

RESOLUTION

WHEREAS, the Township of West Orange (the “Township”) owns, controls or will own property to be identified (the “Township Properties”); and

WHEREAS, the Township also operates a jitney bus system for Township seniors which includes a number of jitney buses and bus shelters located throughout the Township (the “Jitney Facilities”); and

WHEREAS, the Township is interested in awarding a contract (“Signage Agreement”) for the use of public space for advertising on signage, including billboards at the Township Properties and on the Jitney Facilities; and

WHEREAS, the Township seeks to utilize Competitive Contracting in lieu of public bidding (“Competitive Contracting”) whereby the Township can award the contract for the use of public space for advertising on signage, including billboards at the Township Properties and on the Jitney Facilities utilizing criteria including price and other factors in lieu of public bidding; and

WHEREAS, Competitive Contracting involves a procedure wherein proposals are evaluated and ranked in a methodology by scoring of categories in technical, management and cost related criteria; and

WHEREAS, pursuant to N.J.S.A. 40A:11-4.1(j) of the Local Public Contracts Law a municipality can utilize Competitive Contracting for the award of a contract for “concessions;” and

WHEREAS, the definition of “concessions” includes the “[u]se of public space or facilities (such as scoreboards, bus shelter or facility advertising) for advertising in exchange for

fees or services, or discounts on services” as set forth in the regulations promulgated by the Department of Community Affairs, see N.J.A.C. 5:34-9.4(b)(3); and

WHEREAS, pursuant to N.J.S.A. 40A:11-4.3 a resolution of the governing body is required to authorize the use of competitive contracting each time specialized goods or services are desired to be contracted.

NOW THEREFORE BE IT RESOLVED BY THE TOWNSHIP COUNCIL OF THE TOWNSHIP OF WEST ORANGE that the Township is authorized to initiate the competitive contracting process for the award of a Signage Agreement consistent with the requirements of N.J.S.A. 40A:11-4.4 of the Local Public Contracts Law.

Karen J. Carnevale, R.M.C.
Municipal Clerk

Cindy Matute-Brown
Council President

Adopted: June 22, 2021

Exhibit “A”

Township Properties:

Township Properties:

1. The Pleasant Valley Way Fire Station;
2. The municipal parking lot near the intersection of Pleasant Valley Way and Eagle Rock Avenue;
3. Certain Property within the Executive Drive redevelopment area;
4. The Valley Firehouse;
5. The Property at the intersection of Northfield Avenue and Valley Road; and
6. The Property at the intersection of Northfield Avenue and Old Short Hills Road.