## **SECTION 2: INTRODUCTION AND GENERAL INFORMATION**

### **2.1 Introduction and Purpose**

The City is seeking proposals from qualified Vendors for services as described herein.

### **2.2 Competitive Contracting**

This contract will be awarded using the competitive contracting provisions of the Local Public Contracts Law (N.J.S.A. 40A:11-4.1 et seq.) which is considered a "fair and open" process under the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq.

*The City has structured a procurement process that seeks to obtain the desired services, while establishing a competitive environment to assure that each person and/or firm is provided an equal opportunity to submit a proposal in response to the RFP. Proposals will be evaluated in accordance with the criteria set forth in Section 7 of this RFP, which will be applied in the same manner to each proposal received.*

### **2.3 Evaluation Committee**

Proposals will be reviewed and evaluated by a committee appointed by the City's Business Administrator. The proposals will be reviewed to determine if the Vendor has met the professional, administrative and subject area requirements described in this RFP. Pursuant to N.J.A.C. 5:34-4.3 (c)(2)(i), "the names of the individuals who serve as committee members shall not be publicly disclosed until the evaluation report is presented to the governing body".

### **2.4 Procurement Schedule**

The steps involved in the process and the anticipated completion dates are set forth in the Procurement Schedule below. The City reserves the right to, among other things, amend, modify or alter the Procurement Schedule upon notice to all potential Vendors.

#### Activity

1. Issuance of Request for Proposals	March 24, 2020
2. Receipt of Proposals	April 23, 2020
3. Completion of evaluation of Proposals	May 7, 2020
4. Award of contract	May 20, 2020

### **2.5 Addenda or Amendments to RFP**

During the period provided for the preparation of responses to the RFP, the City may issue addenda, amendments or answers to written inquiries. Those addenda will be noticed by the City and will constitute a part of the RFP. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the proposal submission date. Vendors who fail to submit the Acknowledgment of Receipt of Addenda will have their Proposal rejected.

All communications concerning this RFP or the Proposal process shall be conducted through the City's Purchasing portal – BidSync.com. Responses to all questions will be forwarded as addenda to all

prospective Vendors who have provided accurate and current contact information (mailing address, fax number, e-mail address), also via the BidSync portal.

No oral interpretation and or clarification of the meaning of the specifications for any goods and services will be made to any Vendor. Such request shall be through the City's Purchasing portal – BidSync.com. In order to be given consideration, a written request must be received at least seven (7) business days prior to the date fixed for the opening of the Proposal for goods and services.

Subsequent to issuance of this RFP, the City (through the issuance of addenda to all persons and/or firms that have received a copy of the RFP) may modify, supplement or amend the provisions of this Proposal specification in order to respond to inquiries received from prospective Vendors or as otherwise deemed necessary or appropriate by (and in the sole judgment of) the City.

## **2.6 Rights of the City**

The City reserves, holds and may exercise, at its sole discretion, the following rights and options with regard to this RFP and the procurement process in accordance with the provisions of applicable law:

- To conduct investigations of any or all of the Vendors, as the City deems necessary or convenient, to clarify the information provided as part of the Proposal and to request additional information to support the information included in any Proposal.
- To suspend or terminate the procurement process described in this RFP at any time (in its sole discretion.) If terminated, the City may determine to commence a new procurement process or exercise any other rights provided under applicable law without any obligation to the Vendors.

## **2.7 Cost of Proposal Preparation**

Each Proposal and all information required to be submitted pursuant to the RFP shall be prepared at the sole cost and expense of the Vendor. There shall be no claims whatsoever against the City, its officers, officials or employees for reimbursement for the payment of costs or expenses incurred in the preparation of the Proposal or other information required by the RFP.

## **2.8 Proposal evaluation**

Proposals will be evaluated on the basis of the written response to the RFP.

Each evaluator will rank the written proposals. The proposal ranked highest among the greatest number of evaluators will be selected for the project.

## **2.9 Written Proposal**

Prospective Vendors must submit a written proposal in a format specified by the City. The required format is detailed in Section 3.

## **2.10 Oral presentation**

At the discretion of the City, up to three top finalists may be asked to give an oral presentation to the evaluation committee.

**2.11 Equal Employment Opportunity/Affirmative Action**

Vendor is required to comply with requirements of P.L. 1975, c. 127, the Law Against Discrimination and with N.J.A.C. 17:27-1.1 et seq., and N.J.S.A. 10:5-31, the Affirmative Action Rules.

A party responding to this RFP must indicate what type of business organization it is e.g., corporation, partnership, sole proprietorship, or non-profit organization. If a party is a subsidiary or direct or indirect affiliate of any other organization, it must indicate in its proposal the name of the related organization and the relationship. If a party responding to this RFP is a corporation or partnership, it shall list the names of those stockholders holding 10% or more of the outstanding stock or of all individual partners in the partnership who own a 10% or greater interest in the partnership.

Section 8 of this document describes general terms and conditions. Section 9 of this document contains required administrative forms that must accompany all proposals. Exclusion of any required form is grounds for rejection of proposals.

**2.12 Disposition of RFP**

Upon submission of a Proposal in response to this RFP, the Vendor acknowledges and consents to the following conditions relative to the submission and review and consideration of its Proposal:

- All Proposals shall become the property of the City and will not be returned.
- All Proposals will become public information at the appropriate time, as determined by the City (in the exercise of its sole discretion) in accordance with law.

With respect to the Open Public Records Act (OPRA) and Proprietary Information- although the RFP indicates that all proposals will become public information, it is understood that OPRA contains exceptions for "Trade secrets and proprietary commercial or financial information obtained from any source" and "Information which, if disclosed, would give an advantage to competitors or bidders". Therefore, prospective Vendors shall submit two (2) clearly marked versions of their proposals. One version is to be a complete version to be used by the City for evaluation. The second version should contain redactions of legitimate "trade secrets and proprietary commercial or financial information" and/or "information which...would give an advantage to competitors or bidders". This second version will be provided to persons submitting Open Public Records Act (OPRA) requests for information relating to this solicitation. Failure to provide two clearly marked proposals will mean that the Vendor agrees that the single version provided does not contain trade secrets or proprietary information and may be released pursuant to OPRA requests.

### **SECTION 3: WRITTEN PROPOSAL FORMAT**

Proposals must address all information requested in this RFP. Proposals which in the judgment of the City fail to meet the requirements of the RFP or which are in any way conditional, incomplete, obscure, contain additions or deletions from requested information, or contain errors may be rejected.

#### **3.1 Mandatory content**

Each proposal submitted must contain the ten (10) sections described below:

- Title Page
- Table of Contents
- Executive Summary
- Scope
- Objectives
- Project Work plan (including project organization, critical success factors and risks)
- Assumptions/City of Jersey City Responsibilities
- Staffing
- Timing & Fees
- Appendices/Other

The information requested by the sectional format described above is further defined.

#### **3.2 Title Page**

The Proposal should include a title page, which identifies the project; the Vendor's Firm, name of the Vendor's primary contact, address, telephone number, fax number and email address.

#### **3.3 Table of Contents**

The Vendor's Proposal should include a Table of Contents, which lists the titles and page numbers for each major topic and sub-topic contained in the proposal.

#### **3.4 Executive Summary**

This section should include a summary of the key points and highlights of the Vendor's response and should discuss the pricing contained in the Proposal.

#### **3.5 Scope**

In this section of the proposal, the Vendor should state what it believes to be the scope of the intended strategy within the City. If there are any gaps between what the Vendor believes should be the proper scope of the solution given all information known at the time of this RFP, the Vendor should clearly state these gaps in this section and clearly mark these concerns as such.



### **3.6 Objectives**

In this section of the Proposal, the Vendor should state what it believes to be primary objectives for each element of the plan. Vendors may choose to offer suggestions to the City on how objectives for this type and size of a phased project should be measured throughout the life of the implementation, to ensure success in delivery of every business priority.

### **3.7 Project Work Plan**

In addition to providing a high-level project work plan, this section should describe each of the proposed phases, activities and tasks that the City should execute to achieve success. In addition to the tasks, it is assumed that the Vendor will identify the resources needed to complete the associated task, and that the resource identified will have been included in the project organizational structure. All assumptions that were made to complete the project plan should be documented in this section.

The work plan should present a picture of key activities, milestones, key dates, etc. necessary to deliver this project. The City realizes that each Vendor brings its own methodology and work plan.

### **3.8 Assumptions/Jersey City Responsibilities**

In this section, the Vendor should clearly describe any assumptions relating to the responsibilities and/or commitments the Vendor is expecting of the City throughout the life of this project.

### **3.9 Staffing**

A discussion of the project team that will be utilized should be contained in this section. The City requests that as part of the discussion here, the Vendor state exactly the role the proposed Vendor team member will assume on each phase and detail the qualifications for the role that the team member possesses.

### **3.10 Timing and Fees**

In this section, please describe the timing and associated fees the proposed for the implementation. Vendors should be sure to include all expenses associated with delivery, in addition to professional fees. The Vendor must begin the project within two weeks of Council approval.

### **3.11 Appendices/Other**

This section should include at minimum: Vendor qualifications, references and resumes. If Vendors feel that other materials are necessary (such as promotional literature, white papers, etc.) they should provide them in a separate document clearly labeled "Additional Materials" in order to adhere to the 30 page maximum guideline for proposal length. Note that these materials may or may not be reviewed by all evaluators and will not be part of the official evaluation.

Finally, any out-of-scope services not covered in other sections should be included here. A description of the personnel likely to be involved, and the resources brought to bear (including costs and/or hourly rates) must be provided.

#### **SECTION 4: PROJECT OBJECTIVES**

The Mayor and the Administration of the City seek to improve access to affordable housing for Jersey City residents. Through a comprehensive review process, including a process study commissioned by the Jersey City Office of Innovation, the Administration has concluded that resident access to affordable housing would be improved by a unified online application portal for affordable housing units.

Currently, affordable housing units in the City are spread across a variety of programs and agencies. Residents seeking affordable housing have to go through confusing, duplicative, and onerous application processes to access affordable housing units. Furthermore, the lack of a unified platform makes data collection and maintenance on an ongoing basis difficult for the City.

#### **SECTION 5: SCOPE OF SERVICES**

##### **5.1 Overview**

The Contractor will provide an online affordable housing portal meeting the specifications described in full detail in Section 5. This affordable housing platform is meant to serve as a consolidated, “one-stop” platform for finding and applying for affordable housing units across Jersey City.

Residents should be able to create verified user profiles, pass income verification and other eligibility checks, filter available housing units, and pre-apply or apply to multiple available units simultaneously. The platform should retain user preferences, track applications to affordable housing units, and provide notifications to users of newly available housing units.

For City staff and policymakers, the affordable housing portal should have a streamlined and easy-to-use workflow to ensure it is regularly updated. This workflow should support entry of new affordable housing units by landlords or their agents and verification of this information by City staff. The portal should be capable of generating a variety of reports, both on the supply of affordable housing and user experience. Report generation should include information on the number of applicants per available unit, the length of time affordable housing units remain vacant, the available types of affordable housing, and the demographic characteristics of the applicant pool, among others. Report generation should support cross-tabulation by a variety of characteristics.

The Contractor will provide training to City staff in the operation of the portal and ongoing technical support to resolve any interruptions in service or other maintenance issues in a timely fashion.

##### **5.1.a. Workflow**

To aid Respondents in understanding this request, this subsection will briefly describe the workflow envisioned for the portal in a semi-chronological fashion.

1. A developer is obligated to build affordable housing in Jersey City.
2. Following procedures outlined by the City through its Affordable Housing Compliance Manual, and with the assistance of City staff if necessary, the developer registers an account on the portal, if the developer does not already have one.

3. Following procedures outlined by the City through its Affordable Housing Compliance Manual, and with the assistance of City staff if necessary, the developer inputs all required information and application questions regarding affordable housing units obligated in step 1.
4. City staff verifies information uploaded by the developer regarding affordable housing units.
5. Based on the timeline agreed upon by the developer and the City, units obligated in step 1 are opened for application on the portal.
6. Users who have registered accounts on the portal apply for the units and complete applications through the portal and any supplemental questions required outside the portal.
7. Following procedures outlined by the City through its Affordable Housing Compliance Manual, and with the assistance of City staff if necessary, the developer selects applicants to fill the available units out of the pool of applications on the portal and marks the units as occupied.

In this workflow, the responsibilities of the various accounts are as follows:

<b>Users</b>	<b>Developers</b>	<b>City Staff</b>
Register account on the portal	Register units on the portal	Maintain procedures for developers to follow
Specify preferences and search for housing	Select applicants for available units	Assist developers and users in using the portal
Complete income verification and enter user data	Specify application questions	Verify developer information submitted to the portal
Fill in open applications	Follow procedures established by the City	Ensure compliance with City procedures

## **5.2 Affordable housing database**

The Contractor will provide a platform including a database capable of storing information about every affordable housing unit in the City. This database should contain information about each unit’s characteristics, including:

- the program it is made affordable under, if any (e.g., tax abatement, redevelopment agreement, Section 8, affordable housing agreements as a result of planning and zoning applications etc.)
- rent amount, whether fixed or within a range
- the number and type of rooms
- the total square footage
- street address, postal code, and ward (also available in lat/long)
- geographic location
- income and credit restrictions
- preference or restriction by certain characteristics (e.g, senior, disabled, Veteran’s)
- time period of affordability restriction
- type of affordability restriction (e.g. 60% AMI, 80% AMI), updated annually in accordance with federal AMI calculations

- project name / location
- tax map block and lot
- date of availability
- occupancy and waitlist status
- rent control restrictions

This database should be made available to City staff in its entirety and through the City's Open Data Portal (via Open Data Soft). The Contractor shall work with City staff to ensure the database interfaces properly with the City's Open Data Portal and geographic information systems.

Individual entries, selections, and the entire database should be exportable in standard formats, such as .csv and .xls.

### **5.3. Account system**

The platform should support a multilayered privilege system consisting of the following account types:

1. Administrative level accounts for City staff, capable of reviewing and editing the entire database, detailed report generation, and approval and verification of "property manager" accounts. Administrative accounts should also be able to set up alerts and send messages to property manager and applicant accounts for various purposes, including reminds of obligations and updates to City policies.
2. "Property manager" accounts for owners and managers of affordable housing units. These accounts should be verified by administrative level accounts. After verification, the system should support the entry of units through a graphical user interface. Property manager accounts should also be capable of approving or denying applications made through the applicant functionality described in section 5.5.
3. Applicant accounts for prospective tenants. The functionality of these accounts will be described further in the following sections. These accounts should be able to view available affordable housing units both on a map and as a list, filter affordable units by certain characteristics (e.g., number of rooms, location, income restriction), save these preferences, and receive alerts when new units meeting user-specified preferences become available. Applicants should be able to complete income verification through the portal and apply to available units. Saved applicant information should carry over between applications in order to prevent unnecessary duplication of forms.

### **5.4 Registration and subscription service**

The portal must include a registration and subscription service to allow users of the site to receive customized alerts regarding affordable housing opportunities as well as news and information from City staff regarding housing.

Applicants should be able to save search criteria for affordable units and elect to have alerts sent to them when new units meeting these criteria are made available or announced. Applicants should similarly be able to receive alerts for updates on their pending applications, income verification, or other

functions carried out through the portal. Applicants should also be able to receive alerts when receiving messages from City staff or property managers of units they have applied for.

Applicants should be able to receive alerts through the website, through a mobile application (see Section 5.7), over email, and through text message.

### **5.5 Application system**

The portal must allow applicants to pre-apply for available housing units. This pre-application will include income verification, demographic information, current address, user-inputted credit score, and family size. The Contractor shall add additional information to the pre-application forms as requested by the City.

Applicants should be able to complete a pre-application and filter the list of available units by those they are qualified for, based on their own pre-application. Applicants should be able to select qualifying units to fully apply to, as well as a link to finish their application. All documents required for the application should be capable of being uploaded directly through the portal system.

The system must be capable of securely transmitted completed pre-applications and supplementary documents to property managers. Property managers must be able to designate a link to finish applications. Property managers should be able to report which applicant was approved for the unit through the portal system.

### **5.6 User interface**

The Contractor shall provide a full mockup of the intended user interface, which should be intuitive, legible, and contain the City's branding. The user interface shall be available in the following languages:

- English
- Spanish
- Arabic
- Gujarati
- Hindi
- Urdu
- Tagalog
- Chinese

The portal should allow for a filterable map and list view of available units, complete with images. Examples of similar unit interfaces can be found in Appendix A. Users should be able to save and export searches in .pdf and .csv format. The Contractor shall work with the City throughout to project to ensure the user interface is adequate.

The portal must be accessible for vision and hearing impaired users.

### **5.7 Mobile application**

The Contractor will ensure that all features of the portal are accessible on mobile devices through a mobile application and mobile website. The portal must be accessible with both Android and iOS devices.

#### **5.8 Data protection and privacy**

The Contractor must provide a platform secure against the theft or leaking of personally identifiable information. The Contractor shall provide a data policy outlining measures taken to prevent any data breaches. The platform must comply with all applicable state and federal privacy laws.

#### **5.9 Training and ongoing support**

The Contractor will provide training to ensure that City staff are fully able to use the portal system, and will provide additional training as requested by the City. The Contractor must train select City staff members so that those staff members are able to answer questions from portal users and train developers in the use of the portal.

The Contractor must provide ongoing technical support to address all issues in a timely fashion. Ongoing technical support, or “post production support”, must be available for the entire term of the contract.

#### **5.9 Cost estimate**

The Contractor will provide a cost estimate including an initial upfront cost as well as ongoing maintenance cost. The City will consider both solutions which are hosted on-site and cloud-based or “software as a service” models.

## **SECTION 6: PROPOSAL SUBMISSION REQUIREMENTS**

To be responsive, Proposals must provide all requested information, and must be in strict conformance with the instructions set forth herein. Proposals and all related information must be bound, and signed and acknowledged by the Vendor

### **6.1 Number of copies**

Vendors must submit one signed original and 2 unbound copies of their proposal per the OPRA requirements below. Additional copies on CD or flash drive may also be submitted.

As previously described in 2.12, with respect to the Open Public Records Act (OPRA) and Proprietary Information - although the RFP indicates that all proposals will become public information, it is understood that OPRA contains exceptions for "Trade secrets and proprietary commercial or financial information obtained from any source" and "Information which, if disclosed, would give an advantage to competitors or bidders". Therefore, in addition to the 1 signed copy, prospective Vendors shall submit two (2) clearly marked unbound versions of their proposals for OPRA use. One version is to be a complete version to be used by the City for evaluation. The second version should contain redactions of legitimate "trade secrets and proprietary commercial or financial information" and/or "information which...would give an advantage to competitors or bidders". This second version will be provided to persons submitting Open Public Records Act (OPRA) requests for information relating to this solicitation. Failure to provide two clearly marked proposals will mean that the Vendor agrees that the single version provided does not contain trade secrets or proprietary information and may be released pursuant to OPRA requests.

### **6.2 Proposal media**

Proposals forwarded by facsimile, e-mail, or any other electronic media will not be accepted.

### **6.3 Proposal format**

To facilitate a timely and comprehensive evaluation of all submitted Proposals, it is essential that all Vendors adhere to the required response format. The City requires a standard format for all Proposals submitted to ensure that clear, concise and complete statements are available from each Vendor in response to requirements. The required format is detailed in Section 3.

The City is not under any obligation to search for clarification through additional or unformatted information submitted as a supplement to the formatted response. Where a proposal contains conflicting information, the City at its option may either request clarification or may consider the information unresponsive.

### **6.4 Proposal length**

The exact presentation and layout format of Proposals is up to the discretion of the Vendor, however a maximum length of 30 pages is strongly suggested.

### **6.5 Submission deadline**

Proposals must be received by the City no later than 11:00 a.m. prevailing time on Thursday, April 23, 2020 and must be mailed or hand-delivered.

**SECTION 7: PROPOSAL EVALUATION**

The City's objective in soliciting Proposals is to enable it to select a Vendor that will provide high quality and cost effective services to the citizens of Jersey City. The City will consider Proposals only from Vendors that, in the City's sole judgment, have demonstrated the capability and willingness to provide high quality services to the citizens of the City in the manner described in this RFP.

**7.1 Evaluation methodology**

Proposals will be evaluated on written responses. At the City's discretion, up to three top scoring finalists will be asked to give an oral presentation by representatives of the Vendor which includes members of the actual team that will implement the project in Jersey City.

**7.2 Written response evaluation**

There will be seven criteria by which proposals will be evaluated. Each criterion will bear a certain weight, and the extent to which the criterion is met or exceeded will be determined by the committee.

<b>Portal functionality</b>	<b>25 points</b>
Proposals will be evaluated based on meeting the functionality described in section 5 as well as any additional functionality offered by the Respondent which the City believes is valuable.	
<b>Technical specifications and security</b>	<b>10 points</b>
Proposals will be evaluated based on proposed compatibility with City systems and data security as described in sections 5.2 and 5.8	
<b>User interface and accessibility</b>	<b>15 points</b>
Proposals will be evaluated based on the user interface and accessibility to all users, as described in sections 5.6 and 5.7	
<b>Cost proposal</b>	<b>25 points</b>
Proposals will be evaluated based on the cost given pursuant to section 5.9	
<b>Project timeline</b>	<b>15 points</b>
The City will evaluate proposals based on the speed and feasibility of the proposed project timeline	
<b>Vendor qualifications</b>	<b>5 points</b>
The City will evaluate proposals based on the prior experience and demonstrated qualifications of the vendor.	
<b>Commitment to diversity</b>	<b>5 points</b>
Support and utilization of Minority and Women Owned Business Enterprises (MBE/WBE), consistent with the City's policies, should be described.	

**7.3 Final evaluation and report of committee**

Based on the written responses each evaluator will rank the finalists. The Vendor whose proposal is ranked highest among the greatest number of evaluators will be selected for the project. The highest possible score is 100.

The Committee will prepare a report listing the names of all Vendors who submitted proposals, ranking Vendors in order of evaluation, and recommending the selection of a Vendor, indicating the reasons



why the Vendor was selected and detailing the terms, conditions, scope of services, fees and other matters to be incorporated into the contract.

**7.4 Contract award**

A contract will be awarded pursuant to N.J.S.A. 40A:11-4.1 et seq. and N.J.A.C. 5:34-4.1 et seq., and N.J.A.C. 5:34-9.4 (Competitive Contracting Law and Regulations) and is for a term of two years, beginning at contract execution on May 20, 2020 and ending on May 20, 2022. The City may, at its sole discretion, renew the contract for three one (1) year terms, for a total of up to five (5) years, ending on May 20, 2025.

The Municipal Council will vote to accept the proposal of a Vendor within 60 days of the receipt of proposals, except that the proposals of any Vendors who consent thereto, may, at the request of the City, be held for consideration for such longer period as may be agreed.

## **SECTION 8: GENERAL TERMS AND CONDITIONS**

The following are general terms and conditions which may or may not be explained elsewhere in this RFP.

### **8.1 City's right to reject**

The City reserves the right to reject any or all Proposals, if necessary, or to waive any informalities in the Proposals, and, unless otherwise specified by the Vendor, to accept any item, items or services in the Proposal should it be deemed in the best interest of the City.

### **8.2 Original/Authorized signatures**

Each proposal and all required forms must be signed in ink by a person authorized to do so and/or notarized as indicated.

### **8.3 Delivery of proposals**

Proposals may be hand delivered or mailed consistent with the provisions of the legal notice to Vendors. In the case of mailed Proposals, the City assumes no responsibility for Proposals received after the designated date and time and will return late Proposals unopened. Proposals will not be accepted by facsimile or e-mail.

### **8.4 Equal Employment Opportunity/Affirmative Action requirements**

Vendors are required to comply with the provisions of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 et seq. No firm may be issued a contract unless it complies with these affirmative action provisions. The Mandatory Equal Employment Opportunity/Affirmative Action Language for Goods, Professional Services and General Service Contracts, Exhibit A summarizes the full required regulatory text.

Goods and Services (including professional services) Vendors/contractors 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:

- a. A photo copy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action programs (good for one year from the date of the letter); or
- b. A photocopy of a Certificate of Employee Information Report approval, issued in accordance with N.J.A.C. 17:27-4; or
- c. A photocopy of an Employee Information Report (Form AA302) provided by the Division and distributed to the public agency to be completed by the contractor, in accordance with N.J.A.C. 17:27-4.

The Vendor's attention is also called to Section 9 of this document which contains the required information and forms. For information on EEO/AA requirements and forms only, please contact:

Jeana F. Abuan, Affirmative Action Officer, Public Agency Compliance Officer  
Department of Administration, Office of Abatement and Compliance  
13-15 Linden Ave  
Jersey City NJ 07305  
Tel. #201-547- 4533

Fax# 201-547-5088

E-mail Address: [abuanJ@jcni.org](mailto:abuanJ@jcni.org)

### **8.5 Business Registration Certificate**

P.L. 2004, c. 57 (Chapter 57) amends and supplements the business registration provisions of N.J.S.A. 52:32-44 which impose certain requirements upon a business competing for or entering into a contract with a local contracting agency whose contracting activities are subject to the requirements of the Local Public Contracts Law (N.J.S.A. 40A:11-1 et seq.).

Vendors are required to comply with the requirements of P.L. 2004, c. 57 (Chapter 57) which include submitting a copy of their Business Registration Certificate (BRC), issued by the NJ Department of the Treasury.

For more information on obtaining a BRC, see Section 9.

### **8.6 Clarification of RFP**

Should any difference arise as to the meaning or intent of this RFP, the City's Business Administrator's decision shall be final and conclusive.

### **8.7 Indemnification**

The Contractor agrees to protect, defend and save harmless the City against damage for payment for the use of any patented material process, article or devise that may enter into the manufacture, construction or form a part of the work covered by either order or contract, and further agrees to indemnify and save harmless the City from suits or actions of every nature and description brought against it for, or on account of, any injuries or damages received or sustained by any party or parties by, or from, any of the acts of the contractor, its servants or agents.

### **8.8 Insurance requirements**

The Contractor shall maintain sufficient insurance to protect against all claims under Workmen's Compensation, General and Automobile Liability, and shall be subject to approval for adequacy of protection. Certificates of such insurance shall be provided the City when required. Insurance requirements are as follows:

- Commercial General Liability in the amount of \$1,000,000 per occurrence and \$2,000,000 in aggregate; including Products & Completed Operations coverage.
- Workers Compensation with NJ Statutory limits and Employer's Liability in the amount of \$1,000,000.
- Automobile Liability in the amount of \$1,000,000 combined single limit
- Professional Liability in the amount of \$1,000,000 per claim and in the aggregate
- Cyber Liability in the amount of \$2,000,000 each incident and in aggregate.
- Employee Theft in the amount of \$1,000,000 single loss limit

- Employee Theft of Client Property in the amount of \$1,000,000 single loss limit
- Forgery or Alteration in the amount of \$1,000,000 single loss limit
- Computer and Funds Transfer Fraud in the amount of \$1,000,000 single loss limit
- Credit, Debit or Charge Card Forgery in the amount of \$1,000,000 single loss limit
- Money Orders and Counterfeit Currency in the amount of \$1,000,000 single loss limit

### **8.9 Termination**

In the event the performance by the Contractor of the services provided for under the agreement awarded through this RFP process is unsatisfactory to the City, the City agrees to notify the Contractor, and the Contractor agrees to within thirty (30) days rectify the unsatisfactory condition or performance. Should the unsatisfactory performance or condition not be rectified within thirty (30) days of notice being given, the City shall at its sole option be entitled to terminate the agreement awarded through this RFP process immediately upon written notice to the Contractor unless rectification of such unsatisfactory performance or condition cannot reasonably be completed with such thirty (30) day period but the Contractor shall have commenced to rectify such unsatisfactory condition or performance within such thirty (30) day period and shall be diligently pursuing such cure; provided, that such unsatisfactory performance or condition shall be cured no later than ninety (90) days after the date on which the Contractor was first notified thereof. Contractor is not entitled to any compensation subsequent to receiving notice of termination from the City.

PROJECT: Consolidated Affordable Housing Portal

RESPONDENT:

Item	Respondent Initials	Purchasing Review
A. Non-Collusion Affidavit properly notarized		
B. Statement of Ownership Disclosure *		
C. Disclosure of Investment Activities in Iran Form		
D. Mandatory Affirmative Action Language		
E. Supplier Diversity Bidder Questionnaire		
F. If first time doing business with the City, submit Certificate of Employee Information Report Form (AA-302). If not, submit Letter of Federal Approval or actual Certificate of Employee Information Report		
G. Business Registration Certificate		
H. Original signature(s) on all required forms		
I. Acknowledgment of Receipt of Addenda*		
J. Americans with Disabilities Act		

\* Failure to include the completed Statement of Ownership Disclosure Statement and the completed Acknowledgment of Receipt of Addenda with the proposal will result in an automatic rejection of the bid.

**CITY OF JERSEY CITY**  
**ADDENDUM ACKNOWLEDGEMENT FORM**  
**REQUEST FOR PROPOSALS FOR**  
**CONSOLIDATED AFFORDABLE HOUSING PORTAL**

The undersigned acknowledges receipt of the following addenda to the proposal document:

**THE COMPLETED ACKNOWLEDGEMENT OF ADDENDA FORM SHOULD BE RETURNED WITH PROPOSAL PACKAGE: NOT TO BE SENT SEPARATELY**

NOTE: Failure to acknowledge receipt of all addenda will cause the proposal to be considered non-responsive and proposal will be rejected. Acknowledged receipt of each addendum must be clearly established and included with the proposal pursuant to N.J.S.A. 40A:11-23.2 (e).

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Name of Vendor: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**EQUAL EMPLOYMENT OPPORTUNITY (EEO)/  
AFFIRMATIVE ACTION (AA) REQUIREMENTS**  
**FOR GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS**

Questions in reference to EEO/AA requirements for Goods,  
Professional Service and General Service Contracts should be  
directed to:

Jeana F. Abuan  
Public Agency Compliance Officer (P.A.C.O.)  
Department of Administration  
Office of Tax Abatement & Compliance  
13-15 Linden Avenue, 2<sup>nd</sup> Floor  
Jersey City NJ 07305  
Tel. # 201-547-4538  
E-Mail Address: [abuanj@jcnj.org](mailto:abuanj@jcnj.org)

(REVISED 4/13)

**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.



**EXHIBIT A (Continuation)**

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](http://www.state.nj.us/treasury/contract_compliance))

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Purchase & Property, CCAU, EEO Monitoring Program 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 Purchase & Property, CCAU, EEO Monitoring Program for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

The undersigned vendor certifies on their company's receipt, knowledge and commitment to comply with:

**EXHIBIT A**  
**N.J.S.A. 10:5-31 and N.J.A.C. 17:27**  
**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE**  
**Goods, Professional Services and General Service Contracts**  
**(Mandatory Affirmative Action Language)**

The undersigned vendor further agrees to furnish the required forms of evidence and

understands that their contract/company's bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

Representative's Name/Title (Print): \_\_\_\_\_

Representative's Signature: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Tel. No.: \_\_\_\_\_

Date: \_\_\_\_\_

**APPENDIX A**  
**AMERICANS WITH DISABILITIES ACT OF 1990**  
**Equal Opportunity for Individuals with Disability**

The contractor and the \_\_\_\_\_ of \_\_\_\_\_, (hereafter "owner") do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (*42 U.S.C. S121 01 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 there unto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the owner 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 owner in any action or administrative proceeding commenced pursuant to this Act. The contractor shall indemnify, protect, and save harmless the owner, 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 owner's grievance procedure, the contractor agrees to abide by any decision of the owner which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the owner, or if the owner 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 owner 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 owner or any of its agents, servants, and employees, the *owner shall* expeditiously forward or have forwarded to the contractor every demand, complaint, notice, summons, pleading, or other process received by the owner or its representatives.

It is expressly agreed and understood that any approval by the owner 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 owner pursuant to this paragraph.

It is further agreed and understood that the owner 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 provisions 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 owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

**Representative's Name/Title (Print):** \_\_\_\_\_

**Representative's Signature:** \_\_\_\_\_

**Name of Company:** \_\_\_\_\_

**Tel. No.:** \_\_\_\_\_ **Date:** \_\_\_\_\_



**CITY OF JERSEY CITY  
DEPARTMENT OF BUSINESS ADMINISTRATION  
OFFICE OF DIVERSITY AND INCLUSION**



**SUPPLIER DIVERSITY BIDDER QUESTIONNAIRE**

The City of Jersey City is committed to ensuring that its utilization of vendors reflects the diversity of its community. Please complete this form to assist us with monitoring our supplier diversity performance.

**Business Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Please indicate if your business qualifies as any of the following: (See definitions for clarification)**

- Minority Owned
- Woman Owned
- Veteran Owned
- Disability Owned
- Lesbian, Gay, Bisexual, Transgender Owned
- None

**Please indicate if your business is currently certified by an authorized certifying body as any of the following:**

- Minority Business Enterprise
- Woman Business Enterprise
- Veteran Business Enterprise
- Disability Owned Business Enterprise
- Lesbian, Gay, Bisexual, Transgender Business Enterprise
- Disadvantaged Business Enterprise
- Small Business Enterprise
- None



**CITY OF JERSEY CITY  
DEPARTMENT OF BUSINESS ADMINISTRATION  
OFFICE OF DIVERSITY AND INCLUSION**



**SUPPLIER DIVERSITY DEFINITIONS**

**Minority Owned-** a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by persons who are African American, Hispanic, Asian American, American Indian or Alaskan Native, defined as follows:

African American: a person having origins in any of the black racial groups of Africa.

Hispanic: a person of Mexican, Puerto Rican, Central or South American or other non-European Spanish culture or origin regardless of race.

Asian: a person having origins in any of the original peoples of the Far East, South East Asia, Indian subcontinent, Hawaii or the Pacific Islands.

American Indian or Alaskan Native: a person having origins in any of the original peoples of North America and who maintains cultural identification through tribal affiliation or community recognition.

**Woman Owned-** a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a woman or women.

**Veteran Owned-** a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a person or persons who are veterans.

"Veteran" means any citizen and resident of this State now or hereafter honorably discharged or released under honorable circumstances who served in any branch of the Armed Forces of the United States or a Reserve component thereof for at least 90 days and shall include disabled veterans.

**Disability Owned-** a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a person or persons with a disability.

**Lesbian, Gay, Bisexual, Transgender Owned-** a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by an LGBT person or persons.

# Sample Federal Letter of Approval

Attachment 5

**U.S. Department of Labor**

Employment Standards Administration  
Office of Federal Control Compliance Programs  
Newark Area Office  
124 Evergreen Place, Fourth Floor  
East Orange, NJ 07108



<Date>

Dear

Our recent compliance review of your establishment's equal employment opportunity policies and practices was completed on <date>.

We found no apparent deficiencies or violations of Executive Order 11266, as amended, Section 503 of the Rehabilitation Act of 1973 or 38 USC 2012 (the Vietnam Era Veterans Readjustment Assistance Act). Accordingly, your establishment is deemed to be in compliance with these laws based on the material reviewed.

The Office of Federal Contract Compliance Programs sincerely appreciates the cooperation and courtesies extended by you and your staff during the conduct of the compliance review.

Sincerely,

Area Office Director

# SAMPLE CERTIFICATE OF EMPLOYEE INFORMATION REPORT

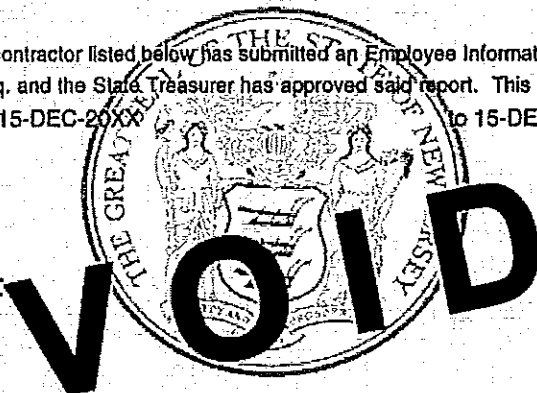
Certification 111XX

## CERTIFICATE OF EMPLOYEE INFORMATION REPORT

INITIAL

This is to certify that the contractor listed below has submitted an Employee Information Report pursuant to N.J.A.C. 17:27-1.1 et. seq. and the State Treasurer has approved said report. This approval will remain in effect for the period of 15-DEC-20XX to 15-DEC-20XX

SAMPLE COMPANY, INC.  
33 WEST STATE STREET  
TRENTON, NJ 08625



State Treasurer

**STATE OF NEW JERSEY**  
Division of Purchase & Property  
Contract Compliance Audit Unit  
EEO Monitoring Program

**EMPLOYEE INFORMATION REPORT**

**IMPORTANT-READ INSTRUCTIONS CAREFULLY BEFORE COMPLETING FORM. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM AND TO SUBMIT THE REQUIRED \$150.00 FEE MAY DELAY ISSUANCE OF YOUR CERTIFICATE. DO NOT SUBMIT EEO-1 REPORT FOR SECTION B, ITEM 11. For Instructions on completing the form, go to: [http://www.state.nj.us/treasury/contract\\_compliance/pdf/aa302ins.pdf](http://www.state.nj.us/treasury/contract_compliance/pdf/aa302ins.pdf)**

**SECTION A - COMPANY IDENTIFICATION**

1. FID. NO. OR SOCIAL SECURITY	2. TYPE OF BUSINESS <input type="checkbox"/> 1. MFG <input type="checkbox"/> 2. SERVICE <input type="checkbox"/> 3. WHOLESALE <input type="checkbox"/> 4. RETAIL <input type="checkbox"/> 5. OTHER	3. TOTAL NO. EMPLOYEES IN THE ENTIRE COMPANY
4. COMPANY NAME		
5. STREET	CITY	COUNTY   STATE   ZIP CODE
6. NAME OF PARENT OR AFFILIATED COMPANY (IF NONE, SO INDICATE)		CITY   STATE   ZIP CODE
7. CHECK ONE: IS THE COMPANY: <input type="checkbox"/> SINGLE-ESTABLISHMENT EMPLOYER <input type="checkbox"/> MULTI-ESTABLISHMENT EMPLOYER		
8. IF MULTI-ESTABLISHMENT EMPLOYER STATE THE NUMBER OF ESTABLISHMENTS IN NJ		
9. TOTAL NUMBER OF EMPLOYEES AT ESTABLISHMENT WHICH HAS BEEN AWARDED THE CONTRACT		
10. PUBLIC AGENCY AWARDDING CONTRACT		
	CITY	COUNTY   STATE   ZIP CODE
Official Use Only	DATE RECEIVED	NAUG. DATE   ASSIGNED CERTIFICATION NUMBER

**SECTION B - EMPLOYMENT DATA**

11. Report all permanent, temporary and part-time employees ON YOUR OWN PAYROLL. Enter the appropriate figures on all lines and in all columns. Where there are no employees in a particular category, enter a zero. Include ALL employees, not just those in minority/non-minority categories, in columns 1, 2, & 3. **DO NOT SUBMIT AN EEO-1 REPORT.**

JOB CATEGORIES	ALL EMPLOYEES			PERMANENT MINORITY/NON-MINORITY EMPLOYEE BREAKDOWN											
	COL. 1 TOTAL (Cols. 2 & 3)	COL. 2 MALE	COL. 3 FEMALE	***** MALE *****					***** FEMALE *****						
				BLACK	HISPANIC	INDIAN	ASIAN	NON MIN.	BLACK	HISPANIC	INDIAN	ASIAN	NON MIN.		
Officials/ Managers															
Professionals															
Technicians															
Sales Workers															
Office & Clerical															
Craftworkers (Skilled)															
Operatives (Semi-skilled)															
Laborers (Unskilled)															
Service Workers															
<b>TOTAL</b>															
Total employment From previous Report (if any)															
Temporary & Part-Time Employees	The data below shall NOT be included in the figures for the appropriate categories above.														

12. HOW WAS INFORMATION AS TO RACE OR ETHNIC GROUP IN SECTION B OBTAINED? <input type="checkbox"/> 1. Visual Survey <input type="checkbox"/> 2. Employment Record <input type="checkbox"/> 3. Other (Specify)	14. IS THIS THE FIRST Employee Information Report Submitted? 1. YES <input type="checkbox"/> 2. NO <input type="checkbox"/>	15. IF NO, DATE LAST REPORT SUBMITTED MO.   DAY   YEAR
13. DATES OF PAYROLL PERIOD USED From: _____ To: _____		

**SECTION C - SIGNATURE AND IDENTIFICATION**

16. NAME OF PERSON COMPLETING FORM (Print or Type)	SIGNATURE	TITLE	DATE MO   DAY   YEAR
17. ADDRESS NO. & STREET	CITY	COUNTY	STATE   ZIP CODE   PHONE (AREA CODE, NO., EXTENSION)

# INSTRUCTIONS FOR COMPLETING THE EMPLOYEE INFORMATION REPORT (FORM AA302)

**IMPORTANT:** READ THE FOLLOWING INSTRUCTIONS CAREFULLY BEFORE COMPLETING THE FORM. PRINT OR TYPE ALL INFORMATION. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM **AND TO SUBMIT THE REQUIRED \$150.00 NON-REFUNDABLE FEE MAY DELAY ISSUANCE OF YOUR CERTIFICATE.** IF YOU HAVE A CURRENT CERTIFICATE OF EMPLOYEE INFORMATION REPORT, DO NOT COMPLETE THIS FORM UNLESS YOU ARE RENEWING A CERTIFICATE THAT IS DUE FOR EXPIRATION. DO NOT COMPLETE THIS FORM FOR CONSTRUCTION CONTRACT AWARDS.

**ITEM 1** - Enter the Federal Identification Number assigned by the Internal Revenue Service, or if a Federal Employer Identification Number has been applied for, or if your business is such that you have not or will not receive a Federal Employer Identification Number, enter the Social Security Number of the owner or of one partner, in the case of a partnership.

**ITEM 2** - Check the box appropriate to your TYPE OF BUSINESS. If you are engaged in more than one type of business check the predominate one. If you are a manufacturer deriving more than 50% of your receipts from your own retail outlets, check "Retail".

**ITEM 3** - Enter the total "number" of employees in the entire company, including part-time employees. This number shall include all facilities in the entire firm or corporation.

**ITEM 4** - Enter the name by which the company is identified. If there is more than one company name, enter the predominate one.

**ITEM 5** - Enter the physical location of the company. Include City, County, State and Zip Code.

**ITEM 6** - Enter the name of any parent or affiliated company including the City, County, State and Zip Code. If there is none, so indicate by entering "None" or N/A.

**ITEM 7** - Check the box appropriate to your type of company establishment. "Single-establishment Employer" shall include an employer whose business is conducted at only one physical location. "Multi-establishment Employer" shall include an employer whose business is conducted at more than one location.

**ITEM 8** - If "Multi-establishment" was entered in item 8, enter the number of establishments within the State of New Jersey.

**ITEM 9** - Enter the total number of employees at the establishment being awarded the contract.

**ITEM 10** - Enter the name of the Public Agency awarding the contract. Include City, County, State and Zip Code. This is not applicable if you are renewing a current Certificate.

**ITEM 11** - Enter the appropriate figures on all lines and in all columns. THIS SHALL ONLY INCLUDE EMPLOYMENT DATA FROM THE FACILITY THAT IS BEING AWARDED THE CONTRACT. DO NOT list the same employee in more than one job category. DO NOT attach an EEO-1 Report.

**Racial/Ethnic Groups will be defined:**

**Black:** Not of Hispanic origin. Persons having origin in any of the Black racial groups of Africa.

**Hispanic:** Persons of Mexican, Puerto Rican, Cuban, or Central or South American or other Spanish culture or origin, regardless of race.

**American Indian or Alaskan Native:** Persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

**Asian or Pacific Islander:** Persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian Sub-continent or the Pacific Islands. This area includes for example, China, Japan, Korea, the Phillipine Islands and Samoa.

**Non-Minority:** Any Persons not identified in any of the aforementioned Racial/Ethnic Groups.

**ITEM 12** - Check the appropriate box. If the race or ethnic group information was not obtained by 1 or 2, specify by what other means this was done in 3.

**ITEM 13** - Enter the dates of the payroll period used to prepare the employment data presented in Item 12.

**ITEM 14** - If this is the first time an Employee Information Report has been submitted for this company, check block "Yes".

**ITEM 15** - If the answer to Item 14 is "No", enter the date when the last Employee Information Report was submitted by this company.

**ITEM 16** - Print or type the name of the person completing the form. Include the signature, title and date.

**ITEM 17** - Enter the physical location where the form is being completed. Include City, State, Zip Code and Phone Number.

## TYPE OR PRINT IN SHARP BALL POINT PEN

THE VENDOR IS TO COMPLETE THE EMPLOYEE INFORMATION REPORT FORM (AA302) AND RETAIN A COPY FOR THE VENDOR'S OWN FILES. THE VENDOR SHOULD ALSO SUBMIT A COPY TO THE PUBLIC AGENCY AWARDED THE CONTRACT IF THIS IS YOUR FIRST REPORT; AND FORWARD ONE COPY WITH A CHECK IN THE AMOUNT OF \$150.00 PAYABLE TO THE TREASURER, STATE OF NEW JERSEY(FEE IS NON-REFUNDABLE) TO:

NJ Department of the Treasury  
Division of Purchase & Property  
Contract Compliance Audit Unit  
EEO Monitoring Program  
P.O. Box 206

Trenton, New Jersey 08625-0206

Telephone No. (609) 292-5473





## State of New Jersey

DEPARTMENT OF THE TREASURY  
DIVISION OF PURCHASE AND PROPERTY  
CONTRACT COMPLIANCE & AUDIT UNIT  
EEO MONITORING PROGRAM  
33 WEST STATE STREET  
P. O. BOX 206  
TRENTON, NEW JERSEY 08625-0206

PHILIP D. MURPHY  
*Governor*

ELIZABETH MAHER MUOIO  
*State Treasurer*

SHEILA Y. OLIVER  
*Lt. Governor*

MAURICE A. GRIFFIN  
*Acting Director*

### RENEWAL NOTICE

The Certificate of Employee Information Report (hereinafter referred to as the "State Certificate") issued by this Division is due to expire within the next 90 days. In order for your firm to continue to provide a current State Certificate for public contract awards, you must apply for renewal by properly completing the following renewal documents:

1. The Employee Information Report Form AA-302 for the facility indicated on the "State Certificate" and any additional New Jersey facilities, with a check in the amount of **\$150.00** payable to "the Treasurer, State of New Jersey" (fee is non-refundable) and
2. The Vendor Activity Summary Report forms, one for each of the four (4) personnel activities noted (new hires, promotions, transfers and terminations etc.) for the previous "State Certificate" period, or
3. If you are operating under a federally approved affirmative action plan, a photocopy of the letter of Federal Approval issued by the US Department of Labor, Office of Federal Contract Compliance Programs, not greater than one year old, may be submitted to the awarding agency in lieu of the State Certificate. Please do not submit an EEO-1 Report as it will not be accepted.

All goods, service and professional service vendors are encouraged to complete and file these renewal documents electronically by accessing the Division's website at [www.state.nj.us/treasury/contract\\_compliance](http://www.state.nj.us/treasury/contract_compliance). This website provides access to the forms in electronic format or on-line internet submission registration via the internet. You may also call the Division at (609) 292-5473 and a representative will assist you. Please have your State Certificate number ready when calling. Your State Certificate number is noted at the end of your company name on your mailing label.

Upon receipt of the above-referenced documents, the Division will approve or reject your application within sixty (60) days of submission. If your application is approved, the Division will issue a State Certificate provided your firm meets the standards of good faith compliance with the Affirmative Action Regulations set forth in N.J.A.C. 17:27-1.1 et seq. Periodic reviews may be conducted and additional information may be requested, as required by the Division. In all instances, however, a copy of the State Certificate must be presented to the public agency awarding the contract, prior to the award of the contract.

Rev. 4-18

**STATE OF NEW JERSEY**  
Division of Purchase & Property  
Contract Compliance Audit Unit  
EEO Monitoring Program

**EMPLOYEE INFORMATION REPORT**

**IMPORTANT-READ INSTRUCTIONS CAREFULLY BEFORE COMPLETING FORM. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM AND TO SUBMIT THE REQUIRED \$150.00 FEE MAY DELAY ISSUANCE OF YOUR CERTIFICATE. DO NOT SUBMIT EEO-1 REPORT FOR SECTION B, ITEM 11. For Instructions on completing the form, go to: [http://www.state.nj.us/treasury/contract\\_compliance/pdf/aa302ins.pdf](http://www.state.nj.us/treasury/contract_compliance/pdf/aa302ins.pdf)**

**SECTION A - COMPANY IDENTIFICATION**

1. FID. NO. OR SOCIAL SECURITY	2. TYPE OF BUSINESS <input type="checkbox"/> 1. MFG <input type="checkbox"/> 2. SERVICE <input type="checkbox"/> 3. WHOLESALE <input type="checkbox"/> 4. RETAIL <input type="checkbox"/> 5. OTHER	3. TOTAL NO. EMPLOYEES IN THE ENTIRE COMPANY			
4. COMPANY NAME					
5. STREET	CITY	COUNTY	STATE	ZIP CODE	
6. NAME OF PARENT OR AFFILIATED COMPANY (IF NONE, SO INDICATE)		CITY	STATE	ZIP CODE	
7. CHECK ONE: IS THE COMPANY: <input type="checkbox"/> SINGLE-ESTABLISHMENT EMPLOYER <input type="checkbox"/> MULTI-ESTABLISHMENT EMPLOYER					
8. IF MULTI-ESTABLISHMENT EMPLOYER, STATE THE NUMBER OF ESTABLISHMENTS IN NJ					
9. TOTAL NUMBER OF EMPLOYEES AT ESTABLISHMENT WHICH HAS BEEN AWARDED THE CONTRACT					
10. PUBLIC AGENCY AWARDED CONTRACT					
		CITY	COUNTY	STATE	ZIP CODE

Official Use Only	DATE RECEIVED	INAUG DATE	ASSIGNED CERTIFICATION NUMBER

**SECTION B - EMPLOYMENT DATA**

11. Report all permanent, temporary and part-time employees ON YOUR OWN PAYROLL. Enter the appropriate figures on all lines and in all columns. Where there are no employees in a particular category, enter a zero. Include ALL employees, not just those in minority/non-minority categories, in columns 1, 2, & 3. **DO NOT SUBMIT AN EEO-1 REPORT.**

JOB CATEGORIES	ALL EMPLOYEES			PERMANENT MINORITY/NON-MINORITY EMPLOYEE BREAKDOWN										
	COL. 1 TOTAL (Cols 2 & 3)	COL. 2 MALE	COL. 3 FEMALE	***** MALE *****					***** FEMALE *****					
				BLACK	HISPANIC	AMER INDIAN	ASIAN	NON MIN.	BLACK	HISPANIC	AMER INDIAN	ASIAN	NON MIN.	
Officials/ Managers														
Professionals														
Technicians														
Sales Workers														
Office & Clerical														
Craftworkers (Skilled)														
Operatives (Semi-skilled)														
Laborers (Unskilled)														
Service Workers														
TOTAL														
Total employment From previous Report (if any)														
Temporary & Part-Time Employees	The data below shall NOT be included in the figures for the appropriate categories above.													

12. HOW WAS INFORMATION AS TO RACE OR ETHNIC GROUP IN SECTION B OBTAINED <input type="checkbox"/> 1. Visual Survey <input type="checkbox"/> 2. Employment Record <input type="checkbox"/> 3. Other (Specify)	14. IS THIS THE FIRST Employee Information Report Submitted? 1. YES <input type="checkbox"/> 2. NO <input type="checkbox"/>	15. IF NO, DATE LAST REPORT SUBMITTED MO.   DAY   YEAR
13. DATES OF PAYROLL PERIOD USED From: _____ To: _____		

**SECTION C - SIGNATURE AND IDENTIFICATION**

16. NAME OF PERSON COMPLETING FORM (Print or Type)	SIGNATURE	TITLE	DATE MO   DAY   YEAR		
17. ADDRESS NO. & STREET	CITY	COUNTY	STATE	ZIP CODE	PHONE (AREA CODE, NO., EXTENSION)

# INSTRUCTIONS FOR COMPLETING THE EMPLOYEE INFORMATION REPORT (FORM AA302)

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**ITEM 1** - Enter the Federal Identification Number assigned by the Internal Revenue Service, or if a Federal Employer Identification Number has been applied for, or if your business is such that you have not or will not receive a Federal Employer Identification Number, enter the Social Security Number of the owner or of one partner, in the case of a partnership.

**ITEM 2** - Check the box appropriate to your TYPE OF BUSINESS. If you are engaged in more than one type of business check the predominate one. If you are a manufacturer deriving more than 50% of your receipts from your own retail outlets, check "Retail".

**ITEM 3** - Enter the total "number" of employees in the entire company, including part-time employees. This number shall include all facilities in the entire firm or corporation.

**ITEM 4** - Enter the name by which the company is identified. If there is more than one company name, enter the predominate one.

**ITEM 5** - Enter the physical location of the company. Include City, County, State and Zip Code.

**ITEM 6** - Enter the name of any parent or affiliated company including the City, County, State and Zip Code. If there is none, so indicate by entering "None" or N/A.

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**ITEM 11** - Enter the appropriate figures on all lines and in all columns. THIS SHALL ONLY INCLUDE EMPLOYMENT DATA FROM THE FACILITY THAT IS BEING AWARDED THE CONTRACT. DO NOT list the same employee in more than one job category. **DO NOT attach an EEO-1 Report.**

**Racial/Ethnic Groups will be defined:**

**Black:** Not of Hispanic origin. Persons having origin in any of the Black racial groups of Africa.

**Hispanic:** Persons of Mexican, Puerto Rican, Cuban, or Central or South American or other Spanish culture or origin, regardless of race.

**American Indian or Alaskan Native:** Persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

**Asian or Pacific Islander:** Persons having origin in any of the original peoples of the Far East, Southeast Asia, the Indian Sub-continent or the Pacific Islands. This area includes for example, China, Japan, Korea, the Phillipine Islands and Samoa.

**Non-Minority:** Any Persons not identified in any of the aforementioned Racial/Ethnic Groups.

**ITEM 12** - Check the appropriate box. If the race or ethnic group information was not obtained by 1 or 2, specify by what other means this was done in 3.

**ITEM 13** - Enter the dates of the payroll period used to prepare the employment data presented in Item 12.

**ITEM 14** - If this is the first time an Employee Information Report has been submitted for this company, check block "Yes".

**ITEM 15** - If the answer to Item 14 is "No", enter the date when the last Employee Information Report was submitted by this company.

**ITEM 16** - Print or type the name of the person completing the form. Include the signature, title and date.

**ITEM 17** - Enter the physical location where the form is being completed. Include City, State, Zip Code and Phone Number.

**TYPE OR PRINT IN SHARP BALL POINT PEN**

THE VENDOR IS TO COMPLETE THE EMPLOYEE INFORMATION REPORT FORM (AA302) AND RETAIN A COPY FOR THE VENDOR'S OWN FILES. THE VENDOR SHOULD ALSO SUBMIT A COPY TO THE PUBLIC AGENCY AWARDED THE CONTRACT IF THIS IS YOUR FIRST REPORT; AND FORWARD ONE COPY WITH A CHECK IN THE AMOUNT OF \$150.00 PAYABLE TO THE TREASURER, STATE OF NEW JERSEY(FEE IS NON-REFUNDABLE) TO:

NJ Department of the Treasury  
Division of Purchase & Property  
Contract Compliance Audit Unit  
EEO Monitoring Program  
P.O. Box 206

Trenton, New Jersey 08625-0206

Telephone No. (609) 292-5473

\*\*\*\*\*

STATE OF NEW JERSEY DEPARTMENT OF THE TREASURY  
 Division of Purchase & Property Contract Compliance Audit Unit EEO Monitoring Program  
 VENDOR ACTIVITY SUMMARY REPORT

NEW HIRES  PROMOTIONS  TRANSFERS  TERMINATIONS (CHECK (X) APPROPRIATE ACTIVITY)

CERTIFICATE NO. \_\_\_\_\_ DATES OF PAYROLL PERIOD USED: FROM \_\_\_\_\_ TO \_\_\_\_\_  
 NAME OF FACILITY: \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

JOB CATEGORIES	MALE					FEMALE						
	Total	Black	Hispanic	AM. Indian	Asian	Non-Min.	Total	Black	Hispanic	AM. Indian	Asian	Non-Min.
OFFICIALS & MANAGERS												
PROFESSIONALS												
TECHNICIANS												
SALES WORKERS												
OFFICE & CLERICAL												
CRAFTWORKERS												
OPERATIVES												
LABORERS												
SERVICE WORKERS												
TOTAL												

I certify that the information on this Form is true and correct.  
 NAME OF PERSON COMPLETING FORM (Print or Type) \_\_\_\_\_ SIGNATURE \_\_\_\_\_  
 LAST FIRST MI

DATE SUBMITTED \_\_\_\_\_  
 ADDRESS (NO. & STREET) \_\_\_\_\_ (CITY) \_\_\_\_\_ (STATE) \_\_\_\_\_ (ZIP) \_\_\_\_\_ PHONE (AREA CODE, NO., EXTENSION) \_\_\_\_\_

\*\*\*\*\*

## INSTRUCTIONS

### VENDOR ACTIVITY SUMMARY REPORTS

1. You should complete 4 blank Vendor Activity Summary Reports with your AA-302, Employee Information Report Renewal Application package. These 4 Reports are to be completed for new hires, promotions, transfers and terminations that took place between the time you received your Certificate of Employee Information Report (hereafter referred to as "Certificate") and the date of your Renewal Application.
2. The Vendor Activity Summary Reports must be completed to show your firm's total personnel actions for the previous Certificate period. For example, if your firm renews its Certificate every 3 years, one of the reports should indicate the total number of people hired during the entire 3-year period during which you held the Certificate. Another report should indicate the total number of people terminated during that 3-year period. The third report should indicate the total number of people transferred during that 3-year period and the final report should indicate the total number of people promoted during that 3-year period. Please note, there is no need to re-state the information provided on the AA-302 form.



STATE OF NEW JERSEY  
DEPARTMENT OF THE TREASURY  
Division of Purchase & Property, Contract Compliance Audit Unit  
EEO Monitoring Program

**DUPLICATE CERTIFICATE OF EMPLOYEE INFORMATION REPORT REQUEST**

IMPORTANT- FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM AND SUBMIT THE REQUIRED \$75.00 FEE (Non-Refundable)  
MAY DELAY ISSUANCE OF YOUR DUPLICATE CERTIFICATE OF EMPLOYEE INFORMATION REPORT.

SECTION A - COMPANY IDENTIFICATION

1. FID. NO. OR SOCIAL SECURITY	2. ASSIGNED CERTIFICATION NUMBER	ISSUE DATE	EXPIRATION DATE

3. COMPANY NAME

4. STREET	CITY	COUNTY	STATE	ZIP CODE

5. REASON FOR REQUEST OF DUPLICATE CERTIFICATE

1. Lost Certificate  2. Damaged  3. Other (Specify)

SECTION B - SIGNATURE AND IDENTIFICATION

6. NAME OF PERSON COMPLETING FORM (Print or Type)	SIGNATURE	TITLE	DATE
			MO DAY YEAR

7. ADDRESS NO. & STREET	CITY	COUNTY	STATE	ZIP CODE	PHONE (AREA CODE, NO., EXTENSION)

I certify that the information on this Form is true and correct.

SECTION C - OFFICIAL USE ONLY

RECEIVED DATE:	DIVISION OF REVENUE DLN #:

INSTRUCTIONS FOR COMPLETING DUPLICATE CERTIFICATE REQUEST

**ITEM 1** - Enter the Federal Identification Number assigned by the Internal Revenue Service, or if a Federal Employer Identification Number has been applied for, or if your business is such that you have not or will not receive a Federal Employer Identification Number, enter the Social Security Number of the owner or of one partner, in the case of a partnership.

**ITEM 2** - Enter the Certificate Number that was assigned to your company along with the Issue Date and Expiration Date (if available).

**ITEM 3** - Enter the name by which the company is identified.

**ITEM 4** - Enter the physical location of the company. Include City, County, State and Zip Code.

**ITEM 5** - Enter the reason for requesting a Duplicate Certificate of Employee Information Report.

**ITEM 6** - Print or type the name of the person completing the form. Include the signature, title and date.

**ITEM 7** - Enter the physical location where the form is being completed. Include City, State, Zip Code and Phone Number.

RETAIN A COPY OF THIS REQUEST FOR THE VENDOR'S OWN FILES AND FORWARD ONE COPY WITH A CHECK IN THE AMOUNT OF \$75.00 (Non-Refundable Fee) PAYABLE TO "THE TREASURER, STATE OF NEW JERSEY" TO:

NJ Department of the Treasury  
Division of Purchase & Property  
Contract Compliance Audit Unit  
EEO Monitoring Program  
PO Box 206

Trenton, New Jersey 08625-0206

Telephone No. (609) 292-5473

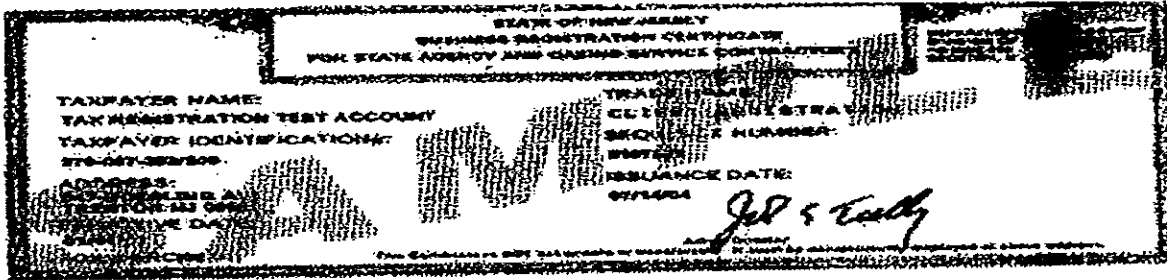
## “New Jersey Business Registration Requirements” For Goods, Professional Service and General Service Contracts

The contractor shall provide written notice to its subcontractors of the responsibility to submit proof of business registration to the contractor.

Before final payment on the contract is made by the contracting agency, the contractor shall submit an accurate list and the proof of business registration of each subcontractor or supplier used in the fulfillment of the contract, or shall attest that no subcontractors were used.

For the term of the contract, the contractor and each of its affiliates and a subcontractor and each of its affiliates [N.J.S.A. 52:32-44(g)(3)] shall collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act on all sales of tangible personal property delivered into this State, regardless of whether the tangible personal property is intended for a contract with a contracting agency.

A business organization that fails to provide a copy of a business registration as required pursuant to section 1 of P.L.2001, c.134 (C.52:32-44 et al.) or subsection e. or f. of section 92 of P.L.1977, c.110 (C.5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000 for each business registration copy not properly provided under a contract with a contracting agency.”



STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE	
Taxpayer Name:	TAX REG TEST ACCOUNT
Trade Name:	
Address:	847 ROBINLING AVE TRENTON, NJ 08611
Certificate Number:	1093907
Date of Issuance:	October 14, 2004
For Office Use Only:	
204-410-6111/2023523	

**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 City of Jersey City 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 City of Jersey City to notify the City of Jersey City 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 City of Jersey City to declare any contract(s) resulting from this certification void and unenforceable.

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

SIGNATURE : \_\_\_\_\_

TITLE: \_\_\_\_\_

SUBSCRIBED AND SWORN TO  
BEFORE ME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ OF 20\_\_\_\_. \_\_\_\_\_  
(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)  
NOTARY PUBLIC OF \_\_\_\_\_  
MY COMMISSION EXPIRES: 20\_\_\_\_

**(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).**

**NON COLLUSION AFFIDAVIT**

**STATE OF NEW JERSEY  
CITY OF JERSEY CITY sis:**

I certify that I am \_\_\_\_\_

of the firm of \_\_\_\_\_

the Respondent making the proposal for the above named project, and that I executed the said proposal with full authority so to do; that said Respondent has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the City of Jersey City relies upon the truth of the statements contained in said proposal and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by (N.J.S.A.52: 34-25)

(Signature of Respondent) \_\_\_\_\_

SUBSCRIBED AND SWORN TO  
BEFORE ME THIS DAY \_\_\_\_\_ OF 20\_\_\_\_\_

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF  
MY COMMISSION EXPIRES: 20 .

**NOTE:  
THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS  
PROPOSAL**

CITY OF JERSEY CITY, NEW JERSEY 07307  
DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

COMPANY NAME:

**PART 1: CERTIFICATION**  
**BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.**  
**FAILURE TO CHECK ONE OF THE BOXES WILL RENDER THE PROPOSAL NON-RESPONSIVE.**

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 certification below to attest, under penalty of perjury, that neither the person or entity, nor any of its parents, subsidiaries, or affiliates, is identified on the Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found on the Division's website at <http://www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf>. Bidders must review this list prior to completing the below certification. Failure to complete the certification will render a bidder's proposal non-responsive. If the Director finds a person or entity to be in violation of law, s/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

**PLEASE CHECK THE APPROPRIATE BOX:**

I certify, pursuant to Public Law 2012, c. 25, that neither the bidder listed above nor any of the bidder's parents, subsidiaries, or affiliates is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. I will skip Part 2 and sign and complete the Certification below.

OR

I am unable to certify as above because the bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 list. I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below. Failure to provide such will result in the proposal being rendered as non-responsive and appropriate penalties, fines and/or sanctions will be assessed as provided by law.

**PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN**

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the box below.

Name _____	Relationship to Bidder/Offeror _____
Description of Activities _____ _____	
Duration of Engagement _____	Anticipated Cessation Date _____
Bidder/Offeror Contact Name _____	Contact Phone Number _____

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge that the State of New Jersey is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the State to notify the State in writing of any changes to the answers of information contained herein. I acknowledge 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 recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the State of New Jersey and that the State at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

PROJECT: Consolidated Affordable Housing Portal

RESPONDENT:

Item	Respondent Initials	Purchasing Review
A. Non-Collusion Affidavit properly notarized	FJ	
B. Statement of Ownership Disclosure *	FJ	
C. Disclosure of Investment Activities in Iran Form	FJ	
D. Mandatory Affirmative Action Language	FJ	
E. Supplier Diversity Bidder Questionnaire	FJ	
F. If first time doing business with the City, submit Certificate of Employee Information Report Form (AA-302). If not, submit Letter of Federal Approval or actual Certificate of Employee Information Report		
G. Business Registration Certificate		
H. Original signature(s) on all required forms	FJ	
I. Acknowledgment of Receipt of Addenda*	FJ	
J. Americans with Disabilities Act	FJ	

\* Failure to include the completed Statement of Ownership Disclosure Statement and the completed Acknowledgment of Receipt of Addenda with the proposal will result in an automatic rejection of the bid.

**CITY OF JERSEY CITY**  
**ADDENDUM ACKNOWLEDGEMENT FORM**  
**REQUEST FOR PROPOSALS FOR**  
**CONSOLIDATED AFFORDABLE HOUSING PORTAL**

The undersigned acknowledges receipt of the following addenda to the proposal document:

**THE COMPLETED ACKNOWLEDGEMENT OF ADDENDA FORM SHOULD BE RETURNED WITH PROPOSAL PACKAGE: NOT TO BE SENT SEPARATELY**

NOTE: Failure to acknowledge receipt of all addenda will cause the proposal to be considered non-responsive and proposal will be rejected. Acknowledged receipt of each addendum must be clearly established and included with the proposal pursuant to N.J.S.A. 40A:11-23.2 (e).

Addendum No.   1   Dated   05/14/2020  

Addendum No.            Dated           

Addendum No.            Dated           

Addendum No.            Dated           

Addendum No.            Dated           

Addendum No.            Dated           

Addendum No.            Dated           

Addendum No.            Dated           

Name of Vendor:   Electricbaby, Inc.  

Street Address:   PO Box 94  

City, State, Zip:   Frisco, CO 80443  

Authorized Signature:   *Franklin Jayle*  

Date:   05/20/2020

**NON COLLUSION AFFIDAVIT**

**STATE OF NEW JERSEY  
CITY OF JERSEY CITY sis:**

I certify that I am Franklin Joyce

of the firm of Electricbaby, Inc.

the Respondent making the proposal for the above named project, and that I executed the said proposal with full authority so to do; that said Respondent has not, directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free, competitive bidding in connection with the above named project; and that all statements contained in said proposal and in this affidavit are true and correct, and made with full knowledge that the City of Jersey City relies upon the truth of the statements contained in said proposal and in the statements contained in this affidavit in awarding the contract for the said project.

I further warrant that no person or selling agency has been employed to solicit or secure such contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, except bona fide employees or bona fide established commercial or selling agencies maintained by (N.J.S.A.52: 34-25)

(Signature of Respondent) Franklin Joyce

SUBSCRIBED AND SWORN TO  
BEFORE ME THIS DAY 20<sup>th</sup> of May OF 20 20

(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF Colorado  
MY COMMISSION EXPIRES: 2024.

*Kristina Tate*  
Kristina Tate



**NOTE:  
THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS  
PROPOSAL**

**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:** Electricbaby, Inc.

---

**Organization Address:** PO Box 94, Frisco, CO 80443

---

**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
Franklin Joyce	490B Hammerstone Ln, Frisco, CO 80443

**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 City of Jersey City 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 City of Jersey City to notify the City of Jersey City 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 City of Jersey City to declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print):	Franklin Joyce	Title:	President
Signature:	<i>Franklin Joyce</i>	Date:	05/20/2020

SIGNATURE: *Kristina Tate*

TITLE: Kristina Tate

SUBSCRIBED AND SWORN TO  
BEFORE ME THIS 20<sup>th</sup> DAY OF May OF 2020  
(TYPE OR PRINT NAME OF AFFIANT UNDER SIGNATURE)

NOTARY PUBLIC OF Colorado  
MY COMMISSION EXPIRES: 2024

**KRISTINA TATE**  
NOTARY PUBLIC - STATE OF COLORADO  
Notary ID #20204014913  
My Commission Expires 4/27/2024

**(NOTE: THIS FORM MUST BE COMPLETED, NOTARIZED AND RETURNED WITH THIS PROPOSAL).**



CITY OF JERSEY CITY, NEW JERSEY 07307  
DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

COMPANY NAME:

**PART 1: CERTIFICATION**  
**BIDDERS MUST COMPLETE PART 1 BY CHECKING EITHER BOX.**  
**FAILURE TO CHECK ONE OF THE BOXES WILL RENDER THE PROPOSAL NON-RESPONSIVE.**

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 certification below to attest, under penalty of perjury, that neither the person or entity, nor any of its parents, subsidiaries, or affiliates, is identified on the Department of Treasury's Chapter 25 list as a person or entity engaging in investment activities in Iran. The Chapter 25 list is found on the Division's website at [http://www.state.nj.us/treasury/purchase/pdf/Chapter25\\_list.pdf](http://www.state.nj.us/treasury/purchase/pdf/Chapter25_list.pdf). Bidders must review this list prior to completing the below certification. Failure to complete the certification will render a bidder's proposal non-responsive. If the Director finds a person or entity to be in violation of law, s/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

**PLEASE CHECK THE APPROPRIATE BOX:**

I certify, pursuant to Public Law 2012, c. 25, that neither the bidder listed above nor any of the bidder's parents, subsidiaries, or affiliates is listed on the N.J. Department of the Treasury's list of entities determined to be engaged in prohibited activities in Iran pursuant to P.L. 2012, c. 25 ("Chapter 25 List"). I further certify that I am the person listed above, or I am an officer or representative of the entity listed above and am authorized to make this certification on its behalf. I will skip Part 2 and sign and complete the Certification below.

OR

I am unable to certify as above because the bidder and/or one or more of its parents, subsidiaries, or affiliates is listed on the Department's Chapter 25 list. I will provide a detailed, accurate and precise description of the activities in Part 2 below and sign and complete the Certification below. Failure to provide such will result in the proposal being rendered as non-responsive and appropriate penalties, fines and/or sanctions will be assessed as provided by law.

**PART 2: PLEASE PROVIDE FURTHER INFORMATION RELATED TO INVESTMENT ACTIVITIES IN IRAN**

You must provide a detailed, accurate and precise description of the activities of the bidding person/entity, or one of its parents, subsidiaries or affiliates, engaging in the investment activities in Iran outlined above by completing the box below.

Name _____	Relationship to Bidder/Offeror _____
Description of Activities _____	
Duration of Engagement _____	Anticipated Cessation Date _____
Bidder/Offeror Contact Name _____	Contact Phone Number _____

Certification: I, being duly sworn upon my oath, hereby represent and state that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I attest that I am authorized to execute this certification on behalf of the above-referenced person or entity. I acknowledge that the State of New Jersey is relying on the information contained herein and thereby acknowledge that I am under a continuing obligation from the date of this certification through the completion of any contracts with the State to notify the State in writing of any changes to the answers of information contained herein. I acknowledge 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 recognize that I am subject to criminal prosecution under the law and that it will also constitute a material breach of my agreement(s) with the State of New Jersey and that the State at its option may declare any contract(s) resulting from this certification void and unenforceable.

Full Name (Print): Franklin Joyce Signature: Franklin Joyce  
Title: Electricbaby, Inc. Date: 05/20/2020

**EQUAL EMPLOYMENT OPPORTUNITY (EEO)/  
AFFIRMATIVE ACTION (AA) REQUIREMENTS**  
**FOR GOODS, PROFESSIONAL SERVICE AND GENERAL SERVICE CONTRACTS**

Questions in reference to EEO/AA requirements for Goods,  
Professional Service and General Service Contracts should be  
directed to:

**Jeana F. Abuan**  
**Public Agency Compliance Officer (P.A.C.O.)**  
**Department of Administration**  
**Office of Tax Abatement & Compliance**  
**13-15 Linden Avenue, 2<sup>nd</sup> Floor**  
**Jersey City NJ 07305**  
**Tel. # 201-547-4538**  
**E-Mail Address: [abuanj@jcnj.org](mailto:abuanj@jcnj.org)**

(REVISED 4/13)

**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.

**EXHIBIT A (Continuation)**

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](http://www.state.nj.us/treasury/contract_compliance))

The contractor and its subcontractors shall furnish such reports or other documents to the Division of Purchase & Property, CCAU, EEO Monitoring Program 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 Purchase & Property, CCAU, EEO Monitoring Program for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

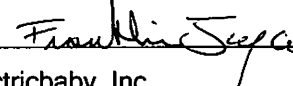
The undersigned vendor certifies on their company's receipt, knowledge and commitment to comply with:

**EXHIBIT A**  
**N.J.S.A. 10:5-31 and N.J.A.C. 17:27**  
**MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE**  
**Goods, Professional Services and General Service Contracts**  
**(Mandatory Affirmative Action Language)**

The undersigned vendor further agrees to furnish the required forms of evidence and

understands that their contract/company's bid shall be rejected as non-responsive if said contractor fails to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

Representative's Name/Title (Print): Franklin Joyce

Representative's Signature: 

Name of Company: Electricbaby, Inc.

Tel. No.: (206) 276-6843

Date: 05/20/2020

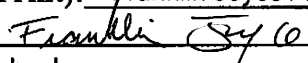
**APPENDIX A**  
**AMERICANS WITH DISABILITIES ACT OF 1990**  
**Equal Opportunity for Individuals with Disability**

The contractor and the President of Electricbaby, Inc., (hereafter "owner") do hereby agree that the provisions of Title 11 of the Americans With Disabilities Act of 1990 (the "Act") (*42 U.S.C. 5121 01 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 there unto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the owner 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 owner in any action or administrative proceeding commenced pursuant to this Act. The contractor shall indemnify, protect, and save harmless the owner, 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 owner's grievance procedure, the contractor agrees to abide by any decision of the owner which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the owner, or if the owner 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 owner 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 owner or any of its agents, servants, and employees, the *owner shall* expeditiously forward or have forwarded to the contractor every demand, complaint, notice, summons, pleading, or other process received by the owner or its representatives.

It is expressly agreed and understood that any approval by the owner 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 owner pursuant to this paragraph.

It is further agreed and understood that the owner 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 provisions 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 owner from taking any other actions available to it under any other provisions of the Agreement or otherwise at law.

**Representative's Name/Title (Print):** Franklin Joyce / President  
**Representative's Signature:**   
**Name of Company:** Electricbaby, Inc.  
**Tel. No.:** (206) 276-6843 **Date:** 05/20/2020



**CITY OF JERSEY CITY  
DEPARTMENT OF BUSINESS ADMINISTRATION  
OFFICE OF DIVERSITY AND INCLUSION**



**SUPPLIER DIVERSITY BIDDER QUESTIONNAIRE**

The City of Jersey City is committed to ensuring that its utilization of vendors reflects the diversity of its community. Please complete this form to assist us with monitoring our supplier diversity performance.

**Business Name:** Electricbaby, Inc.

**Address:** PO Box 94, Frisco, CO 80443

**Phone:** (206) 276-6843

**Email:** operations@electricbaby.com

**Contact Name:** Franklin Joyce

**Please indicate if your business qualifies as any of the following: (See definitions for clarification)**

- Minority Owned
- Woman Owned
- Veteran Owned
- Disability Owned
- Lesbian, Gay, Bisexual, Transgender Owned
- None

**Please indicate if your business is currently certified by an authorized certifying body as any of the following:**

- Minority Business Enterprise
- Woman Business Enterprise
- Veteran Business Enterprise
- Disability Owned Business Enterprise
- Lesbian, Gay, Bisexual, Transgender Business Enterprise
- Disadvantaged Business Enterprise
- Small Business Enterprise
- None

# Jersey City

Affordable Housing  
Online Resources Concept



**Randall Gottesman, President**  
1249 S. River Rd, Suite 301, Cranbury, NJ, 08512  
Ph: 609-664-2769 x 12, Fax: 609 664 2786  
randy@cgph.net



**Lila Pigott, Enterprise Strategist**  
PO Box 94, Frisco, CO 80443  
(206) 276-6843  
lila@public.house

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# Executive Summary

*“ ... I believe the new Division of Affordable Housing will play a significant role— taking an oftentimes frustrating and complex process and turning it into a one-stop-shop to help everyone looking for a place to call home.”*

Mayor Steven M. Fulop, Mayor of Jersey City

Jersey City has pushed affordable housing to the forefront with the establishment of the new Division of Affordable Housing. The primary objective of this project is to simplify and democratize the affordable housing process, ensuring the new division is positioned to act as the one-stop-shop Jersey City residents need.

## Project Goals:

- Consolidation of unit listings in an easily accessible MLS-style listing service populated by property owners through a housing registry
- Unified application process includes a pre-qualification application and a full application portal
- Data collection supports: real-time data, evaluation of existing units, identification of local and regional housing needs, informing policy and program recommendations, defining and tracking measurable outcomes

CGP&H and Electricbaby bring a combined 30 years of affordable housing related experience. A thorough discovery process combined with a deep understanding of what affordable housing divisions need ensures that the partnership between Jersey City, CGP&H and Electricbaby will address the project goals and result in processes and tools that are elegant, thoughtful, and user friendly for residents, developer owners, and staff.

The following will be implemented to meet the project goals:

- Affordable Housing Listing Service
- Pre-Qualification Application
- Affordable Housing Registry
- Automated Email and SMS Notifications
- Full Application Portal
- Reporting and Real-Time Analytics

Details about each of these areas are included in the Scope and Objectives sections. The following summarizes the solution set that will be implemented:

- Salesforce CRM: a best-in-class constituent relationship manager
- Homekeeper: provides affordable housing data structures within Salesforce CRM
- Public House: a deeply configurable platform focused on affordable housing management

CGP&H and Electricbaby are excited to partner with Jersey City and the new Division of Affordable Housing during this time of growth and opportunity.

Citation for above quote from Mayor Fulop: City of Jersey City. “Mayor Fulop Unveils City’s first-ever Division of Affordable Housing; Critical Services become more Accessible to Residents.” New Jersey, City of Jersey City, Office of the Mayor, Press Release, 18 Nov. 2019.

# Scope

The following components have been identified to support the services identified in the request for proposal:



## Affordable Housing Listing Service

- MLS style listing of affordable properties
- Public listings



## Pre-Qualification Application

- Pre-application / profile management
- Property listings filtered by Pre-Eligibility Calculations
- Wait list placement
- Contact with property owner / manager



## Affordable Housing Registry

- Property owner/manager registration
- New unit listing
- Tenant tracking
- Applicant selection



## Automated Email & SMS Notifications

- Annual update reminder
- Opt out
- New property listing notification
- Email verification (new, updated or authentication)
- SMS verification (new, updated or authentication)



## Full Application Portal

- Dual-factor authentication
- Application and supporting document uploads
- Staff review of documents
- Agreement to terms and digital signature process
- PDF creation of application



## Reporting

These self-service tools create an active community of applicants and owners constantly updating Jersey City's affordable housing data. Combined with Salesforce's reporting and dashboard capabilities gives Jersey City real-time analytics of any housing/tenant metric.

## Objectives

These are the objectives of each scoped component. The objectives are tailored to address requirements in the Affordable Housing Compliance Manual and the RFP outline and informed by the background research and information gathering by CGP&H and Electricbaby during the previous engagement with Jersey City.

### Affordable Housing Listing Service

Current Approach : Basic map with limited usability



New Approach:

Beautiful, simple, and efficient listing searches

- Improved map
- Development and individual property listings
- Filters such as neighborhood, , price,, Income Level
- Property detail views where Pre-qualified applicants can initiate contact with Owners

Utilized publicly, all properties are visible. Pre-applicants can choose to only view properties for which they satisfy Property, Development, County and AMI Income Limit requirements.

#### STAFF BENEFITS

With residents and owners operating in their respective self-service portals, municipal staff are freed up to scale operations to support a much larger affordable housing client base.

#### RESIDENT BENEFITS

Navigator improvements and pre-qualification filtering make it easy for Residents to locate potential properties.

# Jersey City Landing Page Mock-up

**CITY**

## Affordable Housing

This page is managed by the Division of Community Development. The City does not directly rent or sell housing to the public. We work with private and nonprofit developers and their affiliates to create and market affordable housing. For more information about the Division of Community Development, please [click here](#).

**Rental Opportunities**  
Search

**Apply Now**  
Pre-Qualification

**Information & Resources**  
Understanding Affordable Housing

**Landlord Services**  
Add your Listings

## Affordable Housing Listings Service

**CITY** Jonas Medina

**Neighborhood**

Select neighborhood

**Price Range**

\$200 ————— \$3,500

**Bedrooms**

Studio+ 1+ **2+** 3+ 4+

Pets  Age Restrictions

ADA Accessible  Income

Parking  Veteran

**\$945**

2 3

617

Show Full Map

**485 Marin**  
485 Marin Blvd, Downtown

**\$1,318** Studio 1 553 sqft  
**\$1,412** 1 1 628 sqft  
**\$1,695** 2 1 926 sqft  
**\$1,958** 3 2 1,349 sqft

**VYV**  
474 Warren St, The Waterfront

**\$954** Studio 1 653 sqft  
**\$1,022** 1 1 836 sqft  
**\$1,194** 2 2 1,182 sqft

**Mill Creek**  
565 Montgomery St, McG...

**\$900** 2 1 836 sqft  
**\$1,194** 3 2 1,182 sqft



## My Jersey City Profile

First Name

Alex

Last Name

Email

Phone

Provide a SMS capable phone

### Household Details

What is your household size?

1

2

3

4

5

6

7+

Include all adults AND children living at least 50% of their time in the household

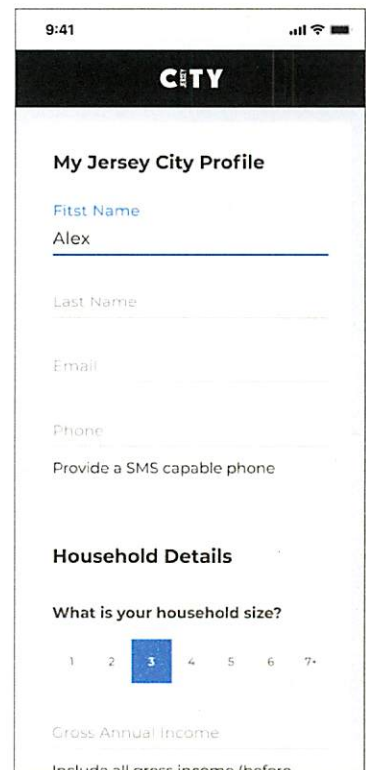
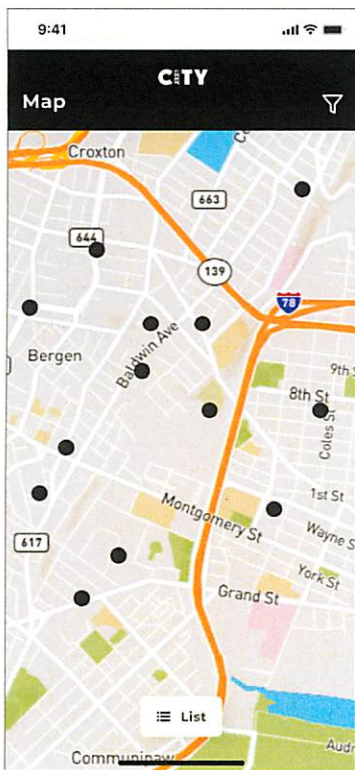
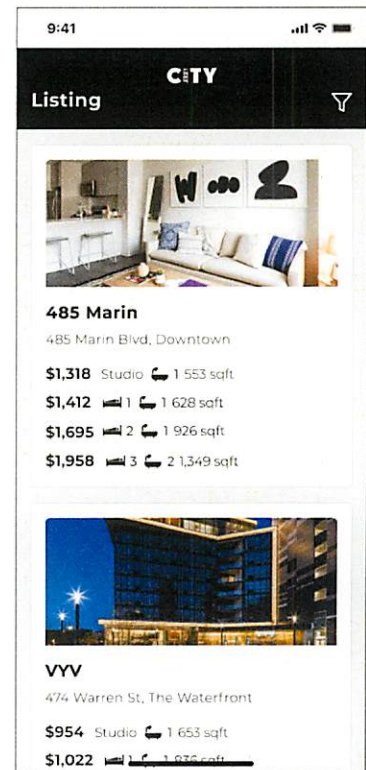
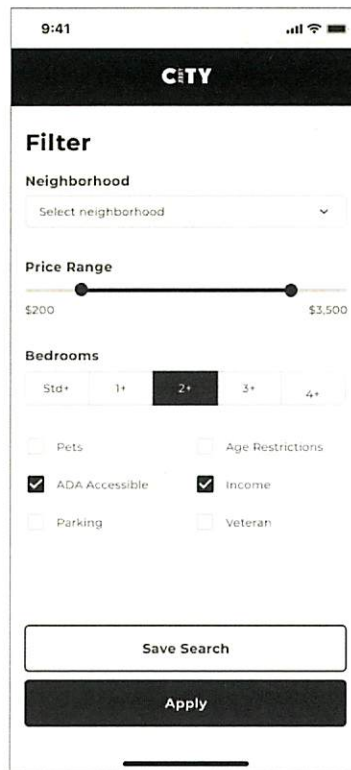
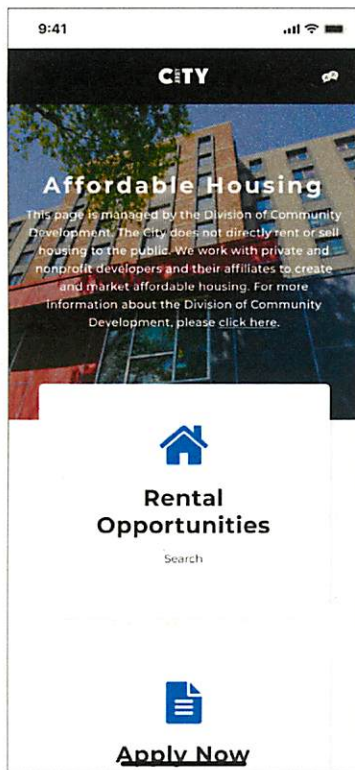
Gross Annual Income

Include all gross income (before taxes) anticipated for the current year, earned by adults in the household aged 18 or over. include regular employment, self-employment, gratuities and commissions BEFORE taxes and other deductions child or

Gross Annual Assets

Assets are NOT the same as income. Assets include the value of cash in your checking and saving accounts, owned real estate, investment, mutual funds, gift funds, etc. combine the total value of these assets for all adults. Enter 0 for no assets

# Affordable Housing Listings Service : Mobile



## Pre-Qualification Application

Current Approach: None



### New Approach:

New online pre-applications will provide vital information on people seeking affordable housing in Jersey City. Such information includes but is not limited to:

- Household size
- Income / Assets
- Demographics

Pre-applications will minimize the number of ineligible candidates from entering the system and consuming organizational resources. Applicants are provided with clear information regarding their ineligibility and directed to alternative resources.

### Resident Self-Service Portal

Residents currently have no way to update their information across all the units they may be on a wait-list for. This portal gives them the ability to instantly inform all landlords at once of a change in their status, and saves both applicants and landlords countless hours of phone calls and emails.

**STAFF BENEFITS**

Staff gains access to up-to-date demographic data and other information on areas of interest. This information can be compiled confidentially while being utilized for public

purposes, protecting everyone's privacy while achieving larger policy goals. .

**RESIDENT BENEFITS**

After submitting a pre-application, Residents gain access to a pre-applicant portal where they can keep their details up to date, navigate rental listings for which they are pre-qualified for, initiate contact to Landlords or their representatives (ie: Property Managers or Administrative Agents), and receive immediate notifications of upcoming opportunities.

## Affordable Housing Registry

Current Approach (Applicant): Residents must contact each landlord individually to update their personal information

Current Approach (Owner): HEDC Divisions update the Office of Innovation when new units enter the development pipeline



New Approach:

### **Owner Self-Service Portal**

Avoid multiple steps to uploading and maintaining unit information by simplifying the process for owners to create and maintain property listings.

RFP GAPS It would be a very powerful enhancement to the Affordable Housing Registry to support:

- Affirmative Marketing Plan Submission
- Tenant recertification
- Quarterly report submission
- Annual report submission



Clean, complete, accurate data. Clients have seen 60% reduction in application processing times.



With residents and owners operating in their respective self-service portals, staff are freed up to scale operations to support a larger affordable housing client base.



Owners are free to upload/update their properties in the Owner's Portal. May also see a faster lease-up rate due to quicker turnaround on resident application approvals.



**Welcome to Jersey City's Affordable Housing Registry**

Jersey City's Affordable Housing Registry provides developers, property owners and property managers a comprehensive set of online tools to navigate the marketing, application process and ongoing reporting / compliance of affordable housing.

[Sign up](#)

**CTY** JERSEY

f @

Email address

Remember me [Sign in](#)

[ABOUT](#) [TERMS](#) [CONTACT](#)

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**CTY** JERSEY

## New Owner Registration

### Company Details

Company Name  EIN Tax Payer ID

### Mailing Address

Street

City  State

Zip Code  County


### Physical Address

Street

[Copy Mailing Address](#)

# Affordable Housing Registry: Multi-Unit

485 Marin #201
**CITY**  
JERSEY
Owner Group

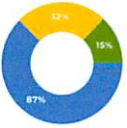


**485 Marin**

474 Warren St, The Waterfront

Company  
**Internaional Holdings**

Primary Contact  
**Lisa Weber**  
(201) 123-4567 / lisa@ihcorp.com



- Low Income
- Moderate Income
- High Income

Average Tenancy: **2.4 years**

Average Vacancy: **4 weeks**

**Quarterly Report**  
Due 6/30

File Now

**Annual Report**  
Due 12/31

#101	#102	#103
<p><b>\$1,412</b> 🛏️ 1 🚿 1 628 sqft</p> <p>Available: <span style="color: green;">3/1 - 5/20</span></p> <p><a href="#">Request Extension</a></p>	<p><b>\$1,975</b> 🛏️ 2 🚿 1 628 sqft</p> <p>Occupied: <span style="color: blue;">9/1/2018</span></p> <p>Tenant: <b>Elijah Turner</b></p> <p>Income: Household <b>75% AMI 2</b></p>	<p><b>\$1,412</b> 🛏️ 1 🚿 1 628 sqft</p> <p>Available: <span style="color: green;">4/1 - 6/31</span></p> <p><a href="#">Request Extension</a></p>
<a href="#">View 14 Applicants</a>	<a href="#">Tenant Details</a>	<a href="#">Extension Request</a>

#201	#202	#203
<p><b>\$1,975</b> 🛏️ 2 🚿 1 628 sqft</p> <p>Occupied: <span style="color: blue;">9/1/2018</span></p> <p>Tennant: <b>Linda Flores</b></p> <p>Income: Household <b>75% AMI 2</b></p>	<p><b>\$1,412</b> 🛏️ 1 🚿 1 628 sqft</p> <p>Available: <span style="color: green;">5/1 - 6/15</span></p> <p><a href="#">Request Extension</a></p>	<p><b>\$1,975</b> 🛏️ 2 🚿 1 628 sqft</p> <p>Occupied: <span style="color: blue;">9/1/2018</span></p> <p>Tennant: <b>Arthur Parke</b></p> <p>Income: Household <b>75% AMI 2</b></p>

# Affordable Housing Registry: New Unit

485 Marin #201
**CITY**  
JERSEY
Owner Group

Unit Listing
Tenant Details
Applicants

## 485 Marin : Unit Listing

Unit #  Program

**Details**

**Bedroom**

Studio 1 2 3 4

**Bathroom**

Studio 1 2 3 4

**Sqft**

150 800 1500

**Income and credit restrictions**

Income restrictions %AMI: 3% 7%

Preference or restriction by certain characteristics:  Senior

# Affordable Housing Registry: Tenant Details

485 Marin #201
CTY
Owner Group

Unit Listing    Tenant Details    Applicants

## 485 Marin #201

🏠 1 🛏 1 628 sqft

[Address](#)  
Alex Cohen

[Certification Effective](#)

[Tenant Income](#)

[Recertified](#)

**Tenant household size**

1 2 3 4 5

[Utility Allowance](#)

[Move-in Date](#)

[Unit Qualifications](#)

[Move-out Date](#)

[Max Rent](#)

[Rent](#)

[Income Limit](#)

# Affordable Housing Registry: Applicants

CTY

Unit Listing    Tenant Details    Applicants

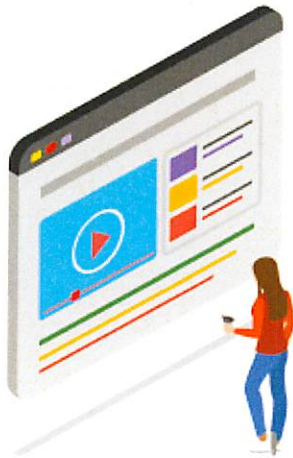
## 485 Marin #201

Affirmative Marketing Plan Submission  
2/15/2020
Open Application Period  
3/1 - 5/20
Lottery  
7/1/2020

#	Applicant	Joined	AMI	Household	Status	
1	Liza Blair	3/1/2020 9:07am	85%	1	Invited	▼
2	Kathleen Palmer	3/2/2020 5:43pm	54%	3	Applied	▼
3	Denise Malone	3/2/2020 7:44pm	55%	2	Invited	▼
4	Dusty Could	3/4/2020 8:11am	110%	1	Declined	▼
5	Darrell Pham	3/6/2020 12:32pm	89%	3	Pending	▼
6	Lavern Dougherty	3/6/2020 1:54pm	63%	3	Invited	▼
7	Claudette Owens	3/7/2020 5:31pm	71%	2	Applied	▼
8	Fay Case	3/9/2020 7:14pm	122%	2	Pending	▼

## Housing Application System

Current Approach: Paper applications managed by property owner/manager



New Approach:

Applicants independently navigate a simplified approach to building their household/financial profiles and easily upload the numerous required supporting documents. Public House’s Housing Application System introduces the ability for applicants to re-certify existing applications rather than start from scratch. Application review staff also work in the application interface to review and approve the required uploads in significantly less time while also viewing clear details of the applicant’s eligibility.

For any owner-occupied affordable units, the applications system also includes a Homeowner Portal for ongoing homeowner support and annual submission of Occupancy Certifications.

- Applications are accessed securely via dual-factor email and SMS authentication.
- Application PDFs are digitally signed and delivered to both applicant and Jersey City’s application archive.
- Jersey City retains all applicant and property data in its own Salesforce database and preferred cloud storage solution (Dropbox or Google Drive).
- Homekeeper provides data structures in Salesforce for Applicant records and related records for Household Members, Assets, Debts, Income Sources. The application or Service File continues to function for recertification, tracking and managing renters.



Ability to collect information on direct applicants, including demographic

information that can be used to generate policy improvements.



Municipal oversight of applicants creates greater landlord accountability.



Reduced time requesting additional information from applicants and file organization.

## Report Groups



### Elected Officials & Senior Decision Makers

Executive level summaries to inform need assessments and reduce enforcement issues



### Planners & Other Staff

Quantify inclusivity measures and ensure equitable housing for the entire population of Jersey City



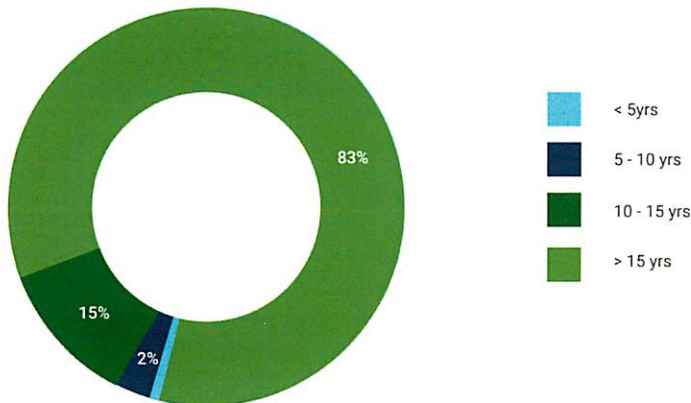
### Public

Information presented will readily inform the public about the state of affordable housing in Jersey City

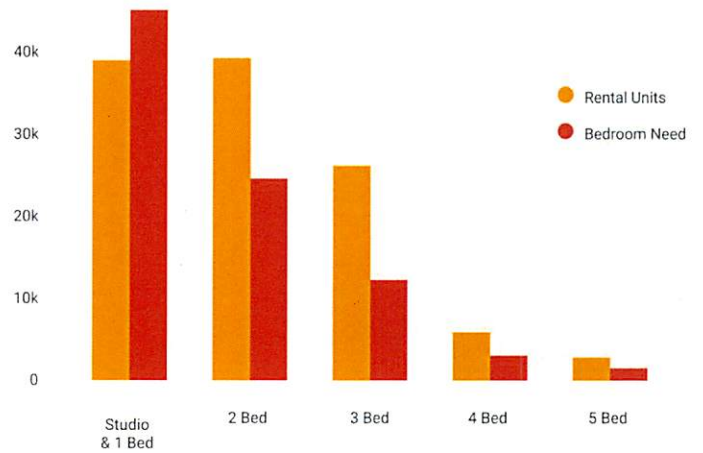
## Housing Data Reports

- Rental turnover rate
- Vacancy rates / Length of vacancy
- Range of rents and median rents by # of bedrooms
- Building type (Single Family, home, duplex, multi-unit, high-rise, etc.)
- Housing units by area/defined geography
- Availability vs applicants by neighborhood
- Affordable Housing Waiting Lists
- Purchase Activity in Last 12 Months
- Average Time to Sell an Affordable Home
- Average Annual Income of New Buyers

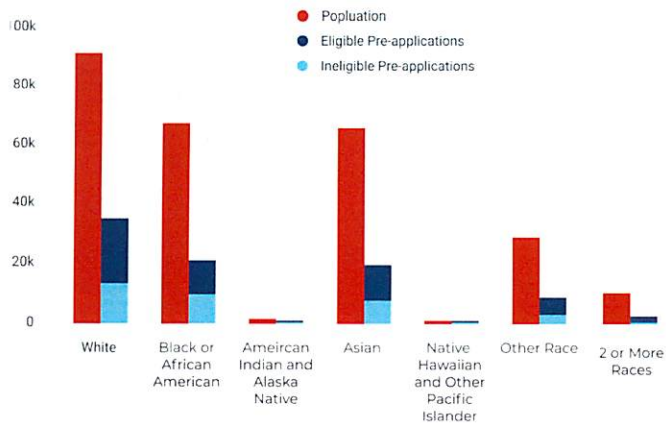
Age of Property



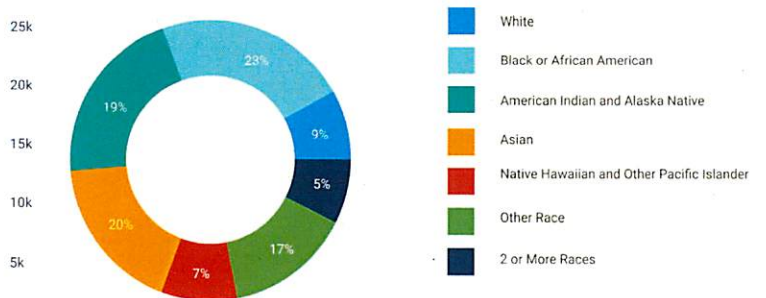
Unit Bedrooms & Bedroom Need



Race & Pre-Application Eligibility



Income Ineligible Pre-Applications by Race





# Project Work Plan

## Project Phases

July 1 - July 31	Discovery Phase Deliverables <ul style="list-style-type: none"> <li>Defining new processes</li> <li>Mapping of new and updated processes</li> <li>Update Development and Deployment Schedule</li> <li>Finalize Development Budget</li> </ul>
Aug 1 - Sept 30	Phase 1 Deliverables <ul style="list-style-type: none"> <li>Affordable Housing Registry (owner/manager portal) <ul style="list-style-type: none"> <li>Property owner/manager registration</li> <li>New property listing</li> <li>New tenant details</li> </ul> </li> <li>Public listings</li> <li>Pre-Applicant registration/profile</li> <li>Filtered properties</li> </ul>
Oct 1	Phase 1 Launch
Oct 1 - Nov 30	Phase 2 <ul style="list-style-type: none"> <li>Applicant eligibility screening</li> <li>Affirmative marketing plan submission</li> <li>Open application period extension request</li> <li>Tenant recertification</li> <li>Quarterly report (occupancy, lottery lists)</li> <li>Annual report: applicant list, lottery list, current tenant report</li> </ul>
Dec 1	Phase 2 Launch
Dec 1 - Jan 31	Phase 3 <ul style="list-style-type: none"> <li>Full application integration with Jersey City review capabilities</li> </ul>
Feb 1	Phase 3 Launch



## Jersey City Resource Time Commitment Estimates

Resource	Discovery Phase	Phase 1	Phase 2	Phase 3
Executive Sponsors	Weekly meeting	Weekly meeting	Weekly meeting	Weekly meeting
	Hours: 1/wk	Hrs/wk: 1	Hrs/wk: 1	Hrs/wk: 1
Stakeholders	Weekly meeting, follow-up	Weekly meeting, follow-up	Weekly meeting, follow-up	Weekly meeting, follow-up
	Hrs/wk: 2	Hrs/wk: 2	Hrs/wk: 2	Hrs/wk: 2
Project Manager	PM related tasks, coordinating project participants - City staff, developers	PM related tasks, coordinating project participants - City staff, developers	PM related tasks, coordinating project participants - City staff, developers	PM related tasks, coordinating project participants - City staff, developers
	Hrs/wk: 20 - 30	Hrs/wk: 20 - 30	Hrs/wk: 20 - 30	Hrs/wk: 20 - 30
IT Department	Review tech stack and security, Q&A  Hrs/wk: 2 - 5	Ad hoc mtgs, Q&A	Ad hoc mtgs, Q&A	Ad hoc mtgs, Q&A
		Hrs/wk: 2 - 5	Hrs/wk: 2 - 5	Hrs/wk: 2 - 5
		Testing	Testing	Testing
		Hrs/wk: 2 - 5	Hrs/wk: 2 - 5	Hrs/wk: 2 - 5
Affordable Housing Staff and other Division and Office Staff	Interviews, process documentation, follow-up questions  Hrs/wk: 5 - 10	User Acceptance Testing and Training Period	User Acceptance Testing and Training Period	User Acceptance Testing and Training Period
		Hrs/wk: 8 - 16	Hrs/wk: 8 - 16	Hrs/wk: 8 - 16
		Launch week: 10 - 20 hrs	Launch week: 10 - 20 hrs	Launch week: 10 - 20 hrs
Developers/ Owners	Interviews, process documentation, follow-up questions  Hrs/wk: 3 - 5	User Acceptance Testing	User Acceptance Testing	User Acceptance Testing
		Hrs/wk: 4 - 8	Hrs/wk: 4 - 8	Hrs/wk: 4 - 8
		Training: Conducted by staff	Training: Conducted by staff	Training: Conducted by staff
		Launch week: 5 - 10 hrs	Launch week: 5 - 10 hrs	Launch week: 5 - 10 hrs





# Assumptions/Jersey City Responsibilities

*In this section, the Vendor should clearly describe any assumptions relating to the responsibilities and/or commitments the Vendor is expecting of the City throughout the life of this project.*

Assumption: In order for the timeline and budget to be met, the guidance of CGP&H as outlined in the Staff section will be required.

Assumption: Participation of staff and developers/owners in User Acceptance Testing with a subset identified to participate in beta testing.

Assumption: Ongoing system administration of Salesforce CRM would be the responsibility of Jersey City staff.

- Alternatively, the administration of the Salesforce CRM could be outsourced to an administrative agent. An option that over a hundred New Jersey municipalities currently practice is to “farm out” this administrative agent work to private companies certified and highly trained and experienced in addressing inclusionary development affordable housing administration. This practice allows their Affordable Housing Department to focus on the many other affordable housing issues and projects at hand. If Jersey City were to choose this option, Jersey City would still get all of the benefits of accessing information, data and reports. Should the City wish to explore this option, it should be examined in the earliest stages of this project’s development.

Assumption: All text in the system will be finalized before translations can be accomplished.

Responsibilities: See Jersey City Resource Time Commitment Estimates table in the Project Work Plan section.

## Staffing

### CGP&H

CGP&H will bring its practical experience as an administrative agent and affordable housing planning & compliance practitioner to the project team. CGP&H has over 25 years of experience in planning for and administering affordable housing units, in nearly 100 New Jersey municipalities. CGP&H utilizes much of the same software presented in this response and has been working with Electricbaby since 2015 to create innovative and effective affordable housing technology solutions for our New Jersey towns. These solutions have been extremely successful and have been met with tremendous satisfaction from our client municipalities, applicants, owners, developers and landlords. Our leadership and technical prowess has helped CGP&H to become the preeminent Administrative Agent firm in the State of New Jersey and will be providing this expertise to Jersey City at critical junctures during this technology solutions process.



CGP&H and Electricbaby have already provided affordable housing consulting services to Jersey City on best practice methods, providing concrete recommendations for improving and simplifying the management of its affordable housing processes. As part of these next steps in implementing those recommendations, CGP&H will coordinate and collaborate with staff at the City, including staff at HEDC and the Office of Affordable Housing to ensure that the City’s administrative needs align with the technical response proposed herein. Because of our knowledge of technological solutions, affordable housing administrative procedures and affordable housing planning needs, CGP&H is uniquely suited to work with Electricbaby to help guide Jersey City through the software development process. Whereas the previous recommendations by CGP&H regarded organizational structure and efficiencies, in this phase, CGP&H will be providing fine-grain, detailed guidance on the “ins and outs” of working with a software solution to administer affordable housing, while also supporting other land use and planning objectives via enhanced information gathering and reporting capabilities. This support will invariably save the City considerable time and money during both product development and product implementation.

CGP&H will additionally (upon request) provide suggestions on improving the Affordable Housing Manual, which was created to administer affordable units in Jersey City. With the creation of this software solution, the manual itself will be a critical component in conveying the new process to landlords and the public, as well as guiding the internal work at the Office of Affordable Housing. It is highly suggested that this manual be revisited concurrently with the development of software in order to have a more fluid launch of the final end product and maintain consistent messaging to the wider public during its roll-out.

Finally, during the design of this system, should, City officials come up with new or different ideas, suggestions and approaches for best addressing the anticipated large volume of new affordable housing, CGP&H will be invaluable to help to evaluate those costs and benefits, and can even provide estimates of long term administrative costs and cost savings under varying scenarios.

## Electricbaby

Electricbaby has a singular goal to improve the online tools for affordable housing. Our team of coders, technical architects and business/process analysts believe we can create tangible impact. We are seasoned Salesforce consultants and Heroku developers that have spent the last 5 years working one-on-one with affordable housing specialists and partnering with a community of forward-thinking organizations that share our determination. Partnerships are the key to our mission. In addition to our relationship with CGP&H detailed above, here are some of other partnerships:

### Public House Application System - Clients/Partners since Dec 20 launch

AvalonBay Communities  
CGP&H  
Eagle County, CO d  
City of Dublin, CA

Habitat for Humanity Orange County  
Habitat for Humanity Greater Los Angeles  
Habitat for Humanity Greater San Francisco  
Habitat for Humanity East Bay Silicon Valley

### AvalonBay



Electricbaby is currently transitioning AvalonBay, the 3rd largest apartment owning company in the US. They have trusted us to migrate them from a legacy database and approach. Processing 4,500 applications and re-certifications annually, they are looking forward to reducing their process time by 60%. In the current Covid-19 climate, they have limited capability to accept physical applications in their offices. The self-service, online application system will remedy this.

## Additional Dwelling Unit Calculator

The ADU Calculator is an online, turnkey estimator that cities and counties can easily deploy to assist property owners in evaluating the investments, operating expenses and returns of converting their existing home or constructing an additional dwelling unit.

Electricbaby partnered with Baird + Driskell Community Planning on the ADU Calculator to assist California's appeal to the private sector to relieve pressure on the housing shortage. Successful launch to San Mateo and Sonoma Counties caught the Association of Bay Area Governments and the Chan Zuckerberg Initiative's attention. CZI has pledged \$150k to support the enhancements necessary to deploy the ADU Calculator to the 9 counties in the Bay Area and partner support for a statewide rollout.

- ADU Calculator [dev.aducalculator.org](http://dev.aducalculator.org)
- Baird + Driskell Community Planning [bdplanning.com](http://bdplanning.com)
- Chan Zuckerberg Initiative [chanzuckerberg.com](http://chanzuckerberg.com)

## Hello Housing

Hello Housing is the west coast equivalent of CGP&H. Electricbaby has been partnering with Hello Housing since 2014. Recently, we were extremely excited to build the technology for Hello Housing to administer Alameda County, CA's \$50 million down payment loan program. In the first 6 weeks, 6,500 documents had been uploaded independently by applicants.

# Timing and Fees

## Subscription Costs

The Public House platform is a toolset of components for municipalities, non-profits, developers and property managers to manage their affordable housing portfolios. The components leveraged are dependent on the operational requirements of the client. The full set of components can be found in the appendices.

Public House component costs are based on an implementation fee and a subscription license. The implementation fees cover the installation, configuration to the client's needs and training. The subscription license ensures their ongoing maintenance, improvement and adaptation to new and changing technologies.

As an extensible and scalable platform, clients may fund additional development as needed. Most often this takes the form of:

- Custom Reporting
- Additional processes related to monitoring or compliance
- New forms / form customization

Jersey City will leverage the following Public House components



### Affordable Housing Listings Services

Implementation \$3,000  
Annual Subscription \$10,000



### Affordable Housing Registry

Implementation \$3,000  
Annual Subscription \$10,000



### Housing Applications System

Implementation \$3,000  
\$10/Applicant annually  
300 Applicants Minimum Fee (\$3,000 annually)

### Digitally Signed Documents

PDF with HelloSign integration for up to 2 digital signatures \$1.50 per document

In the phased implementation detailed below, you'll see itemized costs for: annual subscriptions, implementation/customization and new development costs. These are estimates. Custom implementation hours cannot be finalized until discovery is complete.

## Project Total

CGP&H concurrent with four phases below	300 - 345 hours	\$45,000 - \$51,750
Discovery	80 hours	\$12,000
Phase 1	260 - 320 hours	\$39,000 - \$48,000



# Consolidated Affordable Housing Portal Response

City of Jersey City, NJ

Phase 2	312 - 362 hours	\$46,800 - \$54,300
Phase 3	121 - 151 hours	\$18,150 - \$22,650
<b>Subtotal implementation / customization</b>	<b>1,073 - 1,258 hours</b>	<b>\$160,950 - \$188,700</b>
Affordable Housing Listings Services	Annual subscription	\$10,000
Affordable Housing Registry	Annual subscription	\$10,000
Housing Application Processing System / Homeowner Portal & Occupancy Certifications	Annual subscription	\$3,000 minimum
Homekeeper	Annual subscription	\$6,000 - \$8,000
<b>Annual licenses and subscriptions</b>		<b>\$29,000</b>

## Additional Cost of Ownership

Cloud Storage: Google or Dropbox for Business appx \$150/user/year

Salesforce: Appx \$1,600/user/year

## Phase 1 : 8 weeks

### Implementation

Affordable Housing Listings Services	20 hours	\$3,000
Affordable Housing Registry	20 hours	\$3,000

### Customization

AHLS Pre-Eligibility Calculations	40 - 50 hours	\$6,000 - \$7,500
AHLS Pre-application/profile	30 - 40 hours	\$4,500 - \$6,000
AHR Property owner/manager registration	30 - 40 hours	\$4,500 - \$6,000
AHR New property listing	30 - 40 hours	\$4,500 - \$6,000
AHR Tenant details	30 - 40 hours	\$4,500 - \$6,000



# Consolidated Affordable Housing Portal Response

City of Jersey City, NJ

Project Management +20%	40 hours	\$6,000
User Acceptance Testing +10%	20 hours	\$3,500
<b>Phase 1 Total</b>	<b>260 - 310 hours</b>	<b>\$39,000 - \$46,500</b>

## Phase 2 : 8 weeks

<b>Implementation</b>		
Housing Application System	20 hours	\$3,000
<b>New Development</b>		
AHR Affirmative marketing plan submission	40 - 50 hours	\$6,000 - \$7,500
AHR Open application period extension request	10 hours	\$1,500
AHR Annual report automation (applicant list, lottery list, current tenant report)	40 - 50 hours	\$6,000 - \$7,500
AHR Quarterly report automation (occupancy, lottery lists)	40 - 50 hours	\$6,000 - \$7,500
AHR Tenant report automation	40 - 50 hours	\$6,000 - \$7,500
Applicant management	50 - 60 hours	\$7,500 - \$9,000
Project Management +20%	48 hours	\$7,200
User Acceptance Testing +10%	24 hours	\$3,600
<b>Phase 2 Total</b>	<b>312 - 362 hours</b>	<b>\$46,800 - \$54,300</b>

## Phase 3 : 8 weeks

### New Development



Full application integration with AHR	40 - 50 hours	\$6,000 - \$7,500
Jersey City application compliance review capabilities	30 - 40 hours	\$4,500 - \$6,000
Project Management +20%	14 hours	\$2,100
User Acceptance Testing +10%	7 hours	\$1,050
Dashboards and Reporting	30 - 40 hours	\$4,500 - \$6,000
<b>Phase 3 Total</b>	<b>121 - 151 hours</b>	<b>\$18,150 - \$22,650</b>

## Ongoing Support

### Maintenance

Electricbaby will be responsible for preserving the functionality of the platform and custom development. This includes modifying the system to adapt to any future changes in Salesforce CRM, Homekeeper, cloud storage (Google Drive, Dropbox), HelloSign, Twilio or any of the development technologies used in the operations of the solutions for the client. Electricbaby is also responsible for the upkeep of any improvements or new features introduced to the solution in the future. Beyond mere maintenance, Electricbaby will be proud to update innovations at no additional charge when improvements are suggested by either our development team or one of our clients. All of our clients will benefit equally from both maintenance improvements and other enhancements to the existing system.

### Requests to modify Customer configuration or Salesforce administration

Implementation concludes with the Customer's confirmation of the configuration and operation of their applications. Any subsequent requests outside of normal Solution maintenance and Operations, as identified above, will be billed at current hourly rate. This includes post completion changes to:

- Existing housing programs modifications - questions, branding, communications,
- Application flow, etc.
- New housing program configuration/setup
- Additional automation - process builders or workflows for field updates, new communications, tasks, etc.
- Custom Reports and Dashboards

The Public House subscription costs include:

- Monthly system usage and update notifications
- Support site
- Ticketed case response
- Escalated response for priority issues
- Monthly check-ins



- Support Coordinator. Email and telephone support includes technical support questions, error and defect reporting, and questions regarding invoicing procedures.

Electricbaby will direct End User inquiries to the Customer Support Coordinator unless specific support cases and additional terms are agreed upon in writing between the Customer Support Coordinator and Electricbaby.

## Appendices

### Electricbaby References

Randy Gottesman  
CGP&H, President  
[randy@cgph.net](mailto:randy@cgph.net)

Mardie Oakes  
Hello Housing, President  
[mardie@hellohousing.org](mailto:mardie@hellohousing.org)

Tori Franks  
Eagle County, CO Real Estate & Development Manager  
[tori.franks@eaglecounty.us](mailto:tori.franks@eaglecounty.us)

### Vendor Qualifications

#### **CGP&H**

CGP&H is a New Jersey Department of Community Affairs approved Affordable Housing Administrative Agent and we are currently providing comprehensive Administrative Agent, Affordable Housing Planning, and also Housing Rehabilitation services in more than 60 municipalities throughout the State of New Jersey.

CGP&H specializes in all aspects of affordable housing, planning, affordable housing compliance, and the procurement of grants and loans for our clients. Founded 25 years ago, in 1993, our involvement in affordable housing projects grows every year. CGP&H serves as the Administrative Agent for more than 2,000 affordable homes and has also managed the rehabilitation of more than 2,500 owner and renter occupied units. Currently, two-thirds of all the professional services that our 21-person firm provides are related to affordable housing. Please visit our company website, [CGPH.net](http://CGPH.net) for additional information about our company.

Some examples of the affordable housing-related work our team has designed and implemented include:

- Administering Owner-Occupied and Renter-Occupied Housing Rehabilitation Programs





Join a community of forward thinking affordable housing organizations driving **Online Housing Application** design.



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A proven, uncomplicated approach for applicants to upload supporting documents directly to organized file structures in Google Drive or Dropbox.



### Painless Document Review

Unimaginably simple to review and approve supporting documents. Applicants receive clear instructions for correcting any unacceptable documents.



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### Digital Signatures

Applicants digitally sign a PDF of their completed application and receive a final copy via email.



### Eligibility Dashboard

A snapshot of an application's qualifications, calculations, roll-ups and red flags for staff



### Application Reapproval

Never start over. Applicants simply update existing applications, upload expired documents and resubmit.

### HomeKeeper Compatible

We absolutely integrate with HomeKeeper and are proud to support their vision for affordable housing.

### The Best Security Team

Leveraging the world's leaders in online security: Salesforce, Heroku, Google Team Drive and Dropbox Business





- Designing and Implementing Innovative and Successful Market Affordable Programs including technology
- Providing state of the art Administrative Agent Services in compliance with Uniform Housing Affordability Controls (UHAC)
- Creating and Implementing Creative Affordability Assistance Programs that work
- Preparing Income Eligibility Determinations
- Implementing Accessory Apartment Programs
- Developing fully compliant and user-friendly Affirmative Marketing Plans
- Planning Services to create or amend existing Housing Element & Fair Share Plans, Redevelopment Plans, Economic Development Plans, and Community Development Plans

## **Electricbaby**

Electricbaby is a consultancy focused on nonprofits specializing in capacity building, lean process, and elegant interfaces. Emphasis on custom portal/hub design, volunteer management tools and affordable housing. Franklin Joyce leads Electricbaby, a collaborative team of technologists. Please visit our website, [Electricbaby.com](http://Electricbaby.com), for additional information about our work.

After many years of designing one-off solutions in the affordable housing arena, Electricbaby decided to invest in creating a platform that includes a suite of products to be utilized by nonprofits, government agencies, and others in the affordable housing arena. This platform is Public House. Launched in December of 2019, the goal of Public House is to provide advanced technology to the affordable housing space. The products on the Public House platform have been informed by years of experience consulting in affordable housing, working closely with key partners like CGP&H, Homekeeper, and Hello Housing, and through collaborating with a community of forward thinking affordable housing organizations.



**Randall Gottesman, PP**  
*President of CGP&H*

**37 years of experience in:**

- *Affordable Housing Planning & Administration*
- *Housing Rehabilitation Administration*
- *Grant Writing*
- *HOME, CDBG, NSP, and various other HUD Grant Management & Reporting*
- *Master Planning, Redevelopment Planning and Re-Examination Reports*

**Education:**

- *MCRP Rutgers University 1981*
- *BA Psychology and Social Welfare, Ohio Wesleyan University*

**Associations & Licenses:**

- *Affordable Housing Professionals of NJ (AHPNJ), 2006 Founding Member and President 2010-2012*
- *American Planning Association, New Jersey Chapter since 1981*
- *Licensed New Jersey Professional Planner since 1983*

**Randall Gottesman, President of CGP&H** is recognized throughout the state for his professional accomplishments. Mr. Gottesman's skills and track record in Affordable Housing administration, planning and implementation of municipally based programs are among the best in the industry. He has written many Operating Manuals and Affirmative Marketing Plans for his clients, and is experienced in every aspect of affordable housing administration. Mr. Gottesman co-authored a supplementary manual to the State's Uniform Housing Affordability Controls, called "Understanding UHAC." That manual is still a major reference document for many Municipal Housing Liaisons, Administrative Agents and others throughout the state.

During his 36-year career, Mr. Gottesman has also been involved in the development of numerous affordable housing projects, the securing of more than \$250 million in state and federal grant funding, and the writing and implementation of more than 200 professional planning documents. Prior to forming CGP&H in 1993, he spent 10 years with a central New Jersey consulting firm where he was responsible for supervising all planning, grant and affordable housing operations. His first three years of experiences after graduate school included Senior Planner positions in Newark and Hoboken, New Jersey.

Mr. Gottesman received his Master's Degree in City and Regional Planning in 1981. He is also a licensed Professional Planner since 1984 (License # 3016). A hallmark of CGP&H's commitment to quality is Mr. Gottesman's involvement in all projects from conception to completion. He cost-effectively provides the benefits of his experience and a team approach to all assignments.

Mr. Gottesman has served on a local community bank's Community Reinvestment Advisory Board. Mr. Gottesman is a member of the American Planning Association, its New Jersey Chapter, and has been a highly active member on its Affordable Housing Committee. He is also a member of the National Low Income Housing Coalition, New Jersey Planning Officials, and the Housing and Community Development Network of New Jersey. In addition, in 2006, Mr. Gottesman worked with other affordable housing professionals to form the Affordable Housing Professionals of New Jersey. This non-profit organization is dedicated to improving statewide the education, ethics, and efficiencies of affordable housing professionals. Mr. Gottesman recently completed three one-year terms as its President and currently remains an active member of the Board. He is also regularly asked to speak at seminars concerning his specialties in affordable housing and grant writing. During his children's formative years, Mr. Gottesman completed three terms on the East Windsor Regional School District, having served two terms as its president.



**Dan Levin,**  
*Senior Planner*

**13 years of experience in:**

- *Urban and Regional Planning*
- *Economic Development*
- *Community Engagement*

**Education:**

- *MA City Planning, University of Pennsylvania*
- *BA Urban Planning, University of Illinois at Urbana-Champaign*

**Dan Levin, Senior Planner** Dan Levin, Senior Planner, has over a dozen years of experience working as an urban planning and economic development professional, with expertise in site selection and community engagement. At CGP&H, Dan is responsible for overseeing the organization’s Market to Affordable rental program, as well as providing support on grant applications and planning assignments.

Before coming to CGP&H, Dan served as project director for the Wilmington Renaissance Corporation in Wilmington, Delaware, where his projects included “Vacant to Vibrant”, a creative placemaking endeavor in West Center City Wilmington, and developing a business plan for a proposed kitchen incubator in Wilmington. Dan also acted as the Special Project Manager at The Enterprise Center Community Development Corporation, a non-profit organization devoted to minority business development and entrepreneurship located in West Philadelphia.

While at TEC-CDC, Dan’s accomplishments included overseeing the successful update to the Walnut Hill Neighborhood Plan 2016 including its approval by Philadelphia’s City Planning Commission; as well as managing the construction of Common Table, a restaurant incubator space within the Center For Culinary Enterprises. Dan also was tasked with facilitating the development of the Enterprise Heights project, a proposed mixed-use development at the southwest corner of 46th & Market streets in West Philadelphia; and he provided technical assistance to various business clients of TEC.

Dan also brings international experience to CGP&H, as he spent the first seven years of his career in Melbourne, Australia working in both the private and public sectors as an Urban Planner. While in Melbourne, Dan specialized in town center planning as well as economic development techniques, with his key achievements including drafting local planning policies/ordinances, developing a neighborhood shopping centers strategy, and facilitating public meetings between applicants and objectors.

Dan is originally from St. Louis, MO, however today he calls Philadelphia home. In his personal time Dan volunteers as a Football Coach for middle-school aged boys in Delaware County, PA.

Dan holds a Bachelor’s degree in Urban Planning from the University of Illinois at Urbana-Champaign and a Masters degree in City Planning from the University of Pennsylvania.



Franklin Joyce is the founder and technical architect of Public House. Public House began as an application system and has expanded to a listing service, homeowner portal and property registry. The platform is a collection of components that can be configured and customized to the housing organization's needs.

Franklin Joyce is an activist|creative|techy. He has threaded a career through science and engineering, art, and the social sector that has taken him around the world.

Early on, he spent years balancing work as both a developer and designer for high end web clients and a media artist. In 2002, recently back from living as an artist-in-residence in Japan, he was selected by the International Executive Service Corps to a select group of technical professionals mentoring IT companies in Accra, Ghana. These experiences and active volunteerism lead him to redirect his career to working with non-profit organizations. He spent the next 10 years working with over 80 medium and large non-profits as a Sr Consultant/ Developer at Idealist Consulting and Electricbaby.

Concerned with development cost barriers, Franklin looked for opportunities to deliver more sophisticated solutions by distributing development costs across multiple organizations. An example was the first versions of the affordable housing application system that has grown into the Public House platform.

**Notable Non-profit clients**

Grameen Foundation, People for Bikes, The Fistula Foundation, BOKSKIDS USA & Canada (Reebok), Fair Trade USA, Planned Parenthood OC / SB, Education Pioneers, National Voter Registration Day, AIDS United

**Media Artist Highlights**

11 Grants/Artist-in Residence/Public Commissions, 12 Exhibitions, 12 installations, and Lectures in the US, Brazil, Japan, Canada, Indonesia

Artist-in-Residence Highlights: International Academy of Media Arts & Sciences, Gifu Japan '00

Exhibitions Highlights: Tokyo Metropolitan Museum of Photography, SIGGRAPH 2000, International Montreal Festival du Nouveau Cinéma '99/'03

**Notable Media Development Clients**

Starbucks, Washington Mutual, Burton Snowboards, Grand Hyatt Hotels, Forrest-Pruzan Creative (Creators of Cranium)

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Leveraging the world's leaders in online security: Salesforce, Heroku, Google Team Drive and Dropbox Business



AGREEMENT

AGREEMENT made this \_\_\_\_ day of January 2021 between the City of Jersey City, a municipal corporation of the State of New Jersey (“City”), City Hall, 280 Grove Street, Jersey City, New Jersey 07302 and Electricbaby, Inc. (“Electricbaby” or “Contractor”), PO Box 94, Frisco, CO 80443

WHEREAS, the City of Jersey City’s (“City”) desires to establish a centralized online resource for affordable housing so that residents can search and apply for affordable housing in the City; and

WHEREAS, Resolution 19-957, approved December 18, 2019, authorized the City to use the Competitive Contracting Law, N.J.S.A. 40A:11-4.1 et seq., for the purchase of hardware and software for the operation of a consolidated affordable housing portal; and

WHEREAS, the City advertised for proposals and received seven proposals; and

WHEREAS, a committee appointed by the City’s Business Administrator pursuant to N.J.A.C. 5:34-4.3 reviewed the proposals and recommended that the contract be awarded to Electricbaby; and

WHEREAS, the contract term is two years and Electricbaby agrees to install and maintain a consolidated affordable housing portal for a total contract amount not to exceed \$500,000.00; and

Commented [RR1]: Is this what it should say?

WHEREAS, Resolution \_\_\_\_ approved on \_\_\_\_\_, 2021 authorized this Agreement between the City and Electricbaby.

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth herein, the parties agree as follows:



ARTICLE I  
Purpose of Agreement

The purpose of this Agreement is for Contractor to install and maintain a consolidated affordable housing portal.

ARTICLE II  
Scope of Services

1. Contractor shall perform for the City all the services as described in the City's Request for Proposals (RFP) (Exhibit "A"), the Contractor's Proposal (Exhibit "B"), which are attached hereto and incorporated herein by reference (Contract Documents). The contract consists of this Agreement and the Contract Documents. This Agreement and the Contract Documents are intended to complement and supplement each other. In the event that there is a conflict or discrepancy between the provisions of this Agreement and the Contract Documents, the provisions of this Agreement shall govern over the provisions of the Contract Documents; the provisions of the City's RFP shall govern over the provisions of the Contractor's Proposal.
2. The contract term is two (2) years commencing on the date that the City executes this Agreement.
3. The scope of services to be performed shall not be materially different from, or more or less extensive, than those specified above unless such modifications are reduced in writing and signed by authorized representatives of the City and Contractor. Any modifications which increase the compensation of the Contractor shall require the prior authorization of the City.

ARTICLE III  
Contractual Relationship

1. In performing the services under this agreement, Contractor shall operate and have the status of an independent contractor and shall not act as an agent or employee of the City. As an independent contractor, Contractor shall be solely responsible for determining the means and methods of performing the services described in the Scope of Services.
2. Contractor shall perform the services to be furnished under this Agreement with the degree of skill and care that is required by customarily accepted competent professional practices to assure that all work is correct and appropriate for the purposes intended.

ARTICLE IV

Compensation and Payment

In exchange for performing the services described in Article II herein, the Contractor shall receive a total contract amount not to exceed \$500,000.00 over a period of two years, including fees and expenses. The total contract amount shall be paid out according to the following table:

	Year 1	Year 2	<b>Total</b>
Installation	\$217,700.00	\$0.00	\$217,700.00.00
Maintenance	\$36,000.00	\$36,600.00	\$72,000.00
Variable costs*	\$3,450.00 (est.)	\$5,750.00 (est.)	\$9,200.00 (est.)
<b>Total</b>	<b>\$257,150.00</b>	<b>\$41,750.00</b>	<b>\$298,900.00</b>
<i>* Variable costs are \$10.00 per applicant and \$0.15 per digitally signed document</i>			

Compensation shall be payable upon submission and verification of monthly invoices to the Division of Affordable Housing. Each invoice shall include a description of all services and materials for which the invoice is being submitted. Contractor understands that each invoice must be submitted to the governing body of the City for approval prior to payment. The governing body meets on the second and fourth Wednesdays of each month. The processing time for payment is approximately three (3) weeks.

ARTICLE V  
Insurance

See Section 8.8 of the RFP.

ARTICLE VI  
Termination

See Section 8.9 of the RFP.

ARTICLE VII  
Indemnity

See Section 8.7 of the RFP.

ARTICLE VIII  
Entire Agreement

1. This Agreement constitutes the entire agreement among the Cities and Contractor. It supersedes all prior or contemporaneous communications, representations of agreement, whether oral or written with respect to the subject matter thereof and has been induced by no representations, statements or agreements other than those herein expressed. No agreement hereafter made between the parties shall be binding on either party unless reduced to writing and signed by an authorized officer of the party sought to be bound thereby.
  
2. This agreement shall in all respects be interpreted and construed and the rights of the party thereto shall be governed by the laws of the State of New Jersey.

ARTICLE IX  
Assignment

Contractor shall make no assignment nor transfer this Agreement or assign or transfer any part of the work under this Agreement without the written consent of the Cities. This Agreement shall be binding upon the parties hereto, their heirs, executors, legal representatives and assigns.

ARTICLE X  
Notice

All notices or other communications given hereunder shall be in writing and shall be deemed to be duly given if delivered to:

John Metro  
Acting City Business Administrator \_\_\_\_\_  
City Hall \_\_\_\_\_  
280 Grove Street \_\_\_\_\_  
Jersey City, NJ 07302 \_\_\_\_\_

ARTICLE XI  
Compliance with Affirmative Action Plan

- (a) If the Agreement exceeds \$44,000.00, it shall be subject to the Affirmative Action Amendments to the Law Against Discrimination, N.J.S.A. 10:5-31 et seq.

(b) This Agreement shall not become effective and Contractor shall provide no services under this Agreement until it has executed the following documents:

1. A supplemental Affirmative Action Agreement pursuant to N.J.S.A. 10:5-31 et seq. (for contracts which exceed \$44,000.00). The Affirmative Action Agreement is attached hereto as Exhibit C and is incorporated herein by reference.

2. An Affirmative Action Employee Information Report (form AA-302) (for contracts which exceed \$44,000.00).

Commented [GG2]: Is this a typo?

ARTICLE XII  
New Jersey Business Registration Requirements

The Contractor shall provide written notice to its subcontractors of the responsibility to submit proof of business registration to the Contractor.

Before final payment on the contract is made by the contracting agency, the Contractor shall submit an accurate list and the proof of business registration of each subcontractor or supplier used in the fulfillment of the contract, or shall attest that no subcontractors were used.

For the term of the contract, the Contractor and each of its affiliates and a subcontractor and each of its affiliates (N.J.S.A. 52:32-44(g)(3)) shall collect and remit to the Director, New Jersey Division of Taxation, the use tax due pursuant to the Sales and Use Tax Act on all sales of tangible personal property delivered into this State, regardless of whether the tangible personal property is intended for a contract with a contracting agency.

A business organization that fails to provide a copy of a business registration as required pursuant to section 1 of P.L. 2001, c. 134 (C.52:32-44 et seq.) of subsection e. or f. of section 92 of P.L. 1977, c. 110(C.5:12-92), or that provides false business registration information under the requirements of either of those sections, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000 for each business registration copy not properly provided under a contract with a contracting agency.

ARTICLE XIII  
City of Jersey City Lobbyist Disclosure Ordinance

This contract was awarded in accordance with the provisions of the City's Disclosure of Lobbyist Representative Status Ordinance §3-9.1 et seq. adopted on June 12, 2002. As such the undersigned does hereby attest that Contractor either did not retain the services of a lobbyist to lobby on behalf of the Contractor for the award of this contract, or if a lobbyist was retained by the Contractor for such purposes, the Contractor's lobbyist, prior to commencing his/her lobbying activities, filed a notice of lobbyist representative status form with the City Clerk. Any

Contractor whose lobbyist failed to comply with the provisions of Ordinance §3-9.1 et seq., following notice and an opportunity to be heard, shall be disqualified from entering into contracts with the City for a period of two (2) years for each violation.

Article XIV  
Certification of Funding

Pursuant to N.J.A.C. 5:30-5.5(d), the continuation of the contract after the expenditure of funds encumbered in the 2020 fiscal year budget shall be subject to the appropriation of sufficient funds in the 2021 and 2022 fiscal year budgets.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized officers.

Attest: City of Jersey City

\_\_\_\_\_  
Sean Gallagher, City Clerk                      John Metro, Acting Business Administrator

Attest: Electricbaby, Inc.

\_\_\_\_\_

**Commented [RR3]:** This provision is needed if the awarding resolution will not be encumbering the total contract amount.

**Commented [GG4R4]:** Ok.



## STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE

**Taxpayer Name:** ELECTRICBABY INC.  
**Trade Name:**  
**Address:** 490B HAMMERSTONE LANE  
FRISCO, CO 80443  
**Certificate Number:** 2454259  
**Effective Date:** June 04, 2020  
**Date of Issuance:** January 14, 2021

**For Office Use Only:**  
20210114143410904

Certification 63065

## CERTIFICATE OF EMPLOYEE INFORMATION REPORT INITIAL

This is to certify that the contractor listed below has submitted an Employee Information Report pursuant to N.J.A.C. 17:27-1.1 et. seq. and the State Treasurer has approved said report. This approval will remain in effect for the period of **15-JUN-2020** to **15-JUN-2027**



ELECTRICBABY INC  
PO BOX 94  
FRISCO

CO 80443

A handwritten signature in cursive script, reading "Elizabeth Maher Muoio", is positioned above the printed name.

ELIZABETH MAHER MUOIO  
State Treasurer