

**REQUEST FOR PROPOSALS FOR PERFORMANCE
OF EXPERT PROFESSIONAL MARKETING
COMMUNICATIONS SERVICES ON AN “AS-
NEEDED” BASIS DURING 2024 THROUGH 2027
(RFP# 6000002014)**

***For Information Purposes Only. Requests for Proposals will
supersede any information included in this presentation.***

March 12, 2024 – 11:00 a.m.

Pre-Proposal Presentation

AGENDA

- Welcome and Introductions
- Procurement Process
- Good Faith Effort and Certification
- Scope of Service Highlights
- Insurance Requirements
- Question and Answer Session

Procurement Process

Peter Penaflor
Solicitation Manager
Procurement Department

Procurement RFP Solicitation Process

1. Proposer Requirements
2. Technical Evaluation Criteria
 - a) Technical Approach
 - b) Firm Qualifications
 - c) Staff Qualifications
 - d) Pricing and Compensation Proposal
 - e) Management Approach
3. MBE/WBE/SDVOB Participation Plan
4. Conflict of Interest
5. Standard Agreement
6. Attachment A – Scope of Work
7. Attachment B – Terms of Discussion
8. Attachment C – Company Profile

Proposer Tips

- ✓ Know the name of the Procurement contact
- ✓ Ask questions if you have any
- ✓ Check for any addenda
- ✓ **Demonstrate how you meet the Proposer Requirements**
- ✓ Be as specific as possible when describing what projects your staff and firm have worked on
- ✓ Include MBE, WBE and SDVOB subconsulting opportunities



After Proposal Process

- Debrief
 - Prepare your questions before the debrief
 - Discuss strengths and weaknesses in your proposal
- Transparency – Awards Page
- Monitor – Upcoming Solicitations (including subconsulting opportunities)



Good Faith Efforts and Certification

Alex Rollison

Project Planning and Development Manager
Office of Diversity, Equity & Inclusion (ODEI)

Our Mission is to keep the region moving.

Our Priorities: What we focus on to achieve this mission



Safety & Security

Provide peace of mind through world-class protection



Capital Plan

Revitalize our infrastructure



Customer Experience

Ensure a 21st century customer experience



Operational Excellence

Deliver first-class operations
Maintain financial self-sufficiency



Sustainability

Reduce our environmental impact



Employer of Choice

Retain, grow and attract top talent

Our Standards: How we meet these priorities



Integrity



Diversity, Equity & Inclusion



Global Best Practices



21st Century Technology



Collaboration



Speed

Office of Diversity, Equity & Inclusion

Priorities and Standards

1

Maximize opportunities available for minority, women-owned, small and disadvantaged business enterprises (MWSDBEs).

OPPORTUNITIES

2

Promote Workforce Diversity in Port Authority and tenant business activities.

DIVERSITY

3

Offer capacity-building services for MWSDBEs/SDVOBs.

CAPACITY BUILDING

4

Implement reforms and develop agency policies.

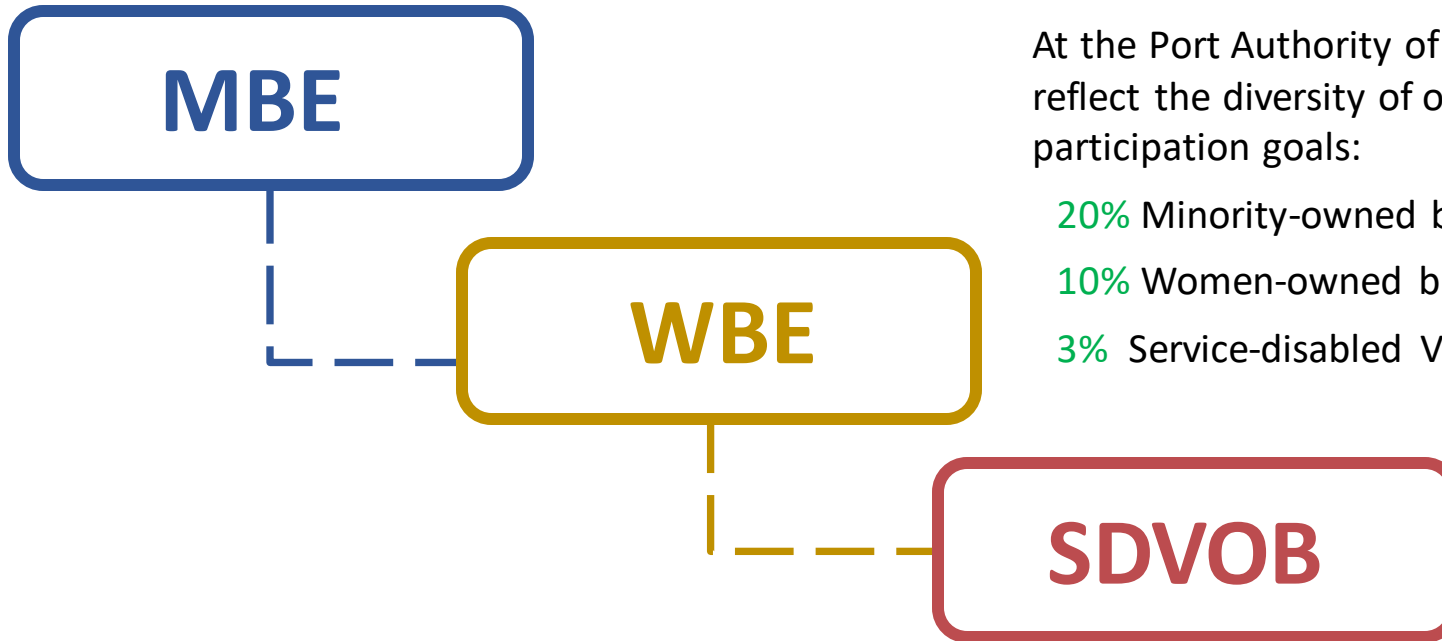
POLICY OVERSIGHT

5

Initiate remedial plans to address deficiencies. Enforce compliance measures to ensure goals are met.

COMPLIANCE

Certification Programs



At the Port Authority of NY & NJ, we believe that our operations should reflect the diversity of our community. Our Board enacted the following participation goals:

- 20% Minority-owned business enterprises (MBE)
- 10% Women-owned business enterprises (WBE)
- 3% Service-disabled Veteran-owned businesses (SDVOB)

Good Faith Efforts

Pre-award Expectations

- Engage certified subcontractors before proposals are due:
 - Identify MWBEs / SDVOBs from our database listing of certified firms
<https://panynj.diversitysoftware.com/>
 - Advertise opportunities in local and minority periodicals, as well as on their project web site
 - Hold meetings and negotiate with certified subcontractors before due dates
- Submit a formal MWBE / SDVOB subcontractor Participation Plan together with the bid or proposal

Read more about Good Faith Efforts [HERE](#)

Good Faith Efforts

Post-award Expectations

- Set up procedures to ensure that compliance with MWBE/SDVOB participation goals is underway, and goals can be met
- Ensure that the selected certified subcontractors are performing a “commercially useful” function
- Only the funds paid to MWBEs/SDVOBs that perform a commercially useful function can be counted towards the participation percentage goal
- Update B2G with MWBE/SDVOB subcontractor payment reports

Read more about Good Faith Efforts [HERE](#)

Additional Resources

- PA Website: www.panynj.gov/supplierdiversity
- Apply for certification & reapply for recertification: <https://panynj.diversitysoftware.com>
- Certification Hotline: 212-435-7888
- Certification Help email: certhelp@panynj.gov
- We encourage firms seeking certification to also register with Procurement at www.paprocure.com

Scope of Service Highlights

Thierry Dumoulin
Director
Marketing Department

The Port Authority of NY & NJ

We Keep The Region Moving

- We build and operate many of the most important transportation infrastructure assets in America, from LGA/EWR/JFK to the PATH system, the world's busiest bus terminal, the #1 Port on the East coast and the WTC campus.
- Historic \$37 billion ten-year capital plan, including the Whole New LaGuardia, the new Terminal A at Newark and two huge new terminals at JFK opening in 2026.
- Relentless focus on putting the customer at the center of everything we do, along with prioritizing innovation, sustainability and DEI.

The Port Authority of NY & NJ

An integrated marketing account

- From traditional ad campaigns to digital experiences.
- Developing a new kind of dynamic, personalized relationship between the Port Authority and the customers we serve through strategic, data-driven, authentic engagement and dynamic storytelling across multiple communication channels.
- Services sought include but are not limited to consumer research, marketing strategy, advertising and social media content development, employee communications, digital platforms design and development, and media planning and buying.

Insurance Requirements

Rita Maquieira

Risk Analyst

Treasury | Risk Financing

**PORT
AUTHORITY
NY NJ**

AIR LAND RAIL SEA

Insurance Requirements

- **Commercial General Liability Insurance** – **\$5 million** per occurrence for bodily injury and property damage liability (Airside escorted \$5 million, unescorted \$25 million)
- **Automobile Liability Insurance** – **\$5 million** per accident for bodily injury and property damage liability covering any auto, owned, non-owned, rented or hired automobiles. (Airside escorted \$5 million, unescorted \$25 million)
- **Workers' Compensation and Employers Liability Insurance** – to statutory limits and in accordance with the requirements of law in the state(s) where work will take place, and Employer's Liability Insurance of not less than **\$1 million** for bodily injury by accident and **\$1 million** for bodily injury by disease, and at least a **\$1 million** policy limit.
- **Cyber Liability, Network Security and Data Breach Insurance** – **\$5 million** per occurrence or claim.
- **Professional Liability (Errors and Omissions)** – Insurance appropriate to the Consultant's profession, with limit no less than **\$5 million** per occurrence.

Questions?



Thank You!

