



Township of Hillside, New Jersey
Request for Proposals for

CONSULTANT
FOR THE CREATION OF THE

Township of Hillside
Urban Enterprise Zone (UEZ)
5-Year Zone Development Plan

Deadline for all Submissions
Wednesday, April 22nd, 2026, 3:00 PM

Return all Proposals to:

Rayna E. Harris, Municipal Clerk
Hillside Municipal Building
1409 Liberty Avenue
Hillside, NJ 07205

Request for Proposal
Create a 5-Year Development Plan as required by the UEZA
For Hillside Urban Enterprise Zone (UEZ)

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

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

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

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

All proposals will be evaluated on the basis of that which is the most advantageous to the Township, taking into consideration the above factors.

Please be further advised that the Township reserves the right to reject all proposals.

The Township reserves the right to reject any or all proposals in whole or in part and to waive such informalities as may be permitted by law.

Introduction

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

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

Project Overview

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

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

The 5-Year Zone Development Plan will be submitted to the local governing body for approval. Then be submitted to the NJ Urban Enterprise Zone Authority for approval.

Scope of Services

The consultant will work with Hillside UEZ to develop a 5-year roadmap to guide us in order to achieve its goals and objectives in stimulating economic growth and redevelopment within the township. The plan should include (but not limited to) the following elements:

I. Introduction, Community overview and Plan Development Process

- A. Introduction of the joint UEZ Community
- B. Regional and Municipal Setting/Location of the Existing UEZ with Map
 - 1. Economic/Social Conditions in the joint UEZ Community Unemployment
 - 2. Economic Conditions
 - a) Municipal Distress Index
 - b) Supply and Demand Market Analysis
 - 3. Income and Poverty
 - 4. Educational Attainment
 - 5. Housing Characteristics
 - 6. Workforce Characteristics
- C. Process of Plan Development
 - 1. Community Organization Outreach, including minority outreach.
 - 2. Business Outreach, including minority outreach.
 - 3. Survey of residents and business on what they would like to see in the UEZ.

II. Milestones, Accomplishment and Benefits Milestones

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

III. UEZ Economic Development Vision, Goals and Objectives

- A. Vision for the Hillside UEZ
- B. Economic Goals and Objectives
- C. Coordination with Other Plans, Programs, and Projects
 - 1. Hillside Business Improvement Districts (BID's)
 - 2. County and Regional Plans and Programs
 - 3. Municipal Programs and Special Development Designations (Opportunity Zones, Areas in Need of Redevelopment, Empowerment Zones)
 - 4. State Agencies (NJEDA, NJRA)
- D. Proposed Changes to UEZ Boundaries w/justification
 - 1. Expansion and Deletion of Area (zero net gain)
 - 2. Spider legs can be eliminated.
- E. Major Initiatives for Next 5 years for Municipality
 - 1. Matching grant programs for construction or rehabilitation
 - 2. UEZ Micro/Mini Loan/Incentive Program
 - 3. Redevelopment initiatives/projects
 - 4. Façade matching grants
 - 5. Improvement of public infrastructure
 - 6. Training programs
 - 7. Special Events
 - 8. Planning and Professional Services
 - 9. Securing vehicles, equipment, machinery, etc.
 - 10. Attending multi-day conferences, seminars and trainings

iv. **Marketing and Implementation**

- A. Existing and Proposed Partnerships and Their Roles in Marketing and Implementation
- B. Other Funding and Implementation Resources
- C. Proposed UEZ Program Structure and Budget Outline for Municipality
 1. Proposed Operational Structure with Program Controls Preliminary Budget Framework
 - a. Proposed Projects with Total Budget
 - b. Public Safety (not to exceed 25 percent of funding)
 - c. Administration Expenses (not to exceed 10 percent of funding)
- D. Timeline for Implementation
- E. Outline of Proposed Metrics and Measurements of Success

v. **Summary and Next Steps**

- A. Local and Municipal Approvals as needed.
- B. Approvals by NJ Urban Enterprise Zone Authority (UEZA)
- C. Authorization and Implementation

Proposal Requirements

Proposals should include (but not limited to) the following information:

1. **Approach** - describing how the respondent will accomplish the scope of work and requirements as listed herein.
2. **Qualifications** - showing how the respondents' firm and assigned team members are qualified to provide the scope of work and requirements as listed herein.
3. **Project Schedule** - showing key task target dates, including surveys, community meetings, public meetings and staff team meetings, and estimated task duration. Liquidated Damages the successful respondent must complete this project within 12 weeks from the date of the contract award. There will be a specific start date and end date in the contract. For each day, the project is delayed/not completed a \$500 per day fee will be subtracted from the contractor's final invoice. Hillside UEZ will consider extenuating and extraordinary circumstances that may delay project completion.
4. **Fees** – for entire scope of services, total “not to exceed” \$125, 000. Provide an itemized breakdown of proposed costs for each service and hourly rates for all team members on the project. The Township reserves the right to negotiate the services and cost based upon support from internal staff.

Submission of Proposal

Submission of the RFP should include the following:

1. Description of professional planning experience; particularly providing planning services to municipalities, economic development divisions, housing authorities and other governmental entities. Special attention should be paid to firm's experience working with local government in urban municipalities.
2. Statement of Corporate Ownership: A description of the business organization (i.e., corporation, partnership, joint venture, etc.) its ownership and organizational structure.
3. The number of years the firm has been in business under the present name.
4. Any judgments, claims or suits pending or outstanding against the company. If yes, please explain.
5. Statement regarding whether the firm is now or has been involved in any bankruptcy or re-organization proceedings in the last ten (10) years. If yes, please explain.
6. Resumes of the principals, project manager(s) and professional staff who would work directly with the Township.
7. Copy of Fee Schedule
8. An Affirmative Action Statement.
9. A completed Non-Collusion Affidavit.
10. References who can attest to the Consultant ability to work on similar projects and prior experience. Reference information should include:
 - a. Contact Person and title
 - b. Name of Municipality
 - c. Telephone Number and email address
 - d. Firm's key personnel assigned to referenced project.
 - e. Project Name
11. Successful Respondent will be required to submit a copy of general liability (Errors and Omissions) insurance to the Township.
12. Respondents must submit 3 copies and a digital file of their qualifications to:

Rayna E. Harris, Municipal Clerk
Hillside Municipal Building
1409 Liberty Avenue
Hillside, NJ 07205
rharris@hillsidenj.us

Questions

Must be emailed to John Sowell, UEZ Coordinator at jsowell@hillsidenj.us

To assure that the Hillside UEZ 5-Year Development Plan is approved by the NJ Urban Enterprise Zone Authority (UEZA), shown below is their check list for reviewing the Plan.

1. Analytical Data Submission

- Has the Zone Development Corporation or Municipality instructed the consultant to provide analytical data?
- Does the analytical data illustrate economic development activity?
- Does the data show the impact of the previous five-year plan?

2. Consultation with Business Organizations

- Does the plan show evidence of consultation with diverse statewide and regional business organizations? List of organizations contacted must be provided.
- Are these organizations impacted by current economic development activities?

3. Municipality's Efforts and Commitment

- Does the plan demonstrate substantial efforts by the municipality to encourage economic activity in the area?
- Are there records of comments from zone businesses, neighborhood associations, voluntary organizations, and other private entities?

4. Participation of Minority and Disenfranchised Groups

- Is there evidence of efforts to encourage participation from minority and other disenfranchised groups?
- Were these groups given up to thirty days to review the plans and provide suggestions?
- Are their suggestions included in the final submission?

5. Impact of Public Agencies

- Does the plan evaluate the adverse or beneficial effects of an enterprise zone or other public agency located at the proposed economic development site?

6. Commitment to Minority Contractors and Equal Employment

- Does the plan demonstrate a commitment by public and private entities to utilize minority contractors?
- Are there assurances of equal employment opportunities in connection with construction or reconstruction projects in the eligible area?

7. Public Meetings and Recommendations

- Are there records of public meetings held?
- Do the records include signature pages of local representatives, advocacy organizations, businesses, and residents?
- Have the recommendations from these meetings been considered in the plan?

8. The Plan, Year-by-Year

- Does the plan identify the types of projects anticipated to be undertaken in Year 1, Year 2, Year 3, etc.?

Additional Documentation

- Attach any relevant analytical reports or data.
- Include minutes or summaries of consultations with business organizations.
- Provide evidence of municipality commitments (e.g., policy documents, funding allocations).
- Include feedback from minority and disenfranchised groups.
- Document the evaluation of public agency impacts.
- Attach agreements or commitments to minority contractors and equal employment opportunities.
- Include records and signature pages from public meetings.

By checking off each item, you can ensure that the Preliminary Zone Development Plan meets all the necessary criteria before submission.