

TOMS RIVER BOARD OF FIRE COMMISSIONERS DISTRICT NO. 1
COUNTY OF OCEAN
STATE OF NEW JERSEY
REQUESTS FOR QUALIFICATIONS FOR
“PUBLIC RELATIONS CONSULTANT”
FEBRUARY 3, 2021

Sealed proposals will be received by the Toms River Board of Fire Commissioners District No. 1 Clerk, New Jersey and opened and read in public in the Administration Office located at 1144 Hooper Avenue, Suite 306, Toms River, New Jersey on **February 19, 2021** at **12:00 P.M.** for the following:

Request for Qualifications from Individuals and/or Firms interested in serving as “Public Relations Consultant” to the Toms River Board of Fire Commissioners District No. 1. Can be obtained on our website www.trfire.org under Bidding Opportunities, picked up at 1144 Hooper Ave, Suite 306 or email bkubiel@trfire.org.

Successful applicants will be required to comply with requirements N.J.S.A 10:5-31, et seq. (N.J.A.C.17:27) (Equal Employment Opportunity) and N.J.S.A. 52:32-44, et seq. (New Jersey Business Registration).

The right is reserved to reject any or all proposals if it is deemed to be in the best interest of the Toms River Board of Fire Commissioners District No. 1 to do so. The Toms River Board of Fire Commissioners District No. 1 reserves the right to conduct interviews of any or all applicants, as it deems necessary.

By order of the Toms River Board of Fire Commissioners District No. 1

Leonard Minkler, Clerk

Introduction

Pursuant to the Fair and Open Process established by N.J.S.A 19:44A-1, et seq., the Toms River Board of Fire Commissioners District No. 1 seeks Requests for Qualifications (“RFQ”) from individuals and/or firms that wish to serve as a consultant for the Toms River Board of Fire Commissioners District No. 1. The successful individual/firm must have significant experience in representing New Jersey public entities in the area of Fire Department or equivalent public relations. The successful individual/firm will provide the Toms River Board of Fire Commissioners District No. 1 personnel with professional guidance relating to media releases and public relations.

The proposed scope of work is as follows:

Increase Brand Awareness and Increase Exposure to constituents and the community.

- Press and Media Relations
 1. Act as Public Relations Consultant for the Toms River Board of Fire Commissioners District No. 1
 2. Work with press contacts to have press coverage through interviews, op eds and feature stories.
 3. Work with media (cable tv) and press contacts to have media coverage for special publicity events.
 4. Act as a PR consultant for the Toms River Board of Fire Commissioners District No. 1 when publicity events occur either positive or negative.
 5. Develop and implement a successful social media presence. The individual/firm must continually monitor the implemented programs and report any negative activity to the Toms River Board of Fire Commissioners District No. 1

- Communicate and meet on a regular basis with the Toms River Board of Fire Commissioners District no. 1.
 1. Ensure continuous communication and sharing of ideas and opportunities with the Toms River Board of Fire Commissioners District No. 1.

Recruitment and Retention

1. Work with the Toms River Board of Fire Commissioners District No. 1 to implement a successful Recruitment and Retention Program.

Fire District Website

1. Evaluate current Toms River Board of Fire Commissioners District No. 1 website and provide changes or redesign approved by the Toms River Board of Fire Commissioners District No. 1.

Professional Information and Qualifications

Each interested individual or firm shall submit the following information:

1. Name of Firm
2. Address of principal place of business and all firm offices and corresponding telephone and fax numbers and email addresses. Please note specifically which professionals will be assigned to work with the Toms River Board of Fire Commissioners District No. 1 and in what capacity.
3. Description of education experience, qualifications, number of years with the firm, for the firm's professional(s) who will work with the Toms River Board of Fire Commissioners District No. 1. Include a descriptive narrative of their experience with projects similar to those described above.
4. Experience related to representation of Fire Districts, Fire Departments and other public entities.
5. At least (4) references, three (3) of which must have knowledge of your representation of Fire Districts, Fire Departments and other public entities.
6. Examples of your record of success representing Fire Districts, Fire Departments and other public entities
7. The firm's ability to provide the services in a timely fashion (including staffing, familiarity and location of key staff).
8. Any other information which the interested firm deems relevant.
9. A copy of your New Jersey Business Registration Certificate.
10. A Completed Statement of Ownership (Attached Below)

Selection Criteria

The selection criteria used in awarding a contract or agreement for consulting services as described herein shall include:

- 1) Qualifications of the individuals who will perform the tasks and the amounts of their respective participation.
- 2) Experience and references.
- 3) Ability to perform the task in a timely fashion, including staffing and familiarity with the subject matter, and;
- 4) Cost effectiveness.

Submission Requirements

Responses to this RFQ must be delivered in a sealed envelope bearing the name of the RFQ no later than 12:00PM on February 19, 2021 to:

Proposals shall be sent to:

Toms River Board of Fire Commissioners District No. 1
1144 Hooper Avenue, Suite 306
Toms River, NJ 08753
ATTN: Brian Kubiel

Should you have any questions, please contact Brian Kubiel, QPA, Chief Administrator at (732) 341-4441.