



Office of Economic & Community Development

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## **REQUEST FOR PROPOSALS**

**Creation of**

**5-Year Development Plan**

**Deadline for Submission: Tuesday, March 5, 2024 by 10 a.m.**

**Return Proposals to:**

Carmen Pogorzelski  
Municipal Clerk  
Memorial Municipal Hall  
61 Cooke Avenue  
Carteret, NJ 07008-3046  
732-541-3802  
[pogorzelskic@carteret.net](mailto:pogorzelskic@carteret.net)

# REQUEST FOR PROPOSALS

## 5-YEAR DEVELOPMENT PLAN

### FOR CARTERET URBAN ENTERPRISE ZONE

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Pursuant to provisions of Local Public Contracts Law N.J.S.A. 40A:11-5 (1) (a) (ii), The Borough of Carteret and Carteret Urban Enterprise Zone (CUEZ) are seeking proposals from qualified consultants to provide services in creating a preliminary 5-year Zone Development Plan for its Urban Enterprise Zone Program.

You are hereby requested to submit a proposal that provides the Mayor and Council with information to evaluate your firm with regard to the following factors:

- A) Experience and reputation in the field
- B) Knowledge of the subject matter
- C) Availability to attend all required meetings
- D) Availability for personnel, facilities, equipment and other resources to provide such services
- E) Qualifications/experiences of personnel/organization, including list and status of major projects
- F) Any other factors your firm wishes the Mayor and Council to consider in evaluating the firm's ability to perform the respective professional services by the Borough.

When submitting your response to this Request for Proposals (RFP), please submit two (2) original copies and one (1) digital copy on a flash drive or CD.

Pursuant to N.J.S.A. 40A:11-23c, addenda may be issued for proposals. It is the sole responsibility of the person submitting the bid to be knowledge of all addenda related to this procurement. If bidders obtain a Bid/RFP/RFQ from the website, it is the responsibility of the person submitting the bid to check prior to the bid opening to see if addenda have been issued. Copies of addenda or notice of the same will be made available on the Borough website at Carteret.net.

**ALL PROPOSALS MUST BE SUBMITTED TO THE BOROUGH CLERK'S OFFICE, MEMORIAL MUNICIPAL BUILDING, 61 COOKE AVENUE, CARTERET, NJ 07008, ON OR BEFORE TUESDAY, JAN. 30 AT 10 A.M. TIME AT WHICH TIME THEY WILL BE OPENED AND READ ALOUD BY THE CLERK OR HER DESIGNEE. QUALIFICATIONS WILL BE REVIEWED AND DETERMINATION MADE THEREAFTER BY THE BOROUGH COUNCIL FOR APPOINTMENT AND/OR AWARD OF QUALIFIED CANDIATES TO SERVE THE BOROUGH OF CARTERET.**

Bidders are required to comply with the requirements of N.J.S.A. 10:5-31 et. seq. and N.J.A.C. 17:27-1 et. seq., Affirmative Action requirements, N.J.S.A. 19:44A-20.4 et. seq., P.L. 2004, Chapter 19 (as amended by P.L. 2005, c.51)

Please be advised that all proposals shall be evaluated by the Borough Council on the basis of that which is the most advantageous to the Borough, taking into consideration the above factors. Please be further advised that the Borough reserves the right to reject all of the proposals submitted. The Borough Council reserves the right to reject any or all proposals in whole or in part and to waive such informalities as may be permitted by law.

Posted: Jan. 18, 2024

## **Introduction**

The Carteret Urban Enterprise Zone is one of 32 designated Urban Enterprise Zones encompassing 37 municipalities in the State of New Jersey. The Urban Enterprise Zone (UEZ) Program, enacted in 1983, is an Affiliate of the Department of Community Affairs. The program's charter is to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging businesses to develop and create private sector jobs through public and private investment.

To accomplish its charter, business incentives are provided to certified zone businesses through a 50 percent reduced sales tax collection on certain retail sales, and sales tax exemptions on a limited amount of qualified business purchases. In addition, a portion of the sales taxes collected in Urban Enterprise Zone communities are given back as Zone Assistance Funds (ZAF) that can be utilized in the community for projects that will meet the goals and objectives set out in the 5-year Development Plan.

## **Project Overview**

The CUEZ is seeking a qualified consultant to prepare a preliminary 5-year zone development plan as required by the recently enacted amended UEZ legislation. The zone development plan will set forth the boundaries of the enterprise zone and include findings of fact concerning the economic and social conditions existing in the enterprise zone, and each municipality's policy and intentions for addressing these conditions, and may include proposals respecting:

- (1) Utilizing the powers conferred on the municipality by law for the purpose of stimulating investments and economic development of the zones;
- (2) Utilizing State assistance through the provisions of P.L.1983, c.303 (C.52:27H-60 et seq.) relating to State tax benefits and enterprise zone assistance funds;
- (3) Securing the involvement in, and commitment to, zone economic development by private entities, including zone neighborhood associations, voluntary community organizations supported by residents and businesses in the zone;
- (4) Utilizing the powers conferred by law to revise municipal planning and zoning ordinances and other land use regulations as they pertain to the zone in order to enhance the attraction of the zone to prospective developers;
- (5) Increasing the availability and efficiency of support services, public and private, generally used by and necessary to the efficient functioning of commercial and industrial facilities in the area, and the extent to which the increase or improvement is to be provided and financed by the municipal government or by other entities.

The preliminary zone development plan will be submitted to the local government body for approval. The plan will then be submitted to the New Jersey Urban Enterprise Zone Authority for approval.

## **Scope of Services**

The consultant will work with each respective municipality to develop a 5-year roadmap for the UEZ to follow in order to achieve its goals and objectives in stimulating growth and redevelopment within its boundaries. The plan should include the following elements:

- I. INTRODUCTION, COMMUNITY OVERVIEW, AND PLAN DEVELOPMENT PROCESS**
  - A. Introduction of the joint UEZ Community
  - B. Regional and Municipal Setting/Location of the Existing UEZ with Map
  - C. Economic and Social Conditions in the joint Enterprise Zone Community

1. Unemployment
2. Economic Conditions
  - a) Municipal Distress Index
  - b) Supply and Demand Market Analysis
3. Income and Poverty
4. Educational Attainment
5. Housing Characteristics
6. Workforce Characteristics
- D. Process of Plan Development
  1. Community Organization Outreach, including minority outreach
  2. Business Outreach, including minority outreach
  3. Survey of residents and business on what they would like to see in the UEZ

## **II. UEZ MILESTONES, ACCOMPLISHMENTS AND BENEFITS**

- A. Description of the Municipality's Previous UEZ Projects
- B. Impacts from Zone Sales Tax Act
- C. Summary of Zone Benefits and Uses from Past Projects

## **III. UEZ ECONOMIC DEVELOPMENT VISION, GOALS AND OBJECTIVES**

- A. Vision for the UEZ
- B. Economic Goals and Objectives
- C. Coordination with Other Plans and Programs
  1. County and Regional Plans and Programs
  2. Municipal Programs and Special Development Designations (Opportunity Zones, Areas in Need of Redevelopment, Main Street, Empowerment Zones)
  3. State Agencies (NJEDA, NJRA)
- D. Proposed Changes to UEZ Boundaries w/justification
  1. Expansion and Deletion of Area (zero net gain)
  2. Spider legs can be eliminated
- E. Major Initiatives for Next 5 years for Municipality
  1. Matching grant programs for construction or rehabilitation
  2. Redevelopment initiatives/projects
  3. Façade matching grants
  4. Improvement of public infrastructure
  5. Training programs
  6. Special Events
  7. Planning and Professional Services

## **IV. MARKETING AND IMPLEMENTATION**

- A. Existing and Proposed Partnerships and Their Roles in Marketing and Implementation
- B. Other Funding and Implementation Resources
- C. Proposed UEZ Program Structure and Budget Outline for Municipality
  1. Proposed Operational Structure with Program Controls

2. Preliminary Budget Framework
  - a. Proposed Projects with Total Budget
  - b. Public Safety (not to exceed 25 percent of funding)
  - c. Administration Expenses (not to exceed 10 percent of funding)
- D. Timeline for Implementation
- E. Outline of Proposed Metrics and Measurements of Success

## **V. SUMMARY AND NEXT STEPS**

- A. Local and Municipal Approvals as needed
- B. Approvals by NJ DCA/Zone Authority
- C. Authorization and Implementation

### **Proposal Requirements**

Proposals should include the following information:

1. **Approach** - describing how the respondent will accomplish the scope of work and requirements as listed herein.
2. **Qualifications** - showing how the respondent's firm and assigned team members are qualified to provide the scope of work and requirements as listed herein.
3. **Project Schedule** - showing key task target dates, including surveys, community meetings, public meetings and staff team meetings, and estimated task duration.
4. **Fees** – for the entire scope of services with a total “not to exceed” \$50,000. Provide and itemized breakdown of proposed cost for each service and hourly rates for all team members to the project. The Borough reserves the right to negotiate the services and cost based upon support from internal staff.

### **Questions**

Contact Bob Makin, Director of Economic & Community Development/UEZ Coordinator, via email at [makinb@carteret.net](mailto:makinb@carteret.net) or 732-541-3835.