



COUNTY OF UNION

Part C - GOVERNMENT RECORDS REQUEST RESPONSE

Requestor: Lina Penna

Request Date: 2/27/14

- Document(s) provided: refile pages, at a total cost of: _____ Item # 3
- Special Service Charge imposed - Reason: _____, cost: _____
- Document(s) have been inspected by the requestor on the date shown below: _____ documents, _____ total pages
- Document(s) not provided (see below)

The document(s) you have requested that are checked below are NOT being provided because the document(s) are considered privileged or are otherwise exempt from public access, as provided by applicable law:

Privileged or Protected Category

- Advisory, Consultative or Deliberative material
- Autopsy Photos / Video
- Attorney-Client Privilege Information
- Computer Security Information
- Criminal Investigatory Records
- Credit Card Numbers
- Domestic Security (Sabotage or Terrorism)
- Grievance Information with public employer
- Drivers' License Numbers
- Electronic Surveillance Materials
- Emergency or Security Information or Procedures
- Employee Sexual Harassment Complaints
- Fingerprint Cards
- Individual's Medical, Financial, or Tax records
- Insurance Communications
- Investigation in Progress
- Labor Negotiation Information (strategy or positions)
- Personnel or Pension Records
- Photographs of Crime Scene
- Proprietary Information
- Reasonable Expectation of Privacy
- Resumes of unsuccessful applicants
- Safety of persons or the public
- Security Measures and Surveillance Techniques
- Social Security Numbers
- Test Questions, Scoring Keys, or other Exam Data
- Victim records
- Record has been destroyed/not retained pursuant to:
- Other

Authority for Denial or Redaction

- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- Executive Order 21 (McGreevey)
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 2A:156A-19
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- Executive Order 9 (Hughes)
- Executive Order 26 (McGreevey)
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-3.a
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-10
- Executive Order 9 (Hughes)
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- Executive Order 26 (McGreevey)
- Executive Order 69 (Whitman)
- N.J.S.A. 47:1A-1.1, et seq.
- N.J.S.A. 47:1A-1.1, et seq.
- Executive Order 26 (McGreevey)
- N.J.S.A. 47:1A-1.1; N.J.S.A. 2A:82-46b
- Records Retention and Disposition Schedule

You have a right to appeal this decision that the documents requested are not accessible. You may take your appeal to the Government Records Council (GRC) or to the New Jersey Superior Court as provided by N.J.S.A. 47:1A-6 and 7. Please see the attached "Part D - Procedures to Challenge Denial of Access to Government Records" and GRC information.

Date: 2/10/14

Katherine Colaneri
County Official

ACKNOWLEDGMENT

I hereby acknowledge that I have received copies of, or have been permitted to view/inspect, the documents requested except for any documents specifically listed above on which a determination has been made that the documents could not be provided in accordance with applicable law. If any documents have not been provided, I have received information as to the procedures for an appeal of the determination.

Date: _____

Requestor's Signature

Version 2/13 (prior editions obsolete)

UNION COUNTY ALLIANCE, INC.

GEOFFREY S. PERSELAY
PRESIDENT

1275 WESTFIELD AVENUE
RAHWAY, N.J. 07065
(732) 815-0300
(732) 815-0200 (FAX)

February 4, 2014
Mr. Frank Guzzo, Director
Department of Human Services
10 Elizabethtown Plaza, 2nd Floor
Elizabeth, New Jersey 07207

RE: REQUEST FOR QUOTATIONS FOR The Provision of: ECONOMIC DEVELOPMENT &
MARKETING CONSULTING SERVICES

Dear Mr. Guzzo:

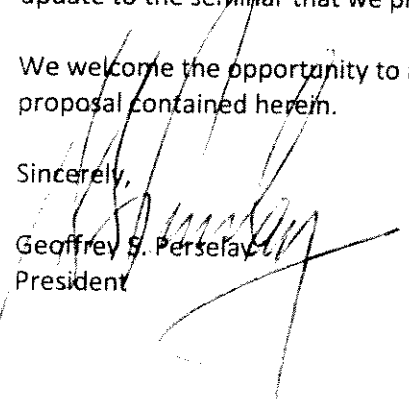
On behalf of the Union County Alliance, Inc. (UCA), it is my pleasure to submit this response to the above referenced Request for Quotations issued by the County of Union, with responses due on this date.

The UCA has been a partner of the County of Union for the past twenty (20) years and has led a "Coalition for Action" during the times that the County required leadership in creating economic development opportunities for the County. Projects such as the Jersey Gardens Mall and the dredging of the Port of Elizabeth were due to the activities and influence of the UCA.

Today, the UCA stands ready to work with the County again, under this endeavor, to support and market Union County as it continues to recover from the "Great Recession" of the past five years. There are many roles that the UCA proposes for your consideration. We have proposed a number of activities that we believe will assist the County in its recovery. Of real significance, we have proposed producing an economic baseline study that will take into account all other recent studies and provide us with action plans and recommendations, rather than data which requires further interpolation. We are also proposing several seminars and public sessions, focusing on topics such as the Affordable Care Act and its impact on businesses; a construction seminar to focus on the state of capital projects in the public and private sectors. In addition, we are proposing another seminar on brownfields redevelopment as an update to the seminar that we provided in 2013.

We welcome the opportunity to answer any questions or concerns that you may have as you review the proposal contained herein.

Sincerely,


Geoffrey S. Perseley
President

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

REQUEST FOR QUOTATIONS FOR

The Provision of:

ECONOMIC DEVELOPMENT

&

MARKETING

CONSULTING SERVICES

Submitted by: UNION COUNTY ALLIANCE, INC.

FEBRUARY 4, 2014

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

GENERAL INFORMATION & SUMMARY

The Union County Alliance, Inc. (UCA) acknowledges the terms and conditions that are explained in this section of the RFQ.

ORGANIZATION REQUESTING QUOTATIONS:

The UCA understands that the County of Union is requesting the submission of the response to the RFQ.

CONTACT PERSON

The UCA understands that Frank Guzzo, Director of the Union County Department of Human Services is the contact person for the RFQ.

SEALED QUOTATIONS

The UCA will submit one original paper hard copy of this proposal as well as one PDF electronic copy of a CD in a sealed envelope as required.

PURPOSE OF REQUESTS

The UCA, as a private non-profit firm specializing in economic development activities in Union County for the past twenty (20) years, is looking forward to submitting this response for the provision of specialized services to the County of Union.

TENTATIVE CONTRACT PERIOD

The UCA understands that the initial contract period will be from January 1, 2014 through December 31, 2014 and that the County will have the option to extend the contract for an additional year covering the period January 1, 2015 through December 31, 2015.

CONTRACT FORM

The UCA, if successful in its submission, will execute the County's form contract. In addition, the UCA agrees that, upon acceptance of the final payment, the UCA will release in full all claims against the County arising out of , or by reason of, the work done and materials furnished under this contract.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

**DETAILED REQUIREMENTS OF THE REQUEST FOR QUOTATIONS FOR:
ECONOMIC DEVELOPMENT & MARKETING CONSULTANT SERVICES**

I. COUNTY OF UNION FACTS AND FIGURES:

The UCA is very familiar with the governmental structure and broad demographics of the County as a geographical area as well as the functioning of the County Government.

II. NATURE/SCOPE OF SERVICES:

The UCA understands that the County will negotiate a fixed price contract to cover the scope of services identified in the Request for Proposals. The UCA is extremely well prepared and qualified to provide these services to the County of Union based upon its experience for the past twenty years as a major “Coalition for Action” on behalf of the County.

HISTORY OF THE UCA

The Union County Alliance was formed in 1993 as a “Coalition for Action” created by representatives of County Government, Institutions of Higher Education, Corporate Leaders and the Building Trades. This was the first County-based coalition to be formed in the State of New Jersey. It was designed to be a consortium of top leaders from business, government, labor, civic, social service and academic organizations who were committed to revitalizing Union County’s economy and way of life.

Union County government assumed a leadership role within the Alliance to address key issues of mutual concern for the initial representatives. Those significant issues that faced the County were: the decline of the County’s tax base; the loss of high wage jobs in the manufacturing sector; business retention and attraction; lack of affordable housing for the workforce in the county; the need to upgrade the skills of the workforce in the county and the need to take advantage of the county’s unique location, transportation and port facilities to ensure that the county would fully participate in the global economy. Addressing these issues through each sector’s individual self-interest had, in the past, not worked. Therefore the Union County

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

The original Mission of the Alliance contained these essential objectives:

- To coordinate effective action for the recovery and progress of the county by working with existing groups to design and implement a long range strategic plan for the revitalization of the County;
- To provide vigorous support for the efforts of existing organizations that are consistent with the purpose of the Alliance; and
- To act aggressively to achieve objectives that will benefit Union County that are not clearly within the jurisdiction of any single group.

In addition to establishing these criteria for the Mission of the Alliance, they also established the following Goals which still guide the Alliance to this day.

SHORT TERM GOALS:

Serve as a clearinghouse for key issues affecting people, business and industry in Union County; Work with existing organizations to coordinate action on behalf of the County's best interests; Initiate development of a comprehensive plan for Union County's future; Ensure that at least a fair share of investment dollars are received for the needs of Union County; Take advantage of emerging regional opportunities.

LONG TERM GOALS:

Develop and aggressively pursue the implementation of a comprehensive plan for the future that will position our County as an outstanding place to live and work.

Elements of the plan include: Strengthen County –wide perspective on issues; resolve conflicting public policies that discourage growth; strengthen the economic base for rates; work with established groups and interests to develop a transportation system that will support the growing economy and enhance quality of life; provide optimal educational opportunities; improve the readiness and skills level of the County workforce; improve the stock of affordable housing in the county as well as enhancing and strengthening the health and human services for county residents and cultural and recreational opportunities as well.

For the past two decades the Union County Alliance has contributed to improving the quality of life for Union County residents and visitors. There have been many accomplishments over the years, in many areas. The Jersey Gardens Mall and the

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

dredging of the Port of Elizabeth were two of the most significant projects where the Alliance members pooled their individual interests and created a powerful mutual voice that was very successful in achieving results that benefitted the County.

In addition, the Alliance realized that without current data and information about the demographics of the County, it would be difficult to address problems if they were not identified and quantified to reflect the depth of issues that the County faced. That led to the commission of the first Baseline and Demographic Report which led to a follow-up report five years later and finally a Master Plan for economic development in Union County.

The County has benefitted tremendously, in the past, from the efforts of the Alliance and the financial backing that the County Government has provided. The Alliance as a non-profit corporation, without partisan political agenda, has been able to accomplish a great deal on behalf of the County Government, which has benefitted the citizens and visitors to Union County.

A. Consulting services to revitalize the County, through programs that are designed to increase the tax base, attract jobs, attract and retain businesses and provide for affordable housing.

The UCA has historically, as noted previously, been involved in economic development activities that have been very successful in positioning the County for growth in the tax base, as well as attracting and retaining jobs and businesses. Projects, such as the dredging of the Port of Newark and Elizabeth have been incredibly important to the economic well-being of the County.

There are now additional opportunities to maximize the Union County geographical location to be able to again benefit the County economically. The UCA intends to become involved in the economic planning for the impact of two major transportation projects that have already begun. The first is the raising of the Bayonne Bridge, which will have a significant impact on the Port area in Elizabeth. The need for warehousing capabilities in the port area will be a significant opportunity for economic expansion as well as new jobs both in the construction of the facilities and the permanent jobs that are created for staffing the warehousing facilities.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

The other significant development that will benefit the County at large is the replacement of the Goethals Bridge. This will provide significant economic development opportunities to the cities of Elizabeth, Linden and Rahway at a minimum, since the access to the Eastern part of the County will now be significantly enhanced with the new bridge.

The UCA as a "Coalition for Action" will work in conjunction with, and on behalf of, the County Department of Economic Development to maximize the planning and advocacy efforts to fully benefit the County as a whole in the near future and beyond. Working with the Building Trades Council of Union County to advocate for these facilities and construction job opportunities, the UCA will also involve corporate support as well as and resources from Kean University and Union County College.

1. Promote investment in Union County through economic development activities.

ECONOMIC DEVELOPMENT ACTIVITIES

In 2013, the Alliance again became active in a variety of Economic Development activities in the County. Some were sponsored by other entities and the Alliance was invited to participate because of its knowledge, expertise and role in the economic development of the County.

UNION COUNTY MEANS BUSINESS

The UCA, for the past two years has co-sponsored the Union County Means Business seminars that focused on issues that were important to the Union County business community. The seminars covered topics such as the Affordable Care Act and how it will impact businesses to networking events for businesses, legislative update sessions and special events focusing on women in business. The forums were very well attended, very informative and extremely well received in the business community. It is the intention of the UCA to continue to co-sponsor and support these seminars with the County.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

TOGETHER NORTH JERSEY

The UCA participated in several planning sessions sponsored by the New Jersey Transportation Planning Agency (NJTPA) and Rutgers University, which has led the effort to have a Regional Plan for the economic development of the northern 13 counties in New Jersey. This planning effort is unique in its scope and breadth and the Alliance has been invited to participate in all of the meetings and stakeholder feed-back sessions that have and will continue to be held over the next year. With its unique mission and role in economic development, the UCA is considered a key participant in the Comprehensive Economic Development Strategy (CEDS) for the Northern New Jersey region.

The UCA plans to continue to work with Together North Jersey as they continue the economic planning for the North Jersey region.

REGIONAL PLAN FOR SUSTAINABLE DEVELOPMENT

Another program that is part of the Together North Jersey Initiative, this program has focused on the particular needs of Union County, covering issues such as the need for affordable housing, providing more transportation choices, enhancing economic competitiveness as well as supporting communities and neighborhoods in Union County. The UCA has played an important role in identifying these issues that need to be addressed in Union County. In the coming year of 2014, the UCA intends to take a leadership role in the development of strategies to address the issues that are so important to the economic development of Union County and the quality of life for its citizens.

2. Promote the County's unique location and access

Union County is uniquely situated to benefit from multi-modal access to the County. With the proximity of the Ports of Newark and Elizabeth, Newark Airport, the Goethals Bridge and the various rail lines, both freight and commuter that provide access to and through the County, there is no other County in the State that has such access and opportunities to benefit from its location. As noted before, the UCA has taken a leadership role in the past for economic development focusing on the ability to benefit from the County's uniqueness as it relates to transportation and access as well as its geographical proximity to both New York City and Philadelphia.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

B. Improving the quality of life for Union County residents and visitors by offering services of interest and importance to the community.

The UCA has continued to publish the newspaper "Directions" for the past year. The intent behind Directions is for it to be a source of information for the households in Union County of the various events, activities and newsworthy events that occur in the County during the year. In 2013, the UCA published 10 issues of Directions; eight issues were published "on-line" and two issues were printed and mailed to over 200,000 households in Union County. The reception to the paper has been very positive over the past year with articles covering everything from the expansion of Union County College to the Reception at Liberty Hall sponsored by Kean University honoring the former Governors of the State of New Jersey. It is anticipated that Directions will continue to be published in 2014 and that it will continue to cover items of interest to the citizens and businesses of Union County.

D. Clearinghouse for issues affecting the residents, business and industry of Union County.

The UCA will continue to be a clearinghouse for issues affecting the residents, businesses and industry of Union County. Over the past year, through the previously discussed activities, the UCA spearheaded several activities either as a sponsor or co-sponsor. The UCA intends to continue in this role, and expand in various areas, as will be addressed below.

1. Address transportation system and planning of same.

The UCA has discussed the need to focus on large transportation projects that can benefit the entire county. The potential for a ferry terminal in Elizabeth is an issue that should be considered in early 2014. The commute to New York for many Union County residents will shortly become more of a challenge than ever. With the construction planned for the Pulaski Skyway, the traffic patterns will be restricted and the crush of commuters will only be forced to use already overburdened roadways. The reconstruction of the Pulaski Skyway will be a multi-year project and have a huge impact on the commuting public. The UCA would like to pull together the various interests

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

in the County, including the municipalities and representatives from the County and the Union County Improvement Authority, to discuss opportunities for developing a ferry line.

Other transportation issues, such as the focus on the Raritan Valley Rail Line and the benefit of having one-seat rides to NYC for commuters, should be explored and included in the work of the UCA going forward. Large projects, such as the Route 1 Corridor project between Elizabeth and Linden and the Morris Avenue entrance to Elizabeth should be projects that the UCA can use its combined focus to assist in the changes that are desired.

2. Offer seminars for the general public on topics of interest and where further information is required.

Effective in January 2014, the Affordable Care Act (ACA) allowed for the enrollment of individuals through the Health Insurance Marketplaces or the Medicaid program depending upon income qualification. This has also impacted the small and medium sized businesses in the County. The impact still is yet to be determined, in terms of number of newly eligible individuals going through the process of enrolling and the number of businesses that will be impacted by the cost of providing health insurance coverage for the first time.

In addition, despite the efforts of the appointed and contracted "Navigators" there remain many questions and uncertainties in the general public as well as the business sector.

The UCA intends to provide seminars on the impact of the ACA on individuals and businesses, large and small, to provide guidance to the business community as to their role and obligations under the ACA. It is anticipated that the Alliance will be able to attract the three main hospital systems in the County to participate: Overlook Hospital in Summit, Trinitas Hospital in Elizabeth; and Robert Wood Johnson Hospital in Rahway.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

3. Offer seminars and networking events for small businesses.

The UCA will continue to co-sponsor the Union County Means Business seminars and networking events as we have done over the past two years. In addition, the UCA anticipates coordinating and hosting additional seminars.

CONSTRUCTION SEMINARS

The UCA is planning to sponsor several seminars for the construction industry in the County. Construction projects create job opportunities, not only for those tradespeople that are involved in the construction of the building, but also for those people who will work in those buildings once they are completed. It is important for the economy of Union County to know where the construction opportunities in the County are, and when they are anticipated to be started. It is the Alliance plan to first work with the public entities in the County, including educational and higher educational entities to identify the capital plans and have them presented at a seminar. In addition, a second such seminar would occur with private sector projects after that is coordinated with the major companies in the county that have capital improvement plans.

BROWNFIELDS REDEVELOPMENT

The UCA took a leadership role in marshalling resources to address the redevelopment of Brownfields in the County. The Alliance commissioned a Brownfields Study and Resource Guide which was intended to be a resource for municipal officials and developers alike. In September, 2013, the Alliance sponsored a half day seminar on Brownfields redevelopment. The most important part of the seminar was the panel discussion that featured several of the leading experts in the Brownfields redevelopment arena to discuss the various issues associated with addressing Brownfields. These experts covered the legal, regulatory and financial nuances that complicate the redevelopment or "recycling" of these lands. It is important to note that several officials from the State and Federal Governments who are directly involved in funding projects participated in the panel discussion and one on one conversations at the end of the program.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

In light of the fact that over 88% of the developable land in Union County is already developed, the “recycling “ of these lands and putting them back in use for either commercial or recreational purposes, can only enhance the economic development activities in the County.

The UCA plans to continue to work with the State and local governments to plan the redevelopment of Brownfields in Union County. Another panel discussion and half-day seminar would be beneficial to those officials who did not attend the last session in 2013. The UCA plans to sponsor the session to ensure that the County maximizes its opportunities for outside funding.

4. Provide Educational opportunities

As noted above, the UCA plans to provide various educational opportunities to the business community the labor community and the general public where applicable. Increasing the dialog between the UCA and the County and its municipal partners in the area of economic development can be extremely important to the successful planning and redevelopment activities that will enhance the economic viability of Union County.

In the last several months, with the UCA participating in the Together North Jersey initiative, it has become clear that there is a role for an entity to spearhead planning activities such as the Comprehensive Economic Development Strategy (CEDS) for the County. The UCA is willing to partner, in any way appropriate, with the County to commence the required planning activities necessary to complete the CEDS process.

5. Improve the job readiness of the County workforce.

The UCA has in the past worked with the County to provide opportunities for job training. As part of the Baseline Study that the UCA anticipates commissioning (discussed further in Section G) the UCA anticipates that there will be enough detail to target job training activities, through the County funded programs, to industries and sectors that are positioned to grow in Union County in the near future.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

E. Participate in various programs and opportunities for planning and promoting Union County such as the Together North Jersey Initiative, NJTPA, Brownfields Development.

As noted above, the UCA plans to continue its involvement in the initiatives that are listed above. In one area, that of the Brownfields Development, the UCA will continue to be involved. Virtually every town in the County has brownfield sites. In order to advance the focus on this significant issue, the Alliance has engaged a consulting firm, Brownfield Redevelopment Solutions, Inc. to assist the County and interested municipalities with the preparation of a USEPA Coalition Hazardous Substances Petroleum Grant Application in the amount of the maximum available which is \$600,000. If the grant application is successful, the County and the participating coalition members will have planning money to identify brownfields for redevelopment and to identify the required actions to pursue the redevelopment of these properties.

F. Provide a publication to be a source of information for Union County households of activities, events and other news in Union 'county.

The UCA intends to continue with the publication of the "Directions" newspaper in 2014. Again, the plan is to publish 8 monthly "on-line" issues and two print issues. The print issues again are anticipated to be printed in late May or early June in order to focus on the late spring and summer activities that are available for families with children. A significant number of the summer programs require early registration, hence the need to publish the print edition to maximize the notification. In addition, the other printed issue is intended to be published in the early fall and will focus on articles that relate to back to school issues as well end of the year activities in the County.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

G. Conduct a baseline study to determine the demographics and economics of Union County in present day.

The County is very different today than it was 20 years ago when the UCA was formed and 15 years ago, when the last Baseline Study was conducted by Rutgers. As it was twenty years ago, Union County is just emerging from very difficult economic times. Having suffered thru the "Great Recession" Union County is now trying to determine the full extent of job losses and business losses as well as the change in the dynamics of the economy resulting from the recession.

In addition, the impact of Super Storm Sandy has caused additional complications to the recovery from the recession. If the County is going to move forward and recover economically, it is important that we gain information that is current and accurate. The UCA had conducted a Baseline Study, commissioned in 1998, to prepare for the new century. We now need to update that study to determine what the County faces for the remainder of the first quarter century.

Many things have changed in the County since then, in addition to the Recession and Sandy. The impact of the growth in the use of the World Wide Web, which was virtually in its infancy in 1998, has yet to be calculated in terms of economic impact to the industries and economic drivers in the County; the impact of the consolidation of the pharmaceutical industry has had a significant impact, but to what extent; and there have been additional manufacturing losses in the County. That data is now fifteen years old, and it is time for a new study of Union County to determine the demographic makeup of the County and the economic engines that need to be addressed to drive Union County in the future.

The UCA has received a proposal from Kean University to prepare the Baseline Study in 2014. It will focus on providing a current picture of the demographics of the County. This will be significant in the preparation of economic development plans for the future of the County. Without this data, which will consolidate and take into account other information that other agencies in the County have already collected, the County will be hampered in its planning for the future.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

H. Seek funding resources including grants, sponsorships, memberships.

The UCA will continue to focus on the development of sources of revenue to supplement the funds received from the County if this proposal is selected. In this regard, it should be noted that the UCA generated \$58,000 in outside revenue in 2013. This additional revenue allowed the UCA to fund the Brownfields Grant consultant to assist and carry forward with the County's interest in brownfield development.

This level of outside revenue is essentially a twenty-five percent match to the amount of funding that the UCA received from the County in 2013.

As noted UCA intends to continue to seek other funding sources for its activities, such as grants, advertising revenues, sponsorships, memberships and other sources that come from expanding the membership on the Board and making the Alliance a viable independent entity.

III. SPECIALIZED REQUIREMENTS

The UCA, as a corporation, possesses all qualifications required under the RFQ. Starting with the membership of the Board of Directors, there is significant representation from each of the sectors mentioned. Government agencies are represented by former Union County officials, including a former County Manager and a former Freeholder as well as the former Director of the Department of Economic Development. The Higher Education representation includes the President of Union County College and the President of Kean University. Corporate representatives include senior officers in two of the main Banking institutions as well as a significant business development and governmental affairs firm. The Building trades are represented by a member of the Union County Building Trades Council. The UCA is currently seeking representation from the utility and the health care sectors.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

As noted earlier in this proposal, the UCA has significant experience and knowledge in the planning and implementation of plans that focus on brownfield redevelopment, transportation improvements, economic development and involving and utilizing federal, state and local government as necessary.

IV. STANDARD REQUIREMENTS OF TECHNICAL QUOTATION PROPOSAL

- A. The name and the principal place of business where services will be provided is as follow:

Union County Alliance
1275 Westfield Avenue
Rahway, New Jersey 07065
(732) 815-0300
(732) 815-0200 (Fax)

- B. The UCA has been in the business of providing economic development and marketing services in conjunction with and on behalf of the County of Union for the past twenty (20) years. Given its Corporate Mission the UCA has additionally worked with or on behalf of many of the municipalities within the County as well.

- C. The primary providers of the services contained within this proposal are:

Geoffrey S. Perselay, President, Executive Director

Denise LaSpata, Vice President, Executive Assistant

Their resumes are included in Attachment #1.

- D. As noted in B above, and provided on Page 3 of this proposal, the Corporate Mission of the UCA is solely focused on assisting Union County through working with other organizations to design and implement long range strategic plans for the revitalization of the County.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

That is what the UCA has done for the past twenty years and proposes to continue to do in the near future. Due to this, the UCA has not worked with other County Governments in the state. The services that are provided by the UCA and that would be of interest include all services described within this proposal. The UCA looks to expand its services to the County, in any way possible that a non-profit partner can assist the County.

In this regard, as discussed earlier in this proposal, the UCA would welcome the opportunity to assist the County in assuming the role of the CEDS (Comprehensive Economic Development Strategy) Committee for Union County. Given the UCA Board structure and membership, its mission and its focus on the whole of the county versus, other organizations that represent parts of the County, the UCA could play a significant part in meeting this challenge for the County.

The Alliance has worked with many entities within the County to assist with the development of the strategic plans for the revitalization of Union County. Names and references will be provided in the attached Consultant Reference Form.

- E. The UCA will comply with the General Terms and Conditions required by the county and enter into the County's standard Professional Services Contract.
- F. All forms referenced have been duly executed and included in the proposal at the end of the document.

V. QUOTATION

A budget and quotation are included at the end of this proposal for the consideration of the County. It is understood that the County does not provide payment for or reimbursement for travel.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

VI. QUOTATION PROPOSAL EVALUATION

The UCA understands that the County will select the most advantageous quotation based on the Evaluation Factors contained in the RFQ and that the County will make the award that is in the best interest of the County.

Further, the UCA understands the rights that the County has reserved regarding the selection process, and the UCA will meet any further requirements established or requested by the County.

VII. QUOTATION PROPOSAL LIMITATIONS

Acknowledged

VIII. USE OF INFORMATION

Acknowledged

IX. GENERAL TERMS AND CONDITIONS

The UCA has read all of the Standard Terms and Conditions applicable to the contract; the Insurance Terms applicable to the contract; the General Terms Governing All Contracts; the Terms and Conditions and the Terms Relating To Price and Payment as provided in the RFQ.

The UCA acknowledges all of the above Terms and Conditions and will abide by them.

County of Union, New Jersey February 4, 2014
PROPOSAL FOR ECONOMIC DEVELOPMENT & MARKETING
CONSULTING SERVICES

COST QUOTATION SHEET

SALARIES AND WAGES:	\$130,000
OFFICE EXPENSES:	\$ 25,700
PROFESSIONAL SERVICES:	\$ 17,425
CONSULTANT EXPENSES:	\$ 59,000
	<hr/>
TOTAL QUOTATION:	\$232,125

REQUEST FOR QUOTATION CHECKLIST

THIS CHECKLIST MUST BE COMPLETED AND SUBMITTED WITH YOUR ROPOSAL:
 Please initial below, indicating that your quotation proposal includes the itemized document.

A QUOTATION WITHOUT THE FOLLOWING DOCUMENTS IS CAUSE FOR REFUSAL.
 INITIAL BELOW

DOCUMENT TITLE	INITIALS
<ul style="list-style-type: none"> One (1) original and one (1) electronic copy of your entire quotation proposal in PDF format on a CD or Thumb Drive Please include all information and affirmative statements as required in the section entitled "Standard Requirements of Technical Quotation Proposal" 	
<ul style="list-style-type: none"> PROPOSER SIGNATURE PAGE 	
<ul style="list-style-type: none"> CONSULTANT REFERENCES 	
<ul style="list-style-type: none"> BUSINESS REGISTRATION CERTIFICATE 	
<ul style="list-style-type: none"> STOCKHOLDER DISCLOSURE CERTIFICATION 	
<ul style="list-style-type: none"> NON-COLLUSION AFFIDAVIT 	
<ul style="list-style-type: none"> AFFIRMATIVE ACTION REQUIREMENT 	
<ul style="list-style-type: none"> AMERICANS WITH DISABILITIES ACT 	
<ul style="list-style-type: none"> AFFIDAVIT OF NO CONFLICT OF INTEREST 	
<ul style="list-style-type: none"> BUSINESS DISCLOSURE CERTIFICATION 	
<ul style="list-style-type: none"> ACKNOWLEDGEMENT OF RECEIPT OF ADDENDUM/ ADDENDA (if applicable) 	
<ul style="list-style-type: none"> COST QUOTATION SECTION 	

Note: N.J.S.A 52:32-44 provides that the County shall not enter into a contract for goods, or services unless the other party to the contract provides a copy of its business registration certificate and the business registration certificate of any subcontractors at the time that it submits its quotation. The contracting party must also collect the state use tax where applicable.

THE UNDERSIGNED HEREBY ACKNOWLEDGES THE ABOVE LISTED REQUIREMENTS

Union County Alliance, Inc
 PRINT NAME OF COMPANY

Geoffrey Pearsley
 SIGNATURE OF AUTHORIZED PROPOSER

PRINT NAME OF AUTHORIZED PROPOSER

PROPOSER SIGNATURE PAGE

1. If doing business under a **trade name, partnership** or a **sole proprietorship**, you must submit the proposal under **exact title** of the trade name, partnership, or proprietorship, and the proposal must be signed by either the **owner** or a **partner** and **witnessed** by a **notary public**.
2. If a **Corporation**, the proposal must be signed by the **President** or **Vice President** and **witnessed** by **Corporate Secretary**, (Corporate title must be exact) and **affix corporate seal**.
3. Other persons **authorized** by **Corporate Resolution** to execute agreements on its behalf may also sign the proposal documents (pages).
4. The Person who signs this proposal form **must also sign** the **Non-Collusion Affidavit**.

You **cannot** witness your own signature.

UNION COUNTY ALLIANCE, INC.
Geoffrey Perselay

NAME OF PROPOSER

SIGNATURE
CORPORATE SECRETARY

1275 Westfield Avenue, Rahway, NJ 07065
ADDRESS OF PROPOSER

PRINT NAME AND TITLE
CORPORATE SECRETARY

TELEPHONE: 732-815-0300

FAX: 732-815-0200

AFFIX CORPORATE SEAL

EMAIL: diaspata@ucalliance.com

BY:

Geoffrey Perselay

SIGNATURE

DATE: February 3, 2014
Geoffrey Perselay, President

PRINT OR TYPE NAME AND TITLE

WARNING: FAILURE TO FULLY, ACCURATELY, AND COMPLETELY SUPPLY THE INFORMATION REQUESTED ON THIS PAGE MAY RESULT IN THE REJECTION OF YOUR PROPOSAL AS NON-RESPONSIVE.

CONSULTANT REFERENCES

Proposer shall provide a list of current references, with contact names, email addresses, phone number and years servicing the entity, which the County of Union may use in reference checking. Proposers should include a minimum of three to five references with their quotation proposal.

For each reference please include the following information. Add additional pages if desired.

	ENTITY AND CONTACT NAME	EMAIL	TEL. NO.	Years Servicing Entity
1	GREATER ELIZABETH CHAMBER OF COMMERCE MR. GOLDON HAAS	ghaas@yccc@jmarc.com	(908) 355-7600	7 YEARS WORKING WITH THE GREATER ELIZABETH CHAMBER
2	CITY OF ELIZABETH MS PHILLIS REICH	PREICH@ELIZABETH.NJ.ORG	(908) 326-4280	7 YEARS WORKING WITH THE CITY ON ECONOMIC DEVELOPMENT PROJECTS.
3	UNION COUNTY COLLEGE MS. LISA HISCANO	HISCANO@UCC.EDU	(908) 965-2368	10 YEARS WORKING WITH UCC ON ECONOMIC DEVELOPMENT - JOB OPPORTUNITIES AND CASADON
4	COUNTY OF UNION MS. AMY WAGNER	AWAGNER@UCNJ.ORG	(908) 527-4802	WORKED FOR 20 YEARS WITH THE COUNTY AND FOR PAST 3 YEARS AS A PARTNER IN UCMC
5				

BUSINESS REGISTRATION CERTIFICATE


Mandatory Requirement

P.L. 2009, c.315, requires that effective January 18, 2010; a contracting agency must receive proof of the Proposer's business registration prior to the award of a contract. However, the proof must show that the Proposer was in fact registered with the State of New Jersey Department of the Treasury, Division of Revenue and obtained the business registration prior to the receipt of proposals.

If subcontractors are named on the proposal, proof of the business registration for each must be provided prior to the award of a contract. Similarly to the Proposer, the proof must show that each subcontractor was registered with the State of New Jersey Department of the Treasury, Division of Revenue and obtained the business registration prior to the receipt of proposals.

Proof of business registration shall be:

- A copy of a Business Registration Certificate issued by the Department of Treasury, Division of Revenue; or
- A copy of the web printed version provided by the NJ Division of Revenue

STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE		DEPARTMENT OF TREASURY/ DIVISION OF REVENUE PO BOX 252 TRENTON, NJ 08648-0252
TAXPAYER NAME: THE UNION COUNTY ALLIANCE INC	TRADE NAME:	
ADDRESS: 1275 WESTFIELD AVE RAHWAY NJ 07065	SEQUENCE NUMBER: 0622928	
EFFECTIVE DATE: 02/09/98	ISSUANCE DATE: 09/13/12	
<div style="text-align: right;">  Director New Jersey Division of Revenue </div>		
FORM-BRC This Certificate is NOT assignable or transferable - it must be conspicuously displayed at above address 104-001 D200846V		

STOCKHOLDER DISCLOSURE CERTIFICATION

N.J.S.A. 52:25-24.2 (P.L. 1977 c. 33)

Failure of the Proposer to submit the required information is cause for automatic rejection.

CHECK ONE

I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

LEGAL NAME OF PROPOSER: Geoffrey Perselay

Check the box that represents the type of business organization:

- Partnership Corporation Sole Proprietorship
- Limited Partnership Limited Liability Corporation Limited Liability Partnership
- Subchapter S Corporation

Complete if the Proposer/respondent is one of the 3 types of corporations:

Date Incorporated: January 20, 1994

Where: State of New Jersey

Incorporated: The Union County Alliance, Inc.

BUSINESS ADDRESS:

1275 Westfield Avenue

Rahway

NJ

07065

Street Address

City

State Zip

Code

732-815-0300

732-815-0200

Telephone #

Fax #

Pursuant to N.J.S.A. 52:25-24.2, also referred to as P.L. 1977, c. 33, no corporation or partnership shall be awarded any contract for the performance of any work or the furnishing of any materials or supplies, unless, prior to the receipt of the Proposal or accompanying the Proposal of said corporation or partnership, there is submitted a statement setting forth the names and addresses of all stockholders in the corporation or partnership who own ten (10) percent or more of its stock of any class, or of all individual partners in the partnership who own a ten (10) percent or greater interest therein. Further, the Attorney General has concluded that the provisions of N.J.S.A. 52:25-24.2, in referring to corporations and partnerships, are intended to apply to all forms of corporations and partnerships, including, but not limited to, limited partnerships, limited liability corporations, limited liability partnerships, and Subchapter S corporations. Proposers are required to disclose whether they are a partnership, corporation or sole proprietorship. The Stockholder Disclosure Certification form shall be completed, signed and notarized. Failure of the Proposer to submit the required information is cause for automatic rejection of the Proposal.

STOCKHOLDER DISCLOSURE CERTIFICATION - (Continued)

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

NAME	HOME ADDRESS	TITLE	% OF OWNERSHIP
1. None			
2.			
3.			
4.			
5.			

If one or more of the owners of the Proposer/Respondent is itself a corporation or partnership, then for that corporation or partnership owner you must set forth the name, home address, title and percentage of ownership of every person who is an owner of that corporation or partnership.

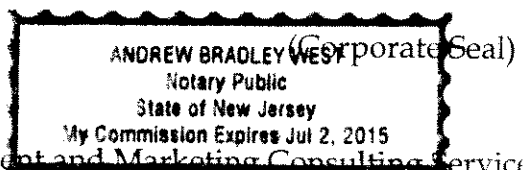
NAME OF OWNERSHIP	HOME ADDRESS	TITLE	%
1. None			
2.			
3.			
4.			
5.			

Subscribed and sworn before me this 3RD day of FEBRUARY 2014

[Signature], 2014
(Notary Public)

My Commission expires: JULY 2, 2015

[Signature]
(Affiant)
Geoffrey Perselay, President
(Print name & title of affiant)



NON-COLLUSION AFFIDAVIT

State of New Jersey
County of Union

ss:

I, Geoffrey Perselay residing in 1275 Westfield Avenue, Rahway
(name of affiant) (name of municipality)
in the County of Union and State of New Jersey of full age, being
duly sworn according to law on my oath depose and say that:

I am President of the firm The Union County Alliance, Inc.
(title or position) (name of firm)

the Proposer making this Quotation Proposal for the RFQ
Proposal for Economic Development and Marketing Consulting Services
entitled _____, and that I executed the said proposal with
(title of proposal)

full authority to do so that said Proposer 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 COUNTY OF UNION, NEW JERSEY 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 or retained 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 _____

Subscribed and sworn to
before me this 3rd day of

FEBRUARY, 2014

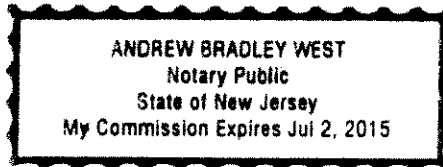
Geoffrey Perselay
(Type or print name of affiant under signature)

[Signature]
Notary public of the State of NJ

My Commission expires JULY 2, 2015

(Seal)

[Signature]
Signature (Original signature only;
stamped signature not accepted)



NOTE TO NOTARY: WHEN COMPLETING THIS JURAT, ALL NOTARIES MUST: 1. Indicate date. 2. Indicate State. 3. Sign name. 4. Affix name by Printing it, typing it, using a rubber stamp, using an impression seal or using a mechanical stamp.

Note to Proposer: The person who signed the Proposal form for the Proposer should sign this form also.

WARNING: IF YOU FAIL TO FULLY, ACCURATELY AND COMPLETELY FILL OUT THIS AFFIDAVIT OF NON-COLLUSION, YOUR PROPOSAL WILL BE REJECTED.

AFFIRMATIVE ACTION REQUIREMENT

REQUIRED AFFIRMATIVE ACTION EVIDENCE

General Requirements of P.L. 1975, c. 127: You are hereby put on notice that:

A. Procurement, Professional & Service Contracts

All successful vendors must submit within seven days of the notice of intent to award or the signing of the contract one of the following: **PLEASE CHECK ONE**

A photocopy of your Federal Letter of Affirmative Action Plan Approval

OR

A photocopy of your Certificate of Employee Information Report

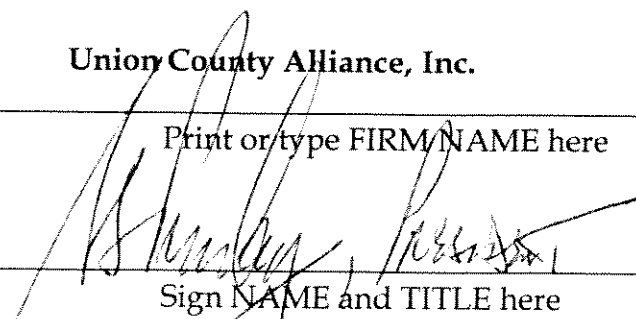
OR

A completed Affirmative Action Employee Information Report (AA302)

If successful vendor does not submit the affirmative action document within the seven days the County of Union will declare the vendor as being non-responsive and award the contract to the next lowest Proposer.

Union County Alliance, Inc.

Print or type FIRM/NAME here



Sign NAME and TITLE here

(Original signature only, stamped signature not accepted)

Geoffrey Perselay, President

Print or type NAME and TITLE here

February 3, 2014

Print or type DATE

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 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, gender identity or expression, disability, nationality 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, gender identity or expression, disability, nationality 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, 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 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, 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

The contractor and its subcontractors shall furnish such reports or other documents to the Div. of Contract Compliance & EEO 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 Div. of Contract Compliance & EEO 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

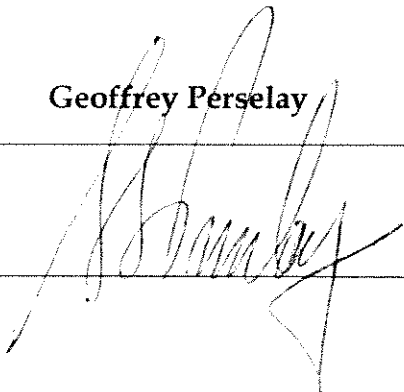
The contractor and the County of Union (hereafter "Owner") do hereby agree that the provisions of Title II of the Americans With Disabilities Act of 1990 (the "Act") (42 U.S.C. S12.101 et seq.), which prohibits discrimination on the basis of disability by public entities in all services, programs and 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 Owner pursuant to this contract, the contractor agrees that the performance shall be in strict compliance with the Act. In the event 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, any 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. 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 this Agreement or otherwise at law.

Name Geoffrey Perselay (Please print or type)

Signature  Date February 3, 2014

BUSINESS DISCLOSURE STATEMENT

(To be submitted with quotation proposal)

- (a) Is or was anyone in your firm or company a member of the County freeholder board within the last calendar year or a member of his/her immediate family? If yes, then provide the name of the individual below and his/her relationship.

Yes <input checked="" type="checkbox"/>	No _____	
<u>Daniel Sullivan</u>	<u>U.C. Freeholder</u>	<u>U.C. Alliance Board Member</u>
Name	Position	Relationship

- (b) Has any principal/partner of your firm been convicted of a indictable offense? If yes, then please provide further explanation and copies of any relative documents.

Yes _____ No

_____	_____
Name	Date

- (c) Has any individual who would provide service under this contract ever been sanctioned by the appropriate licensing board?

Yes _____ No

_____	_____	_____
Name	Position	Term

Reason for censure:

- (d) Has the firm been found liable for professional malpractice in the last 5 years?

Yes _____ No

Reason for Action:

- (e) Has any member of your firm ever been barred from doing business with any state, county or municipal government? If yes, then please provide further written explanation including date and copies of relevant documentation.

Yes _____ No

_____	_____	_____
Name	State, County or Municipality	Date

- (f) Has your firm sued the County of Union in the past five (5) years? If yes, then please identify the matter/case and provide further written explanation including date and copies of relevant documents.

Yes _____ No

_____	_____
Name	Date

- (g) Is your business currently in good standing with the State of New Jersey with all tax obligations and annual fees paid?

Yes No _____

If no, please explain.

**AFFIDAVIT OF
NO CONFLICT OF INTEREST**

State of New Jersey :
: SS:
County of Union :

I, Geoffrey Perselay, the undersigned and President
(Name) (Name of Office)
of the company/firm/agency named in the within proposal, do hereby swear to the
following:

- (1) I have full authority to make the representations set forth in this Affidavit;
and
- (2) I am unaware of any conflict of interest that could disqualify myself or my
company/firm/agency should said company/firm/agency be selected among the
list of approved vendors for the services and work by the County of Union, and
shall immediately notify said County should one arise during the term of my
contract.

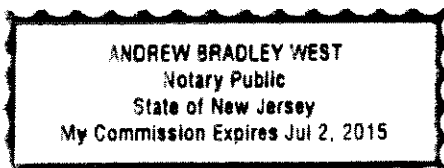
SUBSCRIBED AND SWORN TO
BEFORE ME THIS 3RD DAY
OF FEBRUARY 2014.

ANDREW WEST
(Print Name)

Andrew West
NOTARY PUBLIC OF NJ

Geoffrey Perselay
(Signature)

MY COMMISSION EXPIRES:
July 2, 2015.



Denise LaSpata
Union County Alliance, Inc.
1275 Westfield Avenue
Rahway, New Jersey 07065
(732) 815-0300
denise@uacohomail.com

Executive Summary:

- Skilled professional with over thirty years of experience in management, supervision, problem solving, planning, policy development and human resources.
- Attention to detail with strong interpersonal and communication skills.

Professional Experience:

- | | |
|------------------------|--|
| 2012 to Present | Vice-President, The Union County Alliance, Inc.
Under the direction of the President, works closely with the Board of Directors to execute the mission and strategic planning of the organization. Responsible for day-to-day operations of the office. |
| 2006 to 2010 | Director, Division of Personnel Management & Labor Relations
County of Union, NJ

Developed comprehensive personnel and workplace policies and procedures for 2,800 employees. Insured compliance with all Federal and State laws. Responsible for employee trainings, employee benefits, workplace safety, workers compensation, employee assistance program, disciplinary actions, time and attendance, employee salary compensation and labor relations. |
| 2004 to 2006 | Manager, Division of Personnel Management & Labor Relations
County of Union, NJ

Coordinated and supervised the daily responsibilities and workflow for the Division. Assisted the Deputy County Manager/Director, Department of Administrative Services with day-to-day management. |
| 1992 to 2004 | Administrative Assistant/Office Supervisor for the U.C. Manager
County of Union, NJ

Responsible for managing and supervising the day-to-day duties of the administrative staff. Maintained appointment schedules and calendar. Prepared memos, letters, documents and reports. |
| 1983 to 1992 | Clerk Typist, Department of Human Services
County of Union, NJ

Monitored and managed office administration. Responsible for answering phone calls, screening and referring calls to appropriate departments. |

GEOFFREY S. PERSELAY ESQ., CCHP

For more than 20 years, Mr. Perselay held high level executive positions in the public sector such as Chief of Staff and Acting Commissioner of the New Jersey State Department of Human Services, and County Administrator for the County of Hudson. While serving as the Hudson County Administrator, Mr. Perselay also served for two years as the Acting Warden of the Hudson County Correctional Center. In addition, Mr. Perselay served for five years as a Legislative Aide to the Assembly Minority Leader in the New Jersey State Legislature.

Mr. Perselay left the public sector to become the Chief Executive Officer of the Charter Behavioral Health System of New Jersey, where he was responsible for the management of a 150-bed hospital system providing both inpatient and outpatient services to those requiring psychiatric and addiction programs. Later, Mr. Perselay founded his own company which specialized in providing governmental relations for companies and management consulting for units of government. In 2000, Correctional Health Services, LLC (CHS), a client of Perselay Associates, Inc. was purchased by Prison Health Services (PHS). The founder of CHS and the President of PHS hired Mr. Perselay to lead the company upon the departure of the founder in 2002. Mr. Perselay led CHS for nine years before returning to Perselay Associates, Inc. on a full time basis to focus on new government relations opportunities for his clients in the higher education, construction management, corrections and health care industries.

In February, 2012 Mr. Perselay was hired by the Board of Directors of the Union County Alliance, as the President and Executive Director of the Alliance. The Alliance is a twenty (20) year old private non-profit organization that combines the resources of the four major recognized economic sectors in the County and generates both short and long term strategies for economic development and sustainability for the County. Formed based on the recognition that the County Government could not, alone, generate the necessary planning and advocacy for large county wide major economic development projects, the Alliance combines the resources of the business sector, the higher education sector, the labor sector and the governmental sector to form a partnership that advocates for the economic benefit of Union County. In the past, the Alliance has had significant successes in both providing documentation that was critical to developing economic development strategies as well as advocating for, and spurring the development of, major projects that provided significant benefits to the County as a whole. Mr. Perselay was hired to return the Alliance to its previous level of responsibility, respect and advocacy for the benefit of the County.

He has a B.A. degree from Hobart College and a Juris Doctorate from Seton Hall University School of Law. Mr. Perselay has been a member of the Bar in New Jersey since 1980.

EDUCATION AND TRAINING

- J. D., Seton Hall University School of Law, 1979
- B. A., Political Science, Hobart College, 1975

PROFESSIONAL EXPERIENCE

President, Perselay Associates, Inc., 1997 – Present. Established a consulting firm specializing in governmental relations for businesses and management consulting for government, drawing upon the varied responsibilities he had assumed during a 23 year career in the public sector.

Manager, President and Chief Executive Officer 2003 – 2011
President 2002 – 2003

Correctional Health Services, LLC

Was responsible for the total operation of Correctional Health Services, LLC (CHS) and the overall supervision of all corporate and contract site personnel.

Responsibilities included managing the clinical, fiscal and organizational performance of the company; managing the relationships with PHS Correctional Healthcare, CHS' corporate parent; the implementation of long term strategic planning and the implementation of a tactical and strategic business development and business retention plan; and managing relationships with all clients addressing any concerns that related to client satisfaction.

Chief Executive Officer, Charter Behavioral Health System of New Jersey, 1995 – 1997.

Assumed control of a 150-licensed bed Psychiatric Hospital and stabilized, restructured, and enhanced the administrative and clinical services in a cost-effective manner. Mr. Perselay designed a structure to provide programs for specialized populations and a blueprint for an extensive system of outpatient programs.

County Administrator, County of Hudson, NJ, 1988 – 1995. Performed the function of Chief Operating Officer of a County that had 4,000 employees and an operating budget of approximately \$320 million, serving a population of 550,000. Responsibilities included directing and supervising seven operating departments; monitoring institutional operations which included a 1,600-bed correctional center, two nursing homes with a total of 550 beds and a Psychiatric Unit with 70 beds; generating and supervising the formulation of annual operating and capital budgets; and coordinating relations with the elected Board of Chosen Freeholders, the County Prosecutor, and the County Court System.

Acting Warden, Hudson County Correctional Center, Kearny, NJ, 1992 – 1993.

Assumed the responsibilities of managing the day-to-day operations of one of the most troubled county correctional systems in the State of New Jersey, leading the transition into a new generation correctional center and system. Achieved the distinction, for the corrections center, of reaching full compliance with all state requirements, which provided the basis for the settlement of a 10-year lawsuit challenging the constitutionality of the County's correctional system.

Chief Operating Officer and In-House Counsel, Goldberger, Moore, Novick & Albanese, 1986 – 1988. Responsible for the day-to-day operations of a growing real estate development business, coordinating engineers, architects, outside legal counsel and contractors in the process of obtaining approvals from municipal boards and agencies.

• **Acting Commissioner, New Jersey State Department of Human Services, 1985 – 1986.** Responsible for the operation and services of the Department of Human Services that had a \$4 billion budget and 23,000 employees that served one million people in the state. In this capacity, he was responsible for managing a service delivery system that included 20 institutional campuses for the mentally ill, developmentally disabled, disabled veterans and emotionally disturbed youth; an expanding network of community residences for those same populations; and a family welfare and child protection system that provided a safety net for the families in New Jersey.

• **Chief of Staff, New Jersey State, Department of Human Services, 1982 – 1985.** Managed the day-to-day operations of the department, which included coordinating policymaking, planning, budgeting, and strategic implementation between eight operating divisions. In addition, he supervised fiscal, data processing and personnel functions of the department, as well as Quality Assurance responsibilities, intergovernmental relations and regulatory affairs.

• **Director, Intergovernmental Relations, County of Union, NJ, 1978 – 1982.** Established an office responsible for drafting, tracking and reviewing legislation; developed a nationally recognized Inter-local Cooperation System which shared county-owned data processing, construction, public works, and printing equipment and services between the County and its 21 municipalities; reviewed and applied for federal and state grant funds while acting as the Counties information clearinghouse relating to funding opportunities and applications

LICENSES AND CERTIFICATIONS

- Admitted to Practice as Attorney at Law in New Jersey, 1980
- Certified Correctional Health Professional, National Commission on Correctional Health Care, 2011

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- Member, Board of Directors, United Way of Union County, New Jersey, 1996 – 2003
- Member, National Institute of Corrections, 1990 – 1995
- Member, Task Force on the Administration of Justice and Member, State Advisory Board for Probation; New Jersey Administrative Office of the Courts, 1991 – 1995
- Chairman, Governing Board of Trustees, Charter Behavioral Health System of New Jersey, 1993 – 1995
- Member, Integrity House Board of Trustees, 2005 – Present
- Member, Children's Specialized Hospital Board of Trustees, 2014

Brian Trelease

From: William Reyes
Sent: Thursday, February 06, 2014 10:53 AM
To: Dawn Packan
Subject: RE: Resolution Modified: RES-2014-147 : Union County Alliance

thx

From: Dawn Packan
Sent: Thursday, February 06, 2014 10:50 AM
To: William Reyes
Subject: RE: Resolution Modified: RES-2014-147 : Union County Alliance

Will do

From: William Reyes
Sent: Thursday, February 06, 2014 10:49 AM
To: Dawn Packan
Subject: RE: Resolution Modified: RES-2014-147 : Union County Alliance

Dawn pls make sure all my info has been updated in my binder

From: Dawn Packan
Sent: Thursday, February 06, 2014 10:47 AM
To: William Reyes; Norman Albert; Stella Peterson; Carolyn S. Kropp; Claudia Avila; Melinda Zito; Julie Origliato; Erick Mesias; Michael Yuska; Mary Anne Saunders
Subject: Resolution Modified: RES-2014-147 : Union County Alliance

The Resolution has been modified for: Major Change (vendor, contract date, \$\$, acct no.)

change account number and entered requisition number

The Review Process has been reset so this Resolution will need to be reviewed again.

Title: Union County Alliance
Department: Economic Development
Category: Entering into an Agreement
Meeting: Union County Board of Chosen Freeholders - Regular Meeting - Thursday, February 6, 2014 8:00 PM

Brian Trelease

From: William Reyes
Sent: Wednesday, February 05, 2014 1:59 PM
To: Dawn Packan
Subject: RE: UC Alliance

thanks

From: Dawn Packan
Sent: Wednesday, February 05, 2014 11:47 AM
To: William Reyes
Cc: Rose Comas
Subject: UC Alliance

Hi Bill

Katie from Guzzo's office is bringing up the original UC Alliance document to Rose Comas.

Dawn M. Packan
County of Union
Parks & Recreation
Office of the Director
908-527-4824 – office
908-289-5219 – fax
dpackan@ucnj.org



Please consider the environment before printing this e-mail

Brian Trelease

From: William Reyes
Sent: Tuesday, February 04, 2014 10:06 PM
To: Dawn Packan
Subject: Re: UC Allliance Reso

Thank you very much

Sent from my iPad

On Feb 4, 2014, at 3:51 PM, "Dawn Packan" <dpackan@ucnj.org> wrote:

Sharda has the UC Alliance reso. You just have to place it in your binder.

Dawn M. Packan
County of Union
Parks & Recreation
Office of the Director
908-527-4824 – office
908-289-5219 – fax
dpackan@ucnj.org



Please consider the environment before printing this e-mail

Brian Trelease

From: William Reyes
Sent: Tuesday, January 07, 2014 7:43 PM
To: 'd.laspata@hotmail.com'
Cc: Alfred Faella; 'geoff.perselay@gmail.com'
Subject: Re: U.C. Alliance 2014 Proposal

Thank you, Denise.

From: Denise LaSpata [<mailto:d.laspata@hotmail.com>]
Sent: Tuesday, January 07, 2014 01:53 PM
To: William Reyes
Cc: Alfred Faella; Geoff perselay <geoff.perselay@gmail.com>
Subject: U.C. Alliance 2014 Proposal

Dear Mr. Reyes:

On behalf of President Geoffrey Perselay, I am pleased to submit the attached 2014 proposal for professional services from the Union County Alliance, Inc.

I will reach out to your office tomorrow as a follow-up to our submission. If you have any questions please let me know.

Thank you.

Denise LaSpata

Union County Alliance, Inc.
1275 Westfield Avenue
Suite 4
Rahway, NJ 07065
732-815-0300

Frank Guzzo

From: Frank Guzzo
Sent: Tuesday, January 28, 2014 3:35 PM
To: 'Wodea@edcnj.org'
Subject: RFQ - Economic Development & Marketing Consulting Services
Attachments: RFQ Economic Development & Marketing Consulting Services.doc

Bill,

The County is seeking, thru a Request for Quotations, consulting services in the areas of Economic Development and Marketing. I thought that the Elizabeth Development Corporation might be interested in reviewing and/or developing a proposal in response to this request. If interested, please note that the submission deadline is February 4, 2014 at 11:00 A.M.

Thanks

Frank Guzzo

Frank Guzzo

From: William O'Dea <WODea@edcnj.org>
Sent: Wednesday, January 29, 2014 11:24 AM
To: Frank Guzzo
Subject: RE: RFQ - Economic Development & Marketing Consulting Services

Frank

We appreciate your including us in your request for proposals. However at this time we will not be able to respond and submit our proposal. We do however wish to remain on the list for future request for proposals for this and other related activities. In reviewing this request for proposal it appears that EDC can provide most if not all of the services that you are requesting. We look forward to continuing to work with Union County to explore funding opportunities for our agency. Thank you for thinking of us.

From: Frank Guzzo [<mailto:fguzzo@ucnj.org>]
Sent: Tuesday, January 28, 2014 3:35 PM
To: William O'Dea
Subject: RFQ - Economic Development & Marketing Consulting Services

Bill,

The County is seeking, thru a Request for Quotations, consulting services in the areas of Economic Development and Marketing. I thought that the Elizabeth Development Corporation might be interested in reviewing and/or developing a proposal in response to this request. If interested, please note that the submission deadline is February 4, 2014 at 11:00 A.M.

Thanks

Frank Guzzo

NOTICE OF CONFIDENTIALITY

This message, including any prior messages and attachments, may contain advisory, consultative and/or deliberative material, confidential information or privileged communications of the County of Union. Access to this message by anyone other than the sender and the intended recipient(s) is unauthorized. If you are not the intended recipient of this message, any disclosure, copying, distribution or action taken or not taken in reliance on it, without the expressed written consent of the County, is prohibited. If you have received this message in error, you should not save, scan, transmit, print, use or disseminate this message or any information contained in this message in any way and you should promptly delete or destroy this message and all copies of it. Please notify the sender by return e-mail if you have received this message in error.

Frank Guzzo

From: Frank Guzzo
Sent: Monday, January 27, 2014 4:20 PM
To: 'mtinen@ucedc.com'
Subject: RFQ
Attachments: RFQ Economic Development & Marketing Consulting Services.doc

Maureen,

On behalf of the County I have attached a copy of our latest RFQ for Economic Development & Marketing Consulting Services. If you have interest in responding please note that the deadline is February 4, 2014 @ 11:00 A.M.

Feel free to contact me if you have any questions.

Frank

Frank Guzzo

From: Maureen Tinen <mtinen@ucedc.com>
Sent: Tuesday, January 28, 2014 11:13 AM
To: Frank Guzzo
Subject: RE: RFQ

Hello Frank,

I hope this email finds you well. Thank you for thinking of UCEDC as a potential bidder on the attached RFQ. However, I must respectfully decline the opportunity to bid on this proposal. UCEDC now focuses its efforts on three main deliverables:

- Lending
- Entrepreneurial training
- Government procurement training & services

This proposal calls for deliverables that UCEDC has the technical skills to produce but is outside our the interpretation of our current mission statement.

I wish you the best of luck in your process.

Bell Well,
Maureen

From: Frank Guzzo [<mailto:fguzzo@ucn.org>]
Sent: Monday, January 27, 2014 4:20 PM
To: Maureen Tinen
Subject: RFQ

Maureen,

On behalf of the County I have attached a copy of our latest RFQ for Economic Development & Marketing Consulting Services. If you have interest in responding please note that the deadline is February 4, 2014 @ 11:00 A.M:

Feel free to contact me if you have any questions.

Frank

NOTICE OF CONFIDENTIALITY

This message, including any prior messages and attachments, may contain advisory, consultative and/or deliberative material, confidential information or privileged communications of the County of Union. Access to this message by anyone other than the sender and the intended recipient(s) is unauthorized. If you are not the intended recipient of this message, any disclosure, copying, distribution or action taken or not taken in reliance on it, without the expressed written consent of the County, is prohibited. If you have received this message in error, you should not save, scan, transmit, print, use or disseminate this message or any information contained in this message in any way and you should promptly delete or destroy this message and all copies of it. Please notify the sender by return e-mail if you have received this message in error.

Frank Guzzo

From: Frank Guzzo
Sent: Monday, January 27, 2014 4:24 PM
To: 'dlaspata@ucalliance.com'
Subject: FW: Alliance - RFQ
Attachments: RFQ Economic Development & Marketing Consulting Services.doc

Please disregard the previous email sent at 4:05. This is the email that should be used to respond to the RFQ.

Thanks

From: Frank Guzzo
Sent: Monday, January 27, 2014 4:05 PM
To: 'dlaspata@ucalliance.com'
Subject: Alliance - RFQ

Denise,

Per our discussion today I have attached a copy of the RFQ for Economic Development & Marketing Consulting Services. Please note that the return date is February 4, 2014 by 11:00 A.M.

Thank you.

Frank Guzzo

From: Frank Guzzo
Sent: Monday, January 27, 2014 4:21 PM
To: James Horne
Subject: Alliance - RFQ
Attachments: RFQ Economic Development & Marketing Consulting Services.doc

Jim,

Per our discussion today I have attached a copy of the RFQ for Economic Development & Marketing Consulting Services. Please note that the return date is February 4, 2014 by 11:00 A.M.

Thank you.

Frank Guzzo

From: Frank Guzzo
Sent: Monday, January 27, 2014 8:44 PM
To: jsteiner@suburbanchambers.org
Subject: RFQuotationsAlt2
Attachments: RFQuotationsAlt2.docx; ATT00001..txt

Joe,

Nice speaking to you today. Here is a copy of the RFQ we spoke about. Let me know if you have any questions.

Frank

Frank Guzzo

From: joe Steiner <jsteiner@suburbanchambers.org>
Sent: Tuesday, February 04, 2014 11:27 AM
To: Frank Guzzo
Cc: 'Kassandra Romas'
Subject: RE: RFQuotationsAlt2

Frank

Thanks for sending the RFQ. After reviewing the document and the work involved and our current capabilities, we have decided not to submit a proposal.

Again, thanks for thinking of us.

Joe Steiner
Suburban Chamber of Commerce
71 Summit Avenue
Summit, NJ 07901
908-522-1700
908-337-9536 - cell
jsteiner@suburbanchambers.org - Chamber Email jsteiner@organizationresources.org - Personal Email

-----Original Message-----

From: Frank Guzzo [<mailto:fguzzo@ucnj.org>]
Sent: Monday, January 27, 2014 8:44 PM
To: jsteiner@suburbanchambers.org
Subject: RFQuotationsAlt2

Joe,

Nice speaking to you today. Here is a copy of the RFQ we spoke about. Let me know if you have any questions.

Frank

NOTICE OF CONFIDENTIALITY

This message, including any prior messages and attachments, may contain advisory, consultative and/or deliberative material, confidential information or privileged communications of the County of Union. Access to this message by anyone other than the sender and the intended recipient(s) is unauthorized. If you are not the intended recipient of this message, any disclosure, copying, distribution or action taken or not taken in reliance on it, without the expressed written consent of the County, is prohibited.

If you have received this message in error, you should not save, scan, transmit, print, use or disseminate this message or any information contained in this message in any way and you should promptly delete or destroy this message and all copies of it. Please notify the sender by return e-mail if you have received this message in error.