CITY OF JERSEY CITY
REQUEST FOR PROPOSALS:

FINANCIAL ADVISORY SERVICES

SUBMISSION DEADLINE:
11:00 A.M.
January 3, 2013

ADDRESS ALL PROPOSALS TO:
Donna Mauer
Chief Financial Officer
Jersey City Department of Administration
Office of Management and Budget
City Hall, Room 208
280 Grove Street
Jersey City, New Jersey 07302
SECTION 1: GENERAL INFORMATION & SUMMARY

1.1 Organization Requesting Proposal
City of Jersey City - Department of Administration/Division of Management and Budget
280 Grove Street
Jersey City, NJ 07302

1.2 Contact Person
Donna Mauer
Chief Financial Officer
Department of Administration/Division of Management and Budget
280 Grove Street - Room# 208
Jersey City, NJ 07302
201-547-5042
DonnaM@cnj.org

1.3 Procurement Process
This contract will be awarded as an “extraordinary unspecifiable services (EUS) agreement”, as defined by the Local Public Contracts law, N.J.S.A 40A:11-5 (1) (a) (ii), using the “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 Council will vote to approve a resolution awarding a contract to the contractor for a sum not to exceed a specified amount for a term of one (1) year with an option to renew for an additional year. If the contract is renewed, no price change will be permitted.

1.4 Contract Form
If selected to provide services, it is agreed and understood that the successful Respondent 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 Contractor shall be considered a release in full of all claims against the 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 process.

1.6 Submission deadline
Proposals must be submitted to, and be received by the Division of Management and Budget, via mail or hand delivery, by 11:00 a.m. prevailing time on January 3, 2013. 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 January 3, 2013 in City Hall Room 208, 280 Grove Street, 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.

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

“Consultant” or “Consultants” - refers to the interested persons and/or firm(s) that submit a Proposal.

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

1.9 Submission address
All proposals should be sent to:

Donna Mauer
Chief Financial Officer
Jersey City Department of Administration
Office Management and Budget
City Hall, Room 208
280 Grove Street
Jersey City, New Jersey 07302
SECTION 2: INTRODUCTION AND GENERAL INFORMATION

2.1 Introduction and Purpose
The City of Jersey City is seeking proposals from qualified Consultants for services as described herein.

2.2 Fair and Open Process
This contract will be awarded using the “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
Proposals will be reviewed and evaluated by the City's Business Administrator, Assistant Business Administrator and Chief Financial Officer. The proposals will be reviewed to determine if the Respondent has met the professional, administrative, and subject areas described in this RFP.

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 Respondents.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>1. Issuance of Request for Proposals</td>
<td>December 24, 2012</td>
</tr>
<tr>
<td>4. Award of contract</td>
<td>January 9, 2013</td>
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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.

All communications concerning this RFP or the RFP process shall be directed to the City's contact person, in writing, via fax, or via e-mail. Responses to all questions will be forwarded as
addenda to all prospective respondents who have provided contact information. It is the prospective vendor’s responsibility to provide accurate contact information.

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 RFP in order to respond to inquiries received from prospective Respondents 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 Respondents, 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 Respondents.

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 Respondent. 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 by the Business Administrator, Assistant Business Administrator and Chief Financial Officer, based on the specific criteria detailed in Section 7.

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
Not required for this RFP
2.11 Additional requirements
Consultant 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, 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 it shall list the names of those stockholders holding 10% or more of the outstanding stock.

Section 8 of this document describes general terms and conditions. Section 9 of this document contains required administrative forms which 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 Respondent 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.
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 fifteen (15) sections described below:

- Title Page
- Table of Contents
- Executive Summary
- Background
- Scope
- Objectives
- Project Approach
- Project Organization
- Project Workplan (including project organization, critical success factors and risks)
- Key Dates & Deliverables
- The City of Jersey City Responsibilities
- Staffing
- Assumptions
- 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 Background
In this section of the proposal, the Vendor should review its understanding of the business drivers behind the City of Jersey City strategy.

3.6 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 of Jersey 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.

3.7 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 of Jersey 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.

3.8 Project Approach
A general discussion of the approach the Vendor is proposing should be contained in this section. This should include detail of all assumptions being made to accomplish the desired approach. A discussion of the high level tasks and key milestones should be described in this section and tie directly or be referenced directly to deliverables in the workplan. Additionally, Vendors should highlight any risks they deem to be significant enough in nature, which could result in any priority specification within the project that would not be delivered on time, and on budget.

3.9 Project Organization
The Vendor should detail in this section, the organizational structure it believes necessary to accomplish each phase of the project within the desired timeframe and budget. Each phase's organization should consider both Vendor and the City of Jersey City resources. Support of, and utilization of Minority and Women Owned Business Enterprises, consistent with the City of Jersey City policies, should be described.

Minimum qualifications for each role should be identified. In addition, the time commitment (both percentage and number of hours) for each resource, based on the priorities defined for in the Business Requirements, should be clearly stated.

3.10 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 of Jersey 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 of Jersey City recognizes that each Vendor brings its own methodology and work plan.

3.11 Key Dates & Deliverables
This section should present a summary of key dates, milestones and associated deliverables found in the work plan. A description of what the City of Jersey City should expect to see and/or receive on the associated date should be described and/or presented as examples.

3.12 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 of Jersey City throughout the life of this project.

3.13 Staffing
A discussion of the project team that will be utilized should be contained in this section. The City of Jersey 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.

3.14 Assumptions
In this section, Vendors should state any assumptions being made relating to any part of the proposal or project strategy.

3.15 Timing and Fees
In this section, please describe the timing and associated fees the Vendor is proposing for the implementation. Vendors should be sure to include all expenses associated with delivery, in addition to professional fees. Vendors should identify hourly participation and hourly fees by specific personnel.

It is important to note that pursuant to N.J.S.A 40A:5-16, the City is prohibited from paying for goods or services before they have been provided. Therefore, any proposals which specify payment upon contract signing will be deemed unresponsive and rejected.
3.16 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: SCOPE OF SERVICES

Under the direction of the Department of Administration, Division of Management and Budget, Chief Financial Officer, the selected vendor will provide a number of services, including but not limited to:

- Provide analytical and support services for financial planning efforts. Review the City's timetable and schedule of its long-range operating and capital budget financing strategy.

- Coordinate applications to the Local Finance Board and communication with the Department of Community Affairs.

- Develop a credit rating program. Furnish the rating services with all necessary and relevant documentation and information. Meet with analysts from the major rating services to present a rating program.

- Provide assistance with developing strategies, brochures for presentations at public hearings and information to community.

- Assist with the preparation of news releases about any proposed capital plans, as needed.

- Assist with the preparation of presentation to municipal officials.

- Assist in the obtention of credit enhancement (i.e. municipal bond insurance, letters of credit, etc.) if determined to be economical.

- Review the terms, conditions and structure of any proposed securities offerings undertaken and provide suggestions and modifications where appropriate.

- Assist and advise in negotiations with investment banking groups regarding pricing and final terms of any security offering and make definitive recommendations regarding any proposed offer to purchase an issue.

- Advise in regard to an appropriate and advantageous method of selling debt securities (competitive, negotiated, private placement).

- Assist in the preparation of the preliminary and final official statement in connection with the sale of securities.
CITY OF JERSEY CITY, NJ
DEPARTMENT: Administration
PURPOSE: Financial Advisory Services

REQUEST FOR PROPOSALS
DIVISION: Management and Budget
DUE DATE: 01/03/2013

- Solicit and/or review proposals for construction fund investments.
- Review assessed valuations to develop 5-year trend and complete future projections for tax impact analysis.
- Provide alternative repayment options based on analysis of the City's current debt service and projected debt service.
- Recommend financing structure which includes repayment term, structure and redemption provisions.
- Develop comprehensive tax impact analysis based on debt services (current and future), debt service aid, changes in operating budget resulting from proposed financing, investment income from construction proceeds.
- Assist in the preparation and evaluation of the restructuring or amendments to the City's franchise agreement with the Jersey City Municipal Utilities Authority.
- Assist the City in determining the value of the Jersey City Water Supply system including but not limited to valuation of real property, treatment facilities, distribution and applicable operations.
- Advisor may be called upon to attend meetings with Administration Department and/or Finance Department staff and management.
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 Respondent.

6.1 Number of copies
Respondents must submit one signed original and two (2) copies of their proposals.

6.2 Proposal media
Proposals forwarded by facsimile or e-mail will not be accepted, however respondents may alternately submit one signed original and 1 softcopy version (PDF only) on CD.

Please note that the City will not be responsible for CDs or softcopy files which cannot be opened, and that this may be grounds for rejection.

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 of Jersey 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 of Jersey 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 of Jersey 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 January 3, 2013, 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 Respondent that will provide high quality and cost effective services to the citizens of Jersey City. The City will consider Proposals only from Respondents 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 by the Business Administrator, or his/her designee and the Chief Financial Officer on the basis of which is the most advantageous, and this evaluation will consider the following:

a. Required Format
The extent to which the proposal includes the required sections (Title page, Table of contents, etc).

b. Appropriateness of proposed methodology
The extent to which the proposed methodology meets the City’s goals as described in Section 4 of this RFP. The degree to which specific activities and milestones are described will also be evaluated.

Vendors should describe their methodology and explain how it will meet the City’s needs.

c. Prior experience with similar cities
The City does not wish to overly educate its consultants as to the workings (both operational and statutory) of municipal government. As a result, proposals which include documentation (including references) of successful financial advisory services of municipalities of similar size (population 240,000; annual operating budget $500M) and complexity will be viewed more favorably.

d. Personnel assigned
Through this project, Jersey City will be reinforcing its reputation as a world class city, and is therefore entitled to expect world class credentials and experience from the vendors which it employs for high profile efforts. Resumes of vendor personnel will be scrutinized to ensure this requirement is met. Proposals which provide detailed accounts of team members' applicable experience and their anticipated roles in this project will be viewed more favorably.
e. **Cost**
The winning proposal will not necessarily be that with the lowest cost, but that which provides the greatest value to the City. Proposals should provide detailed breakdowns on the cost components, including out-of-scope services which are not covered in the main sections of the document. Proposals will be evaluated on the detailed breakdown provided and whether pricing is appropriate to the project scope.

f. **Commitment to diversity**
Support of, and utilization of Minority and Women Owned Business Enterprises (MBE/WBE), and/or Locally Owned Business Enterprises consistent with the City of Jersey City policies, should be described.

7.3 **Oral Presentation Guidelines**
Not required for this RFP

7.4 **Final evaluation**
The City will select the most advantageous Proposal Statement based on the all of the evaluation factors set forth in this RFP, and make the award in the best interest of the City. Each Proposal must satisfy the objectives and requirements detailed in this RFP. Successful Respondents shall be determined by an evaluation of the total content of the Proposal Statement submitted. The City shall not be obligated to explain the results of the evaluation process to any Respondent.

7.5 **Contract award**
A contract will be awarded as an “extraordinary unspecifiable services (EUS) agreement”, as defined by the Local Public Contracts Law, N.J.S.A 40A:11-5 (1) (a) (ii), pursuant to the “fair and open” provisions of the "New Jersey Local Unit Pay-to-Play" Law, N.J.S.A. 19:44A-20.4 et seq. for one year with an option to renew to an additional year. If the contract is renewed, no price change will be permitted.

The Municipal Council will vote to accept the proposal of a Consultant within 60 days of the receipt of proposals, except that the proposals of any Consultants 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 Respondent, 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.

8.3 Delivery of proposals
Proposals may be hand delivered or mailed consistent with the provisions of the legal notice to Respondents. 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 Affirmative Action requirements
Consultants 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) consultants/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 program (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 consultant’s attention is also called to Section 9 of this document which contains the required information and forms. For information on AA/EEO requirements and forms only, please contact:

Jeana F. Abuan, Affirmative Action Officer, Public Agency Compliance Officer
Department of Administration, Office of Equal Opportunity/Affirmative Action
280 Grove Street Room-103
Jersey City NJ 07302

Tel. #201-547-4533
Fax# 201-547-5088
E-mail Address: abuanJ@jcnj.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:11-2).

Consultants 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 Vendor, if awarded the contract, agrees to protect, defend and save harmless the City against 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 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 consultant 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

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protection. Certificates of such insurance shall be provided the City when required. Insurance requirements are as follows:

- Comprehensive General Liability in the amount of $2,000,000
- Workers Compensation in the statutory amount of $100,000
- Automobile Liability in the amount of $1,000,000
- Professional Liability in the amount of $1,000,000

8.9 Termination

Should a dispute arise, and if, after a good faith effort at resolution, the dispute is not resolved, either party may terminate the contract by providing 30 days written notice to the other party.

Regardless, the City reserves the right to cancel the contract by providing 30 days written notice to the consultant.
SECTION 9: REQUIRED ADMINISTRATIVE FORMS

Please place the checklist and the required forms which follow at the front of your proposal to facilitate Purchasing’s review.
CITY OF JERSEY CITY

PROJECT: Grant Services
RESPONDENT: ________________________________

RESPONDENT'S CHECKLIST

<table>
<thead>
<tr>
<th>Item</th>
<th>Respondent Initials</th>
<th>Purchasing Review</th>
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<tbody>
<tr>
<td>A. Non-Collusion Affidavit properly notarized</td>
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<td>B. Public Disclosure Statement</td>
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<td>C. Mandatory Affirmative Action Language</td>
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<td>D. Americans with Disabilities Act</td>
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<td>E. MWBE Questionnaire</td>
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<td>F. Affirmative Action Compliance Notice</td>
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<td>G. Employee Information Report</td>
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<td>H. Business Registration Certificate</td>
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<td>I. Original signature(s) on all required forms.</td>
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NON COLLUSION AFFIDAVIT
STATE OF NEW JERSEY
CITY OF JERSEY CITY ss:

I certify that I am ________________________________________________
of the firm of ____________________________________________________

the bidder making the proposal for the above named project, and that I executed the said
proposal with full authority so to do; that said bidder 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).
PUBLIC DISCLOSURE INFORMATION
Chapter 33 of the Public Laws of 1977 provides that no Corporation or Partnership shall be awarded any State, City, Municipal or Schools District contracts for the performance of any work or the furnishing of any materials or supplies, unless prior to the receipt of the bid or accompanying the bid of said corporation or partnership there is submitted a public disclosure information statement. The statement shall set forth the names and addresses of all stockholders in the corporation or partnership who own ten percent (10%) or more of its stock of any class, or of all individual partners in the partnership who own a ten percent (10%) or greater interest therein.

STOCKHOLDERS:

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SIGNATURE: ______________________________________

TITLE: ______________________________________

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).
MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 and N.J.A.C. 17:27

Goods, Professional Services and General Service Contracts
(Mandatory Affirmative Action Language)
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 or sex. Except with respect to affectional or sexual orientation, the contractor will take affirmative action to ensure that such applicants are recruited and employed, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex. Such action 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 or sex.

The contractor or subcontractor, where applicable, will send to each labor union or representative or workers with which it has a collective bargaining agreement or other contract or understanding, a notice, to be provided by the agency contracting officer advising the labor union or workers' representative of the contractor's commitments under this act 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 employ minority and women workers consistent with the applicable county employment goals established in accordance with N.J.A.C. 17:27-5.2, or a binding determination of the applicable county employment goals determined by the Division, pursuant to 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, labor unions, that it does not discriminate on the basis of age, creed, color, national origin, ancestry, marital status, affectional or sexual orientation or sex, and that it will discontinue the
MANDATORY EQUAL EMPLOYMENT OPPORTUNITY LANGUAGE
N.J.S.A. 10:5-31 and N.J.A.C. 17:27 (continued)

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 applicable 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, creed, color, national origin, ancestry, marital status, affectional or sexual orientation 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 and its subcontractors shall furnish such reports or other documents to the Division of Contract Compliance & EEO as may be requested by the Division 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 Contract Compliance & EEO for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code at N.J.A.C. 17:27.

The undersigned vendor certifies that he/she received, read, and is aware of the commitment to comply with:

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 his/her 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: ___________
AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability

The contractor and the ____________________________, (hereafter “owner”) do hereby agree that the provisions of Title I 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 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.
AMERICANS WITH DISABILITIES ACT OF 1990
Equal Opportunity for Individuals with Disability (continued)

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: ___________________________
MINORITY/WOMAN BUSINESS ENTERPRISE (MWBE) Questionnaire for Bidders
Jersey City Ordinance C-829 establishes a goal of awarding 20% of the dollar amount of total city procurement to minority and woman owned business enterprises.
To assist us in monitoring our achievement of this goal, please indicate below whether your company is or is not a minority owned and/or woman owned business, and return this form with your proposal.

Business Name: ____________________________________________

Address: _________________________________________________

Telephone No.: ____________________________________________

Contact Name: ____________________________________________

Please check applicable category :

_____ Minority Owned       _____ Minority & Woman Owned

_____ Woman Owned          _____ Neither

Definition of Minority Business Enterprise
Minority Business Enterprise means 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 Business Enterprise
Woman Business Enterprise means a business which is a sole proprietorship, partnership or corporation at least 51% of which is owned and controlled by a woman or women.
AFFIRMATIVE ACTION COMPLIANCE NOTICE
N.J.S.A. 10:5-31 and N.J.A.C. 17:27
GOODS AND SERVICES CONTRACTS
(INCLUDING PROFESSIONAL SERVICES)
This form is a summary of the successful bidder’s requirement to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27.

The successful bidder shall submit to the public agency, after notification of award but prior to execution of this contract, one of the following three documents as forms of evidence:

(a) A photocopy of a valid letter that the contractor is operating under an existing Federally approved or sanctioned affirmative action program (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 successful vendor may obtain the Affirmative Action Employee Information Report (AA302) from the contracting unit during normal business hours. The successful vendor(s) must submit the copies of the AA302 Report to the Division of Contract Compliance and Equal Employment Opportunity in Public Contracts (Division). The Public Agency copy is submitted to the public agency, and the vendor copy is retained by the vendor.

The undersigned vendor certifies that he/she is aware of the commitment to comply with the requirements of N.J.S.A. 10:5-31 and N.J.A.C. 17:27 and agrees to furnish the required forms of evidence.

The undersigned vendor further understands that his/her 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.

COMPANY: ____________________________________________

SIGNATURE: ________________________________________ DATE: ______________

PRINT
NAME: ___________________________ TITLE: ___________________________.
AFFIRMATIVE ACTION COMPLIANCE (SAMPLE DOCUMENTS)
Vendor must submit one of the following 3 documents:
- Letter of Federal Affirmative Action Plan Approval
- Certificate of Employee Information Report
- Employee Information Report Form AA302 (submitted to NJ State Dept of Treasury)

U.S. Department of Labor
Office of Federal Contract Compliance Program
Newark Area Office
134 Evergreen Place, Fourth Floor
East Orange, NJ 07018

February 27, 20__
Reply to the attention of:

President

Dear

Our recent compliance review of your establishment's equal employment opportunity policies and practices was completed on February 27, 20__.

We found no apparent deficiencies or violations of Executive Order 11246, as amended. Section 503 of the Rehabilitation Act of 1973 or of 38 USC 2032 (the Vietnam Era Veterans' Reemployment 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 appreciated the cooperation and courtesies extended by you and your staff during the conduct of the compliance review.

Sincerely,

Area Office Director
CERTIFICATE OF EMPLOYEE INFORMATION REPORT

This is to certify that the contractor stated above has submitted the Employee Information Report required by N.J.A.C. 17:37-1.1 et seq., and the State Treasurer has approved said report. This approval will remain in effect for the period of

State Treasurer
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 may delay issuance of your certificate. If you have a current certificate of employee information report, do not complete this form. Send copy of current certificate to the public agency. 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 predominant 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.
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 Philippine 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 15 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 copy for the vendor's own files. The vendor is to submit a copy to the public agency awarding the contract and forward a copy to:

NJ Department of the Treasury
Division of Contract Compliance & Equal Employment Opportunity
P.O. Box 209
Trenton, New Jersey 08625-0209 Telephone No. (609) 292-5475


Note that the sample form shown on the following page is for illustrative purposes only and should not be submitted. Use the state website links above to obtain the actual form. If you need further information on AA/EEO forms and/or requirements, please contact:

Jeana F. Abuan, Affirmative Action Officer, Public Agency Compliance Officer
Department of Administration, Office of Equal Opportunity/Affirmative Action
280 Grove Street Room-103
Jersey City NJ 07302

Tel. #201-547-4533
Fax# 201-547-5088
E-mail Address: abuanj@jcnj.org
## NEW JERSEY FACILITY

STATE OF NEW JERSEY
Division of Contract Compliance & Equal Employment Opportunity

**EMPLOYEE INFORMATION REPORT**

**IMPORTANT: READ INSTRUCTIONS ON BACK OF FORM CAREFULLY BEFORE COMPLETING.** THIS IS A FORMAL REPORT. FAILURE TO PROPERLY COMPLETE THE ENTIRE FORM MAY DELAY ISSUANCE OF YOUR CERTIFICATE. **DO NOT SUBMIT ERRONEOUS REPORT FOR SECTION B, ITEM 13.**

### SECTION A - COMPANY IDENTIFICATION

1. **FED. NO. OR SOCIAL SECURITY**
2. **TYPE OF BUSINESS**
   - [ ] 1. MANUFACTURING
   - [ ] 2. SERVICE
   - [ ] 3. WHOLESALE
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. **SINGLE-ESTABLISHMENT EMPLOYER**
8. **MULTI-ESTABLISHMENT EMPLOYER**
9. **TOTAL NUMBER OF EMPLOYEES AT EACH LOCATION WHICH HAS BEEN AWARDED THE CONTRACT**
10. **PUBLIC AGENCY AWARDING CONTRACT**
    - **CITY**
    - **COUNTY**
    - **STATE**
    - **ZIP CODE**

### 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, state a zero. Include all employees, not just those in minority non-minority categories, in columns 1, 2 & 3. **DO NOT SUBMIT ERRONEOUS REPORT FOR SECTION B, ITEM 13.**

<table>
<thead>
<tr>
<th>JOB CATEGORIES</th>
<th>ALL EMPLOYEES</th>
<th>PERMANENT MINORITY</th>
<th>NON-MINORITY</th>
<th>MALE</th>
<th>FEMALE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>COL. 1 TOTAL</td>
<td>COL. 2 MALE</td>
<td>COL. 3 FEMALE</td>
<td>MALE</td>
<td>FEMALE</td>
</tr>
<tr>
<td>Officials/Managers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professionals</td>
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</tr>
<tr>
<td>Technicians</td>
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<tr>
<td>Sales Workers</td>
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<tr>
<td>Office &amp; Clerical</td>
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<tr>
<td>Craftworkers (Skilled)</td>
<td></td>
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<tr>
<td>Operatives (Semi-Skilled)</td>
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<tr>
<td>Laborers (Unskilled)</td>
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<tr>
<td>Service Workers</td>
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<tr>
<td>TOTAL</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**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 GROUPS IN SECTION B OBTAINED**
   - [ ] 1. Visual Survey
   - [ ] 2. Employment Record
   - [ ] 3. Other (Specify)

13. **DATES OF PAYROLL PERIOD USED**
    - **From**: __________
    - **To**: __________

14. **NAME OF PERSON COMPLETING FORM (Print or Type)**
    - **SIGNATURE**
    - **TITLE**
    - **DATE**

15. **ADDRESSES NO & STREET**
    - **CITY**
    - **COUNTY**
    - **STATE**
    - **ZIP CODE**
    - **PHONE**

**WHITE** - DIV. OF CONTRACT COMPLIANCE, **CANARY** - DIV. OF CONTRACT COMPLIANCE DP, **PINK** - PUBLIC AGENCY, **GOLD** - VENDOR
BUSINESS REGISTRATION LANGUAGE AND SAMPLE BRC
Refer to http://www.state.nj.us/treasury/revenue/busregcert.htm
MANDATORY BUSINESS REGISTRATION LANGUAGE
Non Construction Contracts
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:11-2).
"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 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]

[Company Information]

[Signature]
CERTIFICATION OF COMPLIANCE WITH THE CITY OF JERSEY CITY CONTRACTOR PAY-TO-PLAY REFORM ORDINANCE 08-128 ADOPTED ON SEPTEMBER 3, 2008

PART I - Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that ________________ (name of business entity) has not made any reportable contributions in the **one-year period preceding ________________ (date City Council awards contract) that would be deemed to be violations of Section One of the City of Jersey City's Contractor Pay-to-Play Reform Ordinance 08-128 (attached hereto) and that would bar the award of this contract. I further certify that during the term of the contract ________________ (name of business entity) will not make any reportable contributions in violation of Ordinance 08-128.

PART II - Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: 
Signed: Title: 
Print Name: Date: 

Subscribed and sworn before me 
this day_____ of____, 2____.

My Commission expires: 

(Pin name & title of affiant) (Corporate Seal)

**Pursuant to Section 2 of Ordinance 08-128, no contributions or solicitation of contributions made prior to the effective date Ordinance 08-128 (September 23, 2008) shall be deemed to be a violation of the Ordinance**