

WASHINGTON TOWNSHIP MUNICIPAL UTILITIES AUTHORITY

REQUEST FOR PROPOSAL

FOR

BILLBOARD MANAGEMENT SERVICES

AUGUST 2011

Request for Proposal Billboard Management Services

NOTICE OF ISSUANCE OF A REQUEST FOR PROPOSAL FOR BILLBOARD MANAGEMENT SERVICES

Notice is hereby given that a Request for Qualifications (RFQ) has been issued by the Washington Township MUA (WTMUA) as of August 8, 2011. The WTMUA is seeking to potentially erect a billboard on a parcel of land located adjacent to the Atlantic City Expressway and subsequently rent advertisement signage. The WTMUA is seeking proposals from firms to assist it through the approval process and potentially through construction of a billboard, potential management of the billboard, and potential management for outdoor advertising displays on the billboard.

The RFP documentation may be obtained Monday through Thursday during the hours of 8:00 AM and 5:00 PM at the WTMUA's office located at 152 Whitman Drive Turnersville, NJ 08012.

Proposals must be submitted electronically or in sealed envelopes on or before 10:00 AM (prevailing time) on Tuesday, August 30, 2011 to:

Angela Grassia
Executive Director
Washington Township MUA
152 Whitman Drive
Turnersville, NJ 08012
agrassiawtmua@verizon.net

INTRODUCTION

The Washington Township Municipal Utilities Authority currently has a parcel of property located adjacent to the Atlantic City Expressway which may be a potential site for the erection of a billboard, and subsequently to be rented for advertising signage. The Authority is seeking a firm to assist it in the process.

The Washington Township Municipal Utilities Authority (the "Authority") is soliciting proposals from Firms to assist it through the approval process, and potentially through construction of a billboard, potential management of the billboard and potential management for outdoor advertising displays on the billboard that would be located on Authority facilities, structures and properties.

The Scope of Services to be determined based upon the qualification of the successful firm and the feasibility of the billboard site.

Responses to this Request for Proposals ("RFP") are required to detail the Firm's experience, financial responsibility, personnel, proposed managerial approach and pricing proposal and such other relevant information pertaining to its ability to perform the Services. Such proposals must be responsive to all information sought in this RFP. Based upon the proposals received, the Authority intends to select one firm to perform the required professional services.

Upon review of all Proposals, the Authority may request that one or more Proposers appear for an oral presentation. Should an oral presentation be requested, it will be an opportunity for each Proposer to introduce its project staff to the Authority and to present supplementary information regarding its Proposal and credentials as related to the specific needs of the Authority. The proposer may use handouts, display boards and other material during this oral presentation provided, however, the presentation will be restricted to a maximum time period specified by the Authority, including the time allotted for a question and answer period. Information relating to the Proposer's recent experience on similar experience on similar assignments, approach to the project and the use of innovative and/or cost effective measures may be included in the oral presentation.

The Authority welcomes imaginative, innovative approaches that may be proposed. Firms should feel free to make any proposals that may not be specifically required within this document to assist the Authority in developing the site. Each firm must, however, submit a Proposal that addresses and includes the requirements listed above.

The Firm will be required to select a project manager who will be dedicated to the Authority's project for the term of the agreement, along with other principals and/or members of the project team for the term of the contract. The management firm will be responsible for providing proof of prevailing wage to crews working on the billboards – such work may be covered by public works codes.

Service Fees

The Firm should submit a schedule of fees for all services offered.

PROPOSAL REQUIREMENTS, PREPARATION AND FORMAT

A. General

1. A Proposal is requested from the Firm. The Proposal will detail the Firm's experience, personnel, proposed scope and approach, and any other relevant information. The Proposal shall specify the fee for performing the Services referenced.
2. All portions of this RFP and the Proposal are considered to be part of a contract and will be incorporated by reference.
3. All the requirements listed in the Check List must be compiled within order to be considered responsive to the RFP.
4. Proposers shall respond to the RFP in accordance with the following format so as to ensure the submission of information essential to a comprehensive evaluation of the proposals. The content may be expanded, but the format must adhere to. If proposal is not submitted electronically, a minimum of five (5) copies of the proposal shall be submitted.