

# RESOLUTION No. 24-449

NOV 07 2024

Date of Adoption

Approved as to Form and Legality

Wesley Bridges, ESQ. CITY ATTORNEY

Factual content certified by

Maria Richardson, Interim Business Administrator

Councilman/woman

presents the following Resolution:

SPONSORED BY:

**RESOLUTION AWARDING A CONTRACT THROUGH A FAIR AND OPEN PROCESS IN ACCORDANCE WITH N.J.S.A. 19:44 A-20.4 ET SEQ., TO EFK, LLC FOR PUBLIC RELATIONS, MARKETING AND CONSULTING SERVICES FOR THE OFFICE OF THE MAYOR, AND FOR THE DEPARTMENT OF FIRE AND POLICE IN AN AMOUNT NOT TO EXCEED \$82,000.00 FOR A PERIOD OF ONE (1) YEAR FROM THE DATE OF AWARD - RFP2024-26**

**WHEREAS**, the City has a need for Public Relations, Marketing and Consulting Services for the Office of the Mayor, and for the Department of Fire and Police for the City of Trenton, Department of Administration for a period of one (1) year; and

**WHEREAS**, a request for proposals was advertised by the Division of Purchasing and four (4) proposals were received on September 6, 2024 and were evaluated by a committee based on criteria that included, experience, understanding of requirements and cost. One of the proposals was deemed to have a fatal flaw and was disqualified; and

**WHEREAS**, the proposal of EFK, LLC, 80 Hamilton Avenue, Suite 101, Trenton, New Jersey 08611 was deemed to have the necessary qualifications and expertise for the performance of the services at the rates budgeted; and

**WHEREAS**, funds in an amount not to exceed \$82,000.00 have been certified to be available in the following account number: R-01- -50-5010-201 for a period of one (1) year from date of award.

**NOW, THEREFORE IT IS RESOLVED**, by the City Council of the City of Trenton, as follows:

1. The Mayor is hereby authorized to enter into a contract with EFK, LLC, 80 Hamilton Avenue, Suite 101, Trenton, New Jersey 08611 for Public Relations, Marketing and Consulting Services for the Office of the Mayor, and for the Department of Fire and Police in an amount not to exceed \$82,000.00 for a period of one (1) year for the City of Trenton, Department of Administration.
2. This contract is awarded pursuant to the authority set forth in the Local Public Contracts Law at N.J.S.A. 40A:11-5.
3. A notice of this action shall be printed once in the official newspaper of the City of Trenton and the resolution and contract shall remain on file in the City Clerk's Office.

MOTION: Frisby					SECOND: Figueroa Kettenburg				
	Aye	Nay	Abstain	Absent		Aye	May	Abstain	Absent
EDWARDS	✓				GONZALEZ	✓			
FIGUEROA					HARRISON	✓			
KETTENBURG	✓				WILLIAMS	✓			
FRISBY	✓								

This Resolution was adopted at a Meeting of the City Council of the City of Trenton on

President of Council

NOV 07 2024

City Clerk

**PROFESSIONAL SERVICES CONTRACT**

**RFP2024-26  
RESOLUTION 24-449**

**EFK, LLC FOR PUBLIC RELATIONS, MARKETING AND CONSULTING SERVICES FOR THE CITY OF TRENTON,  
THE OFFICE OF THE MAYOR, DEPARTMENT OF FIRE AND DEPARTMENT OF POLICE**

**THIS CONTRACT** made this 8<sup>TH</sup> day of **NOVEMBER 2024** by and between the **CITY OF TRENTON, 319 EAST STATE STREET, TRENTON, NEW JERSEY 08608** a Municipal Corporation of the State of New Jersey, ("City") and **EFK, LLC, 80 Hamilton Avenue, Suite 101, Trenton, New Jersey 08611** ("CONTRACTOR").

**WHEREAS**, the City has a need for **PUBLIC RELATIONS, MARKETING AND CONSULTING SERVICES** for the City of Trenton, the Office of the Mayor, Department of Fire and Department of Police.

**WHEREAS**, Contractor agrees for **PUBLIC RELATIONS, MARKETING AND CONSULTING SERVICES** for the City of Trenton, the Office of the Mayor, Department of Fire and Department of Police in accordance with the terms and conditions as set forth hereinafter, and the City being agreeable thereto;

**NOW THEREFORE**, the parties mutually agree as follows:

**FOR PUBLIC RELATIONS, MARKETING AND CONSULTING SERVICES**, the City agrees to retain **EFK, LLC, 80 Hamilton Avenue, Suite 101, Trenton, New Jersey 08611** at the request of and under the general supervision of the City of Trenton, the Office of the Mayor, Department of Fire and Department of Police.

**1. SCOPE OF SERVICES**

**SEE ATTACHED SCOPE OF SERVICES**

**DURATION OF THE CONTRACT:**

This contract shall remain in full force and effect for a period of one (1) year from **DATE OF AWARD**, in an amount not to exceed **\$82,000.00**

- 2. STATUS OF CONTRACTOR:** It is expressly understood by and between the parties hereto that the status of the Contractor retained to carry out the services set forth in this agreement is that of an Independent Contractor. It is further understood by and between the parties that is not intended, nor shall it be construed, that the contractor is an agent, employee, or officer of the City of Trenton.
- 3. NOTICES:** Any notices required to be delivered to either party pursuant to this Contract shall be in writing to their respective addresses. The parties shall be responsible for notifying each other of any change of address.
- 4. INTEGRATION: Resolution #24-449** and this contract constitutes the entire agreement between the parties and any representation that may have been made prior to the execution of this Contract are nonbonding, void, and of no effect and neither party has relied on any such prior representations in entering this Contract with the City of Trenton, Department of Administration, Division of Information Technology.
- 5. ENFORCEABILITY:** If any term or condition of this Contract or its application to any party or circumstances shall be deemed invalid or unenforceable, the remainder of the Contract and its application to other parties and circumstances shall not be affected.
- 6. GOVERNING LAW:** This Contract shall be governed by the laws of the State of New Jersey.

**MISCELLANEOUS PROVISIONS:**

- a. Contractor will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional or sexual orientation, disability or nationality. 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, sex, affectional, gender identity or expression, sexual orientation. Such action shall include, but is not 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. 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;
- b. Contractor, 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, sex, gender identity or expression, affectional or sexual orientation.
- c. Contractor, where applicable, agrees to comply with the regulations promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time and the American with Disabilities Act.
- d. Contractor, where applicable, agrees to attempt to schedule minority and female workers consistent with the applicable county employment goals prescribed by N.J.A.C. 17:27-5.2 promulgated by the Treasurer pursuant to P.L. 1975, c. 127, as amended and supplemented from time to time or in accordance with a binding determination of the applicable county employment goals determined by the Affirmative Action Office pursuant to N.J.A.C. 17:27-5.2, amended and supplemented from time to time.
- e. Contractor, where applicable, agrees to inform in writing appropriate recruitment agencies in the area, including 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, sex, gender identity or expression, affectional, sexual orientation, disability or nationality and that it will discontinue the use of any recruitment agency which engages in direct or indirect discriminatory practices.
- f. Contractor, where applicable, agrees to review all procedures relating to transfer, upgrading, downgrading and layoff to ensure that all such actions are taken without regard to age, race, creed, color, national origin, ancestry, marital status, sex, gender identity or expression, affectional, sexual orientation, disability or nationality. Contractor will conform these employment goals consistent with statutes and court decisions of the State of New Jersey, and applicable Federal law and Federal court decisions.
- g. Contractor, where applicable, shall furnish such reports or other documents to the Affirmative Action Office as may be requested by the office from time to time in order to carry out the purposes of these regulations. Contractor shall furnish such information as may be requested by the Affirmative Action Office for conducting a compliance investigation pursuant to Subchapter 10 of the Administrative Code [N.J.A.C. 17:27].
- h. Contractor, shall submit along with the signed contract one of the following as evidence of compliance with N.J.A.C. 17-27:

1. Appropriate evidence that the independent contractor is operating under an existing Federally approved or sanctioned affirmative action program.
2. A certificate of employee information report approval issued in accordance with N.J.A.C. 17:27-4.
3. An initial employee information report (Form AA#302) provided by the Affirmative Action Office and completed by the contractor in accordance with N.J.A.C. 17:27-4


  
EFK, LLC  
80 HAMILTON AVENUE, SUITE 101  
TRENTON, NEW JERSEY 08611

12-19-24  
DATE

Seal:

JACQUELINE J HAUSE  
Notary Public, State of New Jersey  
Comm. # 2435212  
My Commission Expires 06/17/2028

Attest:

  
IN WITNESS WHEREOF, the parties have hereunto set their hands and seals the day and year above written.

ATTEST:

  
BRANDON L. GARCIA  
MUNICIPAL CLERK

CITY OF TRENTON

  
W. REED GUSCIORA, ESQ.  
MAYOR

1/6/25  
DATE

1.6.25  
DATE