



*Frank Sadeghi, Director
Jennifer Bacchione, Deputy Director
Robert S. Arace, Commissioner
Sam Ellenbogen, Commissioner
Ray Gormley, Commissioner*

Jennifer L. Bowens, Qualified Purchasing Agent

*County of Ocean
Administration Building
101 Hooper Avenue
Toms River, NJ 08754*

***REQUEST FOR PROPOSALS
CREATION, DESIGN AND PRODUCTION OF VIDEO/AUDIO FOR OCEAN
COUNTY NO. II***

2026

***ADVERTISEMENT DATE: January 22, 2026
OPENING: February 19, 2026, 4:00 pm***

Bid Category: Choose an item.

REQUEST FOR PROPOSALS

The Ocean County Board of Commissioners is requesting proposals for the services of a firm to provide services for **Creation, Design and Production of Video/Audio for Ocean County No. II.**

All proposals must be received prior to **4:00 pm**, prevailing time on **Thursday, February 19, 2026.**

Proposals will be received electronically via the County's Online Procurement Portal. Specifications are available on the Procurement Portal or for viewing only, in the Department of Purchase, Room #224, Administration Building, 101 Hooper Avenue, Toms River, New Jersey. Direct all inquiries to Jennifer L. Bowens, Purchasing Agent.

The County will not be responsible for late submissions and no proposals will be accepted after the time stipulated on this notice.

By order of the Board of Commissioners of the County of Ocean.

Signed:

FRANK SADEGHI, Director

JENNIFER L. BOWENS, Purchasing Agent

Introduction to Proposers

Summary

The Ocean County Board of Commissioners is requesting proposals for the services of a firm to provide services for Creation, Design and Production of Video/Audio for Ocean County No. II.

Contact Information

For further information regarding these specifications, contact

Jennifer Bowens

Purchasing Agent

Email: ocpurchasing@co.ocean.nj.us

Phone: [\(732\) 929-2101](tel:(732)929-2101)

Department:

Public Information

Timeline

Advertising Date	January 22, 2026
RFP Receipt Date	February 19, 2026, 4:00pm Administration Building, 101 Hooper Ave., Room 119, Toms River, NJ, 08753

Instructions to Proposers

INTRODUCTION

The County of Ocean is a County of Fifth Class as defined in N.J.S.A. 40A:6-1 et seq. Pursuant to N.J.S.A. 19:44A-20.4 et seq., the County of Ocean requests proposals from firms capable of providing comprehensive, modern multimedia production services to support the County's communication and public engagement initiatives. The selected firm will provide creative strategy, content development, video and audio production, post-production, and digital distribution for a variety of platforms for a one year contract term with the option to extend for one additional year at no additional cost to the county.

The successful vendor(s) must have a minimum of five years experience in producing high-quality, public-sector or community-based multimedia content, with demonstrated knowledge of Ocean County and its programs are preferred. The County anticipates awarding the contract for the duration of the project. Ocean County reserves the right to reject any or all proposals.

METHOD OF SUBMISSION

The County of Ocean is accepting **only electronic proposals** for this RFP. Submitting your proposal manually is cause for rejection.

You may only provide one (1) final submission which includes one (1) cost proposal and one (1) technical proposal. ***DO NOT*** submit a hard copy of your electronic submission.

NOTE: In order to access any DocuSign forms in this solicitation, you must first click "Draft Response".

Instructions on how to access the forms through DocuSign are available in the Attachments. Please note that in order to view the forms as a .pdf document, you must access DocuSign first. Once you access DocuSign, the option to download, save, print and complete the forms becomes available

Important Instructions for Electronic Submittal

The County is accepting electronic bid submissions with Open Gov by following these instructions:

Sign up for a FREE account at <https://procurement.opengov.com/portal/oceancounty>

Once you have completed account registration, browse back to this page: [County's OpenGov Electronic Bid Portal \(https://procurement.opengov.com/portal/oceancounty/\)](https://procurement.opengov.com/portal/oceancounty/)

Click on the bid of interest, then click "Draft Response".

Follow the instructions to submit the electronic bid.

It is important to note that this process should be completed well in advance of the bid deadline / bid opening. DO NOT WAIT UNTIL THE LAST MINUTE. The County's electronic submission system will not allow electronic bids to be submitted once the deadline has passed, even if you've already started the process. The deadline is based on the countdown timer found on the OpenGov bid submission page.

Mandatory Equal Employment Opportunity

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.

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)

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.**

Americans with Disabilities Act

Equal Opportunity For Individuals With Disabilities

The CONTRACTOR and the COUNTY do hereby agree that the provisions of title II of the Americans with Disabilities Act of 1990 (the "Act") (42 U.S.C. 12101 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 thereto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the COUNTY 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 COUNTY in any action or administrative proceeding commenced pursuant to this Act. The CONTRACTOR shall indemnify, protect and save harmless the COUNTY, 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 COUNTY'S grievance procedure, the CONTRACTOR agrees to abide by any decision of the COUNTY which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the COUNTY or if the COUNTY 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 COUNTY 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 COUNTY or any of its agents, servants and employees, the COUNTY shall expeditiously forward or have forwarded to the CONTRACTOR every demand, complaint, notice, summons, pleading, or other process received by the COUNTY or its representatives.

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

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

Evaluation Criteria

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Proposer's Understanding of the Project Has the proposer demonstrated a thorough understanding of the purpose and scope of the project? How well has the proposer identified pertinent issues and potential problems related to the project? Has the proposer demonstrated that they understand the deliverables the County expects them to provide? Has the proposer fully responded to all the questions set forth herein? Does the proposal depict a logical approach to fulfilling the requirements of the RFP?	Points Based	35 (35% of Total)
2.	Experience and Qualifications Do the individuals assigned to the project have experience on similar projects? Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in work this project requires? How extensive is the applicable education and experience of the personnel designated to work on the project? Has the proposer demonstrated experience in completing similar projects? How successful is the general history of the proposer regarding timely and successful completion of the projects? Has the proposer provided letters of reference from previous clients?	Points Based	35 (35% of Total)
3.	Contractual Conditions Has the proposer provided a sample Certificate of Insurance evidencing the required types and levels of insurance coverage? If the proposer requested any modifications to the Specifications, are they reasonable and acceptable to the County?	Points Based	5 (5% of Total)

4.	Cost Once the list of Proposers has been rated on the above scoring system, the cost proposals for the highest scoring vendors will be evaluated. The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set forth below: <u>(lowest cost proposal) x (max points) = points awarded</u> (amount of proposal being rated)	Reward Low Cost	25 <i>(25% of Total)</i>
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Scope of Work

SCOPE OF WORK

Please refer to the PDF under "Attachments - Project Documents" to view the downloadable RFP document and Scope of Work.

Vendor Questionnaire

OpenGov Vendor Account Verification*

I hereby confirm that I am logged into OpenGov using an account directly associated with the Business Name (and corresponding Tax ID number) as provided in all solicitation documentation. I fully understand that, if awarded a contract with Ocean County, the company information listed in the Contract Information Field will be used for the preparation of all contract documents. *Failure to adhere to these requirements may result in the rejection of this bid.*

☐ Please confirm

*Response required

DOCUMENTS TO BE EXECUTED*

Documents include:

- Signature Page
- Non-Collusion Certification
- Affirmative Action Questionnaire
- **Statement of Ownership (N.J.S.A. 52:25-24.2) (Mandatory Document)**
- Disclosure of Investment Activities in Iran
- Certification of Non-Involvement in Prohibited Activities in Russia or Belarus

FAILURE TO SUBMIT ANY OF THESE DOCUMENTS MAY BE CAUSE FOR REJECTION OF YOUR PROPOSAL.

All documents should be from this proposal package as forms change frequently and the most updated forms are provided in this specification. The forms must not be dated or executed prior to the date of advertising.

NOTE: For detailed instructions on how to complete the forms via DocuSign, please access the "Instructions for Completing Forms in DocuSign" document available in the Attachments.

Please note: The County's preferred method of submission is DocuSign.

DOCUSIGN WORKS BEST IN THE GOOGLE CHROME BROWSER

[Click here to go to the form](#)

*Response required

CONTRACT INFORMATION*

Should your company be awarded a contract with Ocean County, please provide the **contact name, contact phone number and the physical mailing address** where the contract documents should be mailed. *(no email addresses, please!)*

*Response required

Certificate of Employee Information Report

Within seven (7) days after receipt of the notification of intent to award the contract or receipt of the contract, whichever is sooner, a Contractor should present one of the following to the County of Ocean:

- (a) An existing federally approved or sanctioned affirmative action program.
- (b) A New Jersey Certificate of Employee Information Report Approval.
- (c) If the Contractor cannot present "a" or "b", the Contractor is required to submit a completed Employee Information Report (Form AA302). This form will be made available to the Contractor by the County of Ocean.**

QUESTIONS BELOW MUST BE ANSWERED BY ALL CONTRACTORS:

1. Do you have a Federally approved or sanctioned Affirmative Action Program?

If yes, please upload a photocopy of such approval.

2. Do you have a State of New Jersey "Certificate of Employee Information Report" approval?

If yes, please upload a photocopy of such certificate.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

Copy of New Jersey Business Registration Certificate

A Valid BRC is required Prior to Award of Contract. Please upload your company's BRC.

Use the following link to check the status of your company's BRC:

https://www1.state.nj.us/TYTR_BRC/jsp/BRCLoginJsp.jsp

NOTE: a BRC is not required at the time of submission, only prior to award of the contract.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

Mandatory Equal Employment Opportunity Statement*

Does the PROPOSER comply with the [#Mandatory Equal Employment Opportunity Statement?](#)

☐ Yes

☐ No

*Response required

Americans with Disabilities Act Provisions*

Does the PROPOSER comply with the [#Americans with Disabilities Act Provisions?](#)

☐ Yes

☐ No

*Response required

TECHNICAL PROPOSAL *

Please upload your technical proposal for Creation, Design and Production of Video/Audio for Ocean County No. II.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

*Response required

WORK SAMPLES

Please provide your **WORK SAMPLES** (videos, audio files, or multimedia examples) in one of the following ways:

Preferred Method: Provide direct, accessible links to online samples (YouTube, Vimeo, or similar) included in the electronic submission.

Alternative (optional): Submit a flash drive or external media device clearly labeled with your company name, the RFP title, and the word “Sample.” Physical samples may be delivered to:

Ocean County Purchasing Department

101 Hooper Avenue, Room 224

Toms River, NJ 08753

Do not include a hard copy of your proposal with any sample media. Samples are not required but may be submitted at the proposer’s discretion.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

REFERENCES

Please upload your references for Creation, Design and Production of Video/Audio for Ocean County No. II.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

CERTIFICATE OF INSURANCE

Please upload your Certificate of Insurance for Creation, Design and Production of Video/Audio for Ocean County No. II.

Upon contract award, when a Certificate of Insurance is required, it shall be provided to Ocean County listing the County as an additional insured, as follows:

County of Ocean, 101 Hooper Avenue, P.O. Box 2191, Toms River, NJ 08754-2191

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

COST PROPOSAL*

Please download the provided Cost Proposal, complete, and upload.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

- [RFP- _Creation, _Design _& _Pro...](#)

*Response required

ADDITIONAL VENDOR DOCUMENTATION

Please use this area to include additional paperwork you wish to be considered as part of this RFP.

Please note, the only acceptable file forms are as follows:

Documents (doc, docx, rtf, txt, xls, xlsx, pdf)

Images (jpg, png, bmp, tif)

PROPOSAL SUBMISSION ACKNOWLEDGMENT*

The County of Ocean is accepting only electronic proposals for this RFP. Submitting your proposal manually is cause for rejection. You may only submit one (1) proposal. DO NOT submit a hard copy of your proposal. Please confirm that you understand that the method of submission is electronic ONLY and that submitting a proposal manually is automatic cause for rejection.

☐ Please confirm

*Response required

SUBMISSION OF PROPOSAL FORMS*

Proposers shall complete all documents and acknowledge all terms included with this package. All documents should be from this proposal package as forms change frequently and the most updated forms are provided in this specification. The forms must not be dated or executed prior to the date of advertising. Failure to follow these instructions is cause for rejection.

☐ Please confirm

*Response required

INTRODUCTION

The County of Ocean is a County of Fifth Class as defined in N.J.S.A. 40A:6-1 et seq. Pursuant to N.J.S.A. 19:44A-20.4 et seq., the County of Ocean requests proposals from firms capable of providing comprehensive, modern multimedia production services to support the County's communication and public engagement initiatives. The selected firm will provide creative strategy, content development, video and audio production, post-production, and digital distribution for a variety of platforms for a one year contract term with the option to extend for one additional year at no additional cost to the county.

The successful vendor(s) must have a minimum of five years experience in producing high-quality, public-sector or community-based multimedia content, with demonstrated knowledge of Ocean County and its programs are preferred. The County anticipates awarding the contract for the duration of the project. Ocean County reserves the right to reject any or all proposals.

METHOD OF SUBMISSION

The County of Ocean is accepting **only electronic proposals** for this RFP. Submitting your proposal manually is cause for rejection.

DO NOT submit a hard copy of your electronic submission.

Work samples (videos, audio files, or multimedia examples) may be submitted in one of the following ways:

Preferred: Provide direct, accessible links to online samples (YouTube, Vimeo, or similar) included in the electronic submission.

Alternative (optional): Submit a flash drive or external media device clearly labeled with your company name, the RFP title, and the word "Sample." Physical samples may be delivered to:

Ocean County Purchasing Department
101 Hooper Avenue, Room 224
Toms River, NJ 08753

Do not include a hard copy of your proposal with any sample media. Samples are not required but may be submitted at the proposer's discretion.

SCOPE OF WORK

PROJECT OVERVIEW

The County of Ocean seeks to enhance its digital presence and community outreach through high-quality, accessible, and engaging content for use across web, social media, streaming, and community channels.

The successful firm will collaborate with the Ocean County Public Affairs Department to produce a range of multimedia content, which may include but is not limited to:

- Short-form social media videos (15–90 seconds) for platforms such as Facebook, Instagram, YouTube, and LinkedIn.
- Informational and promotional videos highlighting County programs, services, and events

- Long-form feature stories or mini-documentaries (3–8 minutes) focused on major County initiatives
- Audio content, including podcasts or radio segments
- Event coverage and live streaming (where applicable)
- Motion graphics, animation, and visual branding elements
- Accessibility deliverables (captioning, transcripts, and alternate text)

The goal is to produce engaging, audience-focused multimedia that informs, educates, and builds trust between County government and the public.

SCOPE OF SERVICES

The selected firm will be expected to perform the following services:

1. Creative Strategy and Pre-Production

- Collaborate with County staff to develop annual and project-based content plans aligned with communication goals.
- Develop creative concepts, scripts, storyboards, and production schedules.
- Provide art direction, casting (if applicable), and coordination for on-location and studio shoots.

2. Video Production

- Provide full production services, including multi-camera, high resolution filming, professional lighting, and audio capture.
- Offer on-site or mobile studio setups as needed, including green screen, teleprompter, and drone capabilities (FAA-licensed operator required).
- Capture a mix of interviews, b-roll, and location footage representative of Ocean County programs, people, and environments.
- Ensure ADA compliance and accessibility in all visual and audio content.

3. Post-Production

- Provide professional editing, color correction, and sound design using current industry-standard software.
- Integrate branding, lower thirds, motion graphics, animation, and subtitling as needed.
- Create multiple versions and aspect ratios (landscape, portrait, square, etc) optimized for social platforms and web streaming.

- Deliver files in multiple formats for online distribution, broadcast, and archival purposes.

4. Digital Distribution and Support

- Upload and optimize videos for web, social media, and streaming platforms such as YouTube, Vimeo, Meta, X, LinkedIn, etc..
- Assist in maintaining or enhancing the County's online video channels (e.g., YouTube, Facebook Watch).
- Provide guidance on SEO, tagging, thumbnails, and best practices for maximizing reach and engagement.
- Archive and provide digital copies of all content including B-Roll to the County for long-term use.

5. Audio and Podcast Production

- Record and edit audio-only content, such as podcasts, PSAs, and interviews.
- Provide professional voiceover recording and post-production mixing.
- Deliver final masters in broadcast and streaming-compatible formats.
- Event Coverage and Rapid Response
- Provide timely coverage of public events, press conferences, and community announcements.
- Offer same-day or next-day turnaround for urgent communications, at the request of the Public Affairs Director.

6. Asset Management and Redundancy

- Maintain secure storage and backup systems for all raw and finished media.
- Ensure redundancy and version control to prevent data loss.
- Maintain an organized digital media library accessible to County staff as requested, including B-Roll.

EQUIPMENT AND CAPABILITIES REQUIREMENTS

- Minimum of three (3) 4K-capable cameras and full professional-grade audio and lighting equipment.
- Licensed drone operator and equipment compliant with all FAA regulations.
- Professional editing and motion graphics software (Adobe Creative Cloud Suite or equivalent).
- Access to studio space or mobile studio capability.

- Secure digital asset management and archival systems.
- Ability to deliver ADA-compliant captions and transcripts.

DELIVERABLES (Typical Annual Output May Include but is Subject to Change)

- 15 short-form videos (social media features, PSAs, or promotional reels)
- 6 mid-form stories or feature videos (3–8 minutes)
- 12 video news releases or event recaps
- 6 podcast episodes or audio features
- Annual State of the County video production
- Branded graphics package and motion elements for County use

The County reserves the right to adjust deliverables based on project priorities and emerging communication needs.

GENERAL REQUIREMENTS

- Flexibility to meet rapid-turnaround needs (24–48 hours when necessary).
- Ability to collaborate effectively with County departments and leadership.
- Demonstrated experience producing professional public-sector or nonprofit media.
- All content created under this contract shall be the property of the County of Ocean.

SELECTION CRITERIA

The Director of Public Affairs shall designate a committee to review and rank all responses. The selection criteria to be used in awarding a contract for the services described herein, shall include:

35%	Proposer's Understanding of the Project
35%	Experience and Qualifications
5%	Contractual Conditions
25%	Cost

Proposer's Understanding of the Project: Proposals will be evaluated against the questions set forth below:

Has the proposer demonstrated a thorough understanding of the purpose and scope of the project?

How well has the proposer identified pertinent issues and potential problems related to the project?

Has the proposer demonstrated that they understand the deliverables the County expects them to provide?

Has the proposer fully responded to all the questions set forth herein?

Does the proposal depict a logical approach to fulfilling the requirements of the RFP?

Experience and Qualifications: Proposals will be evaluated against the questions set forth below:

Do the individuals assigned to the project have experience on similar projects?

Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in work this project requires?

How extensive is the applicable education and experience of the personnel designated to work on the project?

Has the proposer demonstrated experience in completing similar projects?

How successful is the general history of the proposer regarding timely and successful completion of the projects?

Has the proposer provided letters of reference from previous clients?

Contractual Conditions: Proposals will be evaluated against the questions set forth below:

Has the proposer provided a sample Certificate of Insurance evidencing the required types and levels of insurance coverage?

If the proposer requested any modifications to the Specifications, are they reasonable and acceptable to the County?

Cost: Once the list of Proposers has been rated on the above scoring system, the cost proposals for the highest scoring vendors will be evaluated. The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set forth below:

$$\frac{(\text{lowest cost proposal}) \times (\text{max points})}{(\text{amount of proposal being rated})} = \text{points awarded}$$

**** ATTENTION**** Responses received pursuant to this solicitation are subject to complete disclosure pursuant to the Open Public Records Act. Please note that disclosure includes any and all attachments and addenda supplementing the solicitation response. Accordingly, please do not include personal identifying information in any supplementary documents submitted with the solicitation response.

PROPOSAL SUBMISSION REQUIREMENTS

All responses to the Request for Proposal (“RFP”):

1. Must be submitted electronically and must be received prior to 4:00pm, prevailing time on the date on which they are to be unsealed.

- Preferred: Provide direct, accessible links to online samples (YouTube, Vimeo, or similar) included in the electronic submission.
- Alternative (optional): Submit a flash drive or external media device clearly labeled with your company name, the RFP title, and the word “Sample.” Physical samples may be delivered to:

Ocean County Purchasing Department
101 Hooper Avenue, Room 224
Toms River, NJ 08753

Do not include a hard copy of your proposal with any sample media. Samples are not required but may be submitted at the proposer’s discretion.

2. The County will not be responsible for late submissions and no responses to this RFP will be accepted by the County if received after the time stipulated above.

AWARD

The County of Ocean shall award a contract to the vendor or vendors that best meet the needs and interests of Ocean County. The County reserves the right to negotiate the terms and conditions of a contract with the successful vendor or vendors to obtain the most cost advantageous services for the County.

The County reserves the right to reject any or all proposals in accordance with N.J.S.A. 40A:11-13.2, or to waive any informalities and non-material defects in the proposals and to accept any proposal deemed in the best interest of the County.

It is to be understood by the proposer that their proposal is submitted on the basis of specifications prepared by the County and the fact that any proposer is not familiar with these specifications or conditions will not be accepted as an excuse.

INDEMNITY CLAUSE

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

INSURANCE REQUIREMENTS

The contractor shall maintain primary insurance to protect against all claims under Worker's Compensation, Comprehensive General Liability and Automobile. Except for Worker's Compensation, all coverage shall apply as primary coverage with respect to any other insurance or self-insurance program afforded to the County. There shall be no endorsement or modification of this coverage to make it excess over other available insurance/coverage; alternatively, if the CGL and umbrella, excess of reinsurance states that it is pro rata, it shall be endorsed to be primary with respect to the County. Primary coverage shall be subject to approval for adequacy of protection as per the following limits:

Worker's Compensation

1. Limits according to Worker's compensation Laws of the State of New Jersey.
2. Contractor's Liability not less than \$100,000.

Comprehensive General Liability

1. Bodily Injury - \$500,000 per person; \$1,000,000 per occurrence.
2. Property Damage - \$1,000,000 per occurrence.

Comprehensive General Liability shall include the following:

1. Coverage for explosion, collapse or underground hazards.
2. Occurrence basis coverage.
3. Broad form property damage coverage.
4. Coverage for personal injury sustained by any person as a result of an offense directly or indirectly related to the employment of such person by the insured.

Comprehensive Automobile Liability, if applicable, shall include the following:

Business auto liability insurance or its equivalent with a minimum limit of \$1,000,000 per accident and including coverage for all of the following:

- a. Liability arising out of the ownership, maintenance or use of any auto;
- b. Auto non-ownership and hired car coverage.
- c. Contractor's Worker's Compensation, Comprehensive General Liability and Comprehensive Automobile Liability arising out of subcontractor's operations shall be identical as that listed above.

Copies of each insurance certificate shall be furnished to the County with Proposal (when requested).

Upon award, when a Certificate of Insurance is required, it shall be provided to Ocean County listing the County as an additional insured, as follows: County of Ocean, 101 Hooper Avenue, P.O. Box 2191, Toms River, NJ 08754-2191

ADDITIONAL INFORMATION

It is to be understood by the proposer that their proposal is submitted on the basis of specifications prepared by the County and the fact that any proposer is not familiar with these specifications or conditions will not be accepted as an excuse.

Payments will be made upon the approval of vouchers submitted by the successful proposer in accordance with the requirements of the Board of Commissioners and subject to the Board of Commissioners customary procedures. The County will not pay interest or late fees regardless of language provided.

Ocean County Board of Commissioners will make award within sixty (60) days after receipt of proposals.

The County of Ocean is exempt from any State sales tax or Federal excise tax.

“All contractors must comply with the provisions of New Jersey Statute Title 40A:11-18, when applicable.”

PAY TO PLAY REQUIREMENTS

Starting in January 2007, all business entities are advised of their responsibility to file an annual disclosure statement of political contributions with the New Jersey Election Law Enforcement Commission (ELEC) pursuant to N.J.S.A. 19:44A-20.27 if they receive contracts in excess of \$50,000 from public entities in a calendar year. Business entities are responsible for determining if filing is necessary. Additional information on this requirement is available from ELEC at 888-313-3532 or at www.elec.state.nj.us.

CERTIFICATION OF DISCLOSURE OF INVESTMENT ACTIVITIES IN IRAN

Pursuant to Public Law 2012, c. 25, any person or entity that is a successful bidder or proposer, 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 parent entity, subsidiary, or affiliate is identified on the State Department of Treasury's Chapter 25 list as a person or entity engaging in

investment activities in Iran. The list is found on Treasury's website at www.state.nj.us/treasury/purchase/pdf/Chapter25List.pdf.

The Chapter 25 list must be reviewed prior to completing the certification. If a vendor or contractor is found to be in violation of law, action may be taken as appropriate and as may 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. Prior to contract award or authorization, the contractor shall provide the Contracting Agency with a completed Certification on Disclosure of Investment Activities in Iran.

CERTIFICATION OF NON-INVOLVEMENT IN PROHIBITED ACTIVITIES IN RUSSIA OR BELARUS

Pursuant to N.J.S.A. 52:32-60.1, et seq. (L. 2022, c. 3) any person or entity (hereinafter "Vendor") that seeks to enter into or renew a contract with a State agency for the provision of goods or services, or the purchase of bonds or other obligations, must complete the certification below indicating whether or not the Vendor is identified on the Office of Foreign Assets Control (OFAC) Specially Designated Nationals and Blocked Persons list, available here: <https://sanctionssearch.ofac.treas.gov/>. If the Department of the Treasury finds that a Vendor has made a certification in violation of the law, it shall take any 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. Certification form must be completed prior to contract award and is provided in the specification documents (DocuSign).

TRANSITIONAL PERIOD (excluding Professional Contracts)

In the event services are terminated by contract expiration or by voluntary termination by either the Contractor or the County of Ocean, the Contractor shall continue all terms and conditions of said contract for a period not to exceed one month, at the County's request.

NEW JERSEY BUSINESS REGISTRATION CERTIFICATE

Pursuant to N.J.S.A. 52:32-44, Ocean County ("Contracting Agency") is prohibited from entering into a contract with an entity unless the bidder/proposer/contractor, and each subcontractor that is required by law to be named in a bid/proposal/contract has a valid Business Registration Certificate on file with the Division of Revenue and Enterprise Services within the Department of the Treasury.

Prior to contract award or authorization, the contractor shall provide the Contracting Agency with its proof of business registration and that of any named subcontractor(s).

Subcontractors named in a bid or other proposal shall provide proof of business registration to the bidder, who in turn, shall provide it to the Contracting Agency prior to the time a contract, purchase order, or other contracting document is awarded or authorized.

During the course of contract performance:

- (1) the contractor shall not enter into a contract with a subcontractor unless the subcontractor first provides the contractor with a valid proof of business registration.
- (2) the contractor shall maintain and submit to the Contracting Agency a list of subcontractors and their addresses that may be updated from time to time.
- (3) the contractor and any subcontractor providing goods or performing services under the contract, and each of their affiliates, shall collect and remit to the Director of the Division of Taxation in the Department of the Treasury, the use tax due pursuant to the Sales and Use Tax Act, (N.J.S.A. 54:32B-1 et seq.) on all sales of tangible personal property delivered into the

State. Any questions in this regard can be directed to the Division of Taxation at (609)292-6400. Form NJ-REG can be filed online at www.state.nj.us/treasury/revenue/busregcert.shtml.

Before final payment is made under the contract, the contractor shall submit to the Contracting Agency a complete and accurate list of all subcontractors used and their addresses.

Pursuant to N.J.S.A. 54:49-4.1, a business organization that fails to provide a copy of a business registration as required, or that provides false business registration information, shall be liable for a penalty of \$25 for each day of violation, not to exceed \$50,000, for each proof of business registration not properly provided under a contract with a contracting agency.

COMPLETION OF DOCUMENTS

Proposer's shall complete all documents and acknowledge all terms included with this proposal package. All documents should be from this proposal package and must not be dated or executed prior to the date of advertising. Failure to follow these instructions is cause for rejection.

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.

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)

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**.

AMERICANS WITH DISABILITIES ACT

Equal Opportunity for Individuals with Disabilities

The CONTRACTOR and the COUNTY do hereby agree that the provisions of title II of the Americans with Disabilities Act of 1990 (the "Act") (42 U.S.C. 12101 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 thereunto, are made a part of this contract. In providing any aid, benefit, or service on behalf of the COUNTY 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 COUNTY in any action or administrative proceeding commenced pursuant to this Act. The CONTRACTOR shall indemnify, protect and save harmless the COUNTY, 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 COUNTY'S grievance procedure, the CONTRACTOR agrees to abide by any decision of the COUNTY which is rendered pursuant to said grievance procedure. If any action or administrative proceeding results in an award of damages against the COUNTY or if the COUNTY 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 COUNTY 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 COUNTY or any of its agents, servants and employees, the COUNTY shall expeditiously forward or have forwarded to the CONTRACTOR every demand, complaint, notice, summons, pleading, or other process received by the COUNTY or its representatives.

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

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

COST PROPOSAL FORM

Vendors must complete all applicable fields. All costs should be fully inclusive per scope narrative (labor, equipment, travel, licensing, post-production, delivery, etc.).

SECTION A – CREATIVE STRATEGY & PRE-PRODUCTION

Item No.	Service Description	Unit (Per)	Estimated Quantity (Annual)	Unit Cost (\$)	Extended Cost (\$) Based on highest estimated quantity
A1	Annual creative strategy & content planning	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
A2	Scriptwriting & concept development	Per project	12–15	Click or tap here to enter text.	Click or tap here to enter text.
A3	Art direction / casting / shoot coordination	Per project	6–8	Click or tap here to enter text.	Click or tap here to enter text.
Subtotal – Section A					\$Click or tap here to enter text.

SECTION B – VIDEO PRODUCTION (FILMING)

Item No.	Service Description	Unit (Per)	Estimated Quantity (Annual)	Unit Cost (\$)	Extended Cost (\$) Based on highest estimated quantity
B1	Short-form video production (≤ 90 seconds)	Per video	12–15	Click or tap here to enter text.	Click or tap here to enter text.
B2	Mid-form video production (3–8 minutes)	Per video	6–8	Click or tap here to enter text.	Click or tap here to enter text.
B3	Video news releases / event recaps	Per video	10–12	Click or tap here to enter text.	Click or tap here to enter text.
B4	Annual State of the County video	Per video	1	Click or tap here to enter text.	Click or tap here to enter text.
Subtotal – Section B					\$Click or tap here to enter text.

SECTION C – DIGITAL DISTRIBUTION & SUPPORT

Item No.	Service Description	Unit (Per)	Estimated Quantity (Annual)	Unit Cost (\$)	Extended Cost (\$) Based on highest estimated quantity
C1	Video upload & platform optimization	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
C2	SEO, tagging, thumbnails & optimization	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
C3	Channel management support	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.

REQUEST FOR PROPOSAL FOR CREATION, DESIGN AND PRODUCTION OF VIDEO/AUDIO FOR OCEAN COUNTY

				text.	
C4	Content archiving & delivery	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
	Subtotal – Section D				\$Click or tap here to enter text.

SECTION D – AUDIO & PODCAST PRODUCTION

Item No.	Service Description	Unit (Per)	Estimated Quantity (Annual)	Unit Cost (\$)	Extended Cost (\$) Based on highest estimated quantity
D1	Podcast or audio feature production	Per episode	10–12	Click or tap here to enter text.	Click or tap here to enter text.
D2	Audio-only PSAs or interviews	Per project	10–12	Click or tap here to enter text.	Click or tap here to enter text.
D3	Voiceover recording & mixing	Per project	10–12	Click or tap here to enter text.	Click or tap here to enter text.
	Subtotal – Section E				\$Click or tap here to enter text.

SECTION E – ASSET MANAGEMENT & REDUNDANCY

Item No.	Service Description	Unit (Per)	Estimated Quantity (Annual)	Unit Cost (\$)	Extended Cost (\$) Based on highest estimated quantity
E1	Secure storage & backup of media	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
E2	Digital media library management	Annual	1	Click or tap here to enter text.	Click or tap here to enter text.
	Subtotal – Section G				\$Click or tap here to enter text.

TOTAL COST SUMMARY	
Category	Total Extended Cost (\$)
Section A – Creative Strategy & Pre-Production	Click or tap here to enter text.
Section B – Video Production	Click or tap here to enter text.
Section C – Digital Distribution & Support	Click or tap here to enter text.
Section D – Audio & Podcast Production	Click or tap here to enter text.
Section E – Asset Management	Click or tap here to enter text.
TOTAL ANNUAL COST PROPOSAL	\$Click or tap here to enter text.