

## A Request for Bids

### Summary:

The New Jersey Department of Community Affairs requests bids for the development of a coordinated marketing/advertising campaign for the COVID-19 Emergency Rental Assistance Program Phase II (CVERAP II) and other assistance programs. The selected vendor should specialize in promoting to the targeted audience and create a campaign to create more awareness and visibility for CVERAP II and other assistance programs amongst residents of New Jersey within the qualifying income bracket for the programs.

The New Jersey Department of Community Affairs will engage one or more New Jersey-based advertising agencies/media planners/creative agencies (vendor) for purposes of developing and running the advertisement campaign using digital and print billboards, including transit shelters.

Bids should be sent to the attention of:

Tammori Petty  
New Jersey Department of Community Affairs  
PO Box 800  
Trenton, New Jersey 08625-0811

Bids can also be mailed or emailed to [Tammori.Petty@dca.nj.gov](mailto:Tammori.Petty@dca.nj.gov) no later than Friday, August 6, 2021 by 5 p.m.

### Programs:

#### **COVID-19 Emergency Rental Assistance Program Phase II (CVERAP)**

COVID-19 Emergency Rental Assistance Program Phase II (CVERAP Phase II) provides rental arrears and temporary rental assistance to low- and moderate-income households that have had a substantial reduction in income, have qualified for unemployment benefits, incurred significant costs, or experienced a financial hardship due, directly, or indirectly, to the COVID-19 pandemic. Property managers or owners of a residential dwelling may apply for assistance on behalf of a tenant.

### Overview:

The Department intends to launch a media campaign to increase visibility for CVERAP II and other assistance programs. The vendor will develop and implement an advertising plan for these programs. The plan must be targeted towards New Jersey homeowners/tenants who may need assistance with their rental arrears, or other utilities; and qualify for such assistance through an income verification process.

**Scope of Services:**

Services will include but not be limited to the following:

- Execute targeted public relations campaigns to generate awareness amongst the residents of New Jersey through digital and print billboards.
- Strategically post advertisements in high populated areas with a specific focus in low-income neighborhoods (Targeted cities have been provided)
- Track coverage and measure overall efforts, deliver weekly reports and comprehensive monthly reports (including estimated number of impressions and media value).

**Funds Available :** \$93,500.00

**Services:**

The services to be provided include, but are not limited to the following:

- Ad campaign planning and execution
- Comprehensive, statewide coverage through digital and print billboards in both English and Spanish

**Required Experience:**

- Demonstrate knowledge of New Jersey's market
- Provide examples of work placed in the New Jersey market
- List three client references (Finalists' references will be contacted)
- List any subcontractors you might employ for this work
- Describe work experience within New Jersey's market, and address any potential conflicts of interest
- Provide visual samples of proposed CVERAP II ad placements

**Duration of Campaign:**

Campaign will begin in August.

- Print billboards – 8 weeks
- Transit Shelters – 8 weeks
- Digital billboards – 4 weeks

**Targeted Cities**

Newark  
Jersey City  
Paterson  
Trenton  
Elizabeth  
Camden  
Union City  
East Orange  
Passaic  
West New York  
Atlantic City  
Irvington  
Bayonne  
New Brunswick  
Plainfield  
Lakewood  
Perth Amboy  
North Bergen  
Clifton  
Orange  
Lindenwold  
Hackensack  
Vineland  
Asbury Park  
Edison  
Hoboken  
Bridgeton