

STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES  
DIVISION OF MEDICAL ASSISTANCE AND HEALTH SERVICES

REQUEST FOR PROPOSALS

**NJ FamilyCare Medicaid  
Education, Outreach and Application Assistance for the  
Cover All Kids Initiative**

Issued: July 17, 2023

Applications due: September 1, 2023

Jennifer Langer Jacobs, Assistant Commissioner

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## I. Purpose and Intent

Funding is available to assist the State of New Jersey Department of Human Services (DHS) for the expansion of the NJ FamilyCare (NJFC) Cover All Kids (CAK) initiative. The funding will be provided to Provider Agencies to provide program education and outreach to individuals and households potentially eligible for NJFC CAK.

This Request for Proposals (RFP) is issued by DHS, Division of Medical Assistance and Health Services (DMAHS) and seeks bidders to provide the services described in this RFP anticipated to begin on May 8, 2023 and ending on May 8, 2024.

The following services are requested under this RFP: program outreach, education and application support to NJFC CAK-eligible families. Additionally, Provider Agencies and/or their partners will encourage applicants to submit supporting documentation to the proper eligibility determination agency (EDA) required for the completion of the NJFC application and provide other application assistance, as needed.

NJ FamilyCare will provide one-time community-based outreach grants of \$250,000 to qualified and successful bidders to educate, outreach and provide application assistance for Cover All Kids-eligible individuals and families. Bidders must provide a budget using the provided template that includes all projected costs for start-up, education, outreach and NJFC application assistance. Please note that grantees must maintain expenditure documentation to be provided to DHS upon contract conclusion.

The following summarizes the anticipated RFP schedule:

<i>Date</i>	<i>Action</i>	<i>Notes</i>
July 17, 2023	Notice of Funding Availability	Prospective bidders can submit questions to DMAHS at: <a href="mailto:mahs.CoverAllKidsGrants@dhs.nj.gov">mahs.CoverAllKidsGrants@dhs.nj.gov</a>
August 4, 2023	Deadline for prospective bidders to submit questions to DMAHS at: <a href="mailto:mahs.CoverAllKidsGrants@dhs.nj.gov">mahs.CoverAllKidsGrants@dhs.nj.gov</a> .	All questions received, along with answers, will be posted at: <a href="https://www.state.nj.us/humanservices/providers/grants/rfprfi/index.html">https://www.state.nj.us/humanservices/providers/grants/rfprfi/index.html</a>
August 11, 2023	Deadline to submit statement of Intent to Apply	Submit a brief e-mail communication of intent to apply to DMAHS at: <a href="mailto:mahs.CoverAllKidsGrants@dhs.nj.gov">mahs.CoverAllKidsGrants@dhs.nj.gov</a>

September 1, 2023	Deadline for receipt of proposals	<b>Proposals must be submitted to DMAHS at: <a href="mailto:mahs.CoverAllKidsGrants@dhs.nj.gov">mahs.CoverAllKidsGrants@dhs.nj.gov</a> no later than 4:00 P.M. EST.</b> Complete proposals shall include a <b>single PDF</b> of all required documents (see Section VII) along with the completed budget forms.
September 22, 2023	Preliminary award announcement	
October 6, 2023	Appeal Deadline	
October 13, 2023	Final award announcement	
November 1, 2023	Anticipated start date	

## **Requirements**

Responses submitted to this RFP must meet the following requirements:

- Bidders must meet the eligibility criteria;
- Full proposals are due no later than September 1, 2023 by 4:00P.M. EST. Proposals must be submitted via email to: [mahs.CoverAllKidsGrants@dhs.nj.gov](mailto:mahs.CoverAllKidsGrants@dhs.nj.gov). Instructions on the content of proposals and its submittal are found below;
- Funds may be used to support collaborations between multiple organizations. Each proposal should identify the primary bidder and any other partners that will be funded by this grant, if awarded;
- Grant funds will be allocated based on organizational capacity to effectively reach prospective NJFC CAK applicants and their ability to conduct community outreach, education and application assistance;
- Matching funds are not required but leveraged support, in the form of in-kind services, are encouraged;
- Bidders are required to identify their capacity to engage a certain number of NJFC CAK – eligible individuals and facilitate the submission of NJFC applications for prospective NJFC members;
- Bidders that are awarded grant funds will be required to prepare Monthly Work Plans, described in Section IV, and a final report within 30 (thirty) days at the conclusion of the contract (additional guidance will be provided to all grantees);
- Successful bidders will be required to participate in NJFC CAK training; and,

- As part of this application for funding, applicants must request funding only for expenses not currently funded or supported by any federal or state grants. Awards may not be used to fund activities, items or expenses funded by another grant program. Additionally, awards made under this grant program may not supplant any existing funding. For bidders with existing federal or state funding, the activities proposed for this grant program must be a separate project from any existing projects funded.

**\*Please Note:** The State has a “no-wrong door” approach to applying for health coverage through NJ FamilyCare and Get Covered New Jersey, the state's official health insurance marketplace. If an applicant is not eligible for NJ FamilyCare because their income is too high, generally, their information will be electronically transferred to GetCoveredNJ. Similarly, if an applicant is not eligible for coverage through GetCoveredNJ due to income, generally, their information will be electronically transferred to NJ FamilyCare.

Therefore, grantees in both programs are required to assist consumers with the appropriate health coverage program in which they are eligible. If a future program exists for undocumented children at GetCoveredNJ, grantees would be required to assist eligible consumers with enrollment through the GetCoveredNJ program.

It is the state's intent to expand its existing outreach, education and enrollment programs with this grant program. Bidders seeking funding through this grant program and the NJ State Navigator Grant Program must propose a separate project for each grant application. Additionally, current NJ State Navigator Grant Program grantees applying for funding under this program must continue as a grantee through operation of the Get Covered New Jersey project, if desired by the state.\*

## **II. Background and Population to Serve**

Medicaid is a state and federally funded health program for low-income and medically vulnerable people. The federal Medicaid program was passed as part of the Social Security Act of 1965. As an entitlement, people who meet eligibility requirements are guaranteed medical coverage. In New Jersey, Medicaid is administered by the NJ Department of Human Services, Division of Medical Assistance and Health Services through its contracted partners: the Health Benefits Coordinator (HBC) and the state’s twenty-one County Boards of Social Services (CBSS). New Jersey’s Medicaid program is branded as NJ FamilyCare.

NJ FamilyCare Medicaid provides quality comprehensive primary and acute care services through five managed care organizations (MCOs) and/or through a fee-for-service (FFS) system. Both MCO and FFS delivery systems provide quality services for medically necessary primary care, specialty care, emergency services and preventive care services. Transportation to medical care and medical appointments is available to NJFC members.

In accordance with federal regulations, NJ FamilyCare has a “no wrong door” approach to applying for Medicaid. Applications can be accepted online, during a face-to-face meeting or over the phone with an EDA, or via a mailed paper application.

### **Cover All Kids Initiative**

Under P.L. 2021, c.132, the NJ FamilyCare Cover All Kids (CAK) initiative was enacted to

guarantee health care coverage, with comprehensive benefits, for all of New Jersey's children. As of January 2023, children under the age of 19 who are income-eligible, regardless of immigration status, are also able to apply.

**Eligible Applicants for Cover All Kids include:**

- New Jersey residents under the age of 19, who are income-eligible, but not yet enrolled, are able to apply; and,
- As of January 2023, children under the age of 19 who are income-eligible, regardless of immigration status, will also be able to apply.

NJFC CAK coverage mirrors typical NJFC health benefits and includes primary care, specialist visits, dental, vision and mental health coverage, and much more.

The DMAHS is soliciting proposals from entities hereafter referred to as "Provider Agencies or organizations," to outreach low-income and mixed immigration status families in New Jersey to increase Medicaid enrollment among all eligible individuals, specifically, families and children under the age of 19 by assisting with the following:

- Engage uninsured and/or undocumented children and provide NJ FamilyCare application assistance to New Jersey families for NJ FamilyCare;
  - Assist in creating NJFC application accounts for applicants;
  - Improve health literacy of New Jersey families with regard to the benefits of having health care coverage and the importance of maintaining and utilizing the benefits NJ FamilyCare has to offer;
  - Identify and utilize innovative and/or best practices for targeted community outreach and enrollment, including digital methods, such as social media, text and email communication;
  - Expand relationships with community agencies and develop new community partners who can help outreach and enroll children; and,
  - Promote health equity and build trust between immigrant communities and the NJ FamilyCare program through culturally competent and language accessible outreach.
- DMAHS reserves the right to award multiple contracts for this service.

**III. Who can Apply?**

To be eligible for consideration to be awarded grant funds, the bidder must satisfy the following requirements:

- The bidder may be a non-profit, for-profit, or governmental entity;
- The bidder must be in good standing with DHS if it has an existing grant or contract in place. If applicable, the bidder must have all outstanding Plans of Correction (PoC) for deficiencies submitted to DHS for approval prior to submission.
- The bidder must be fiscally viable based upon an assessment of the bidder's audited financial statements. If a bidder is determined, in DHS' sole discretion, to be insolvent or to present insolvency within the twelve (12) months after bid submission, DHS will deem the proposal ineligible for grant award.
- The bidder must not appear on the State of New Jersey Consolidated Debarment Report

- at <http://www.state.nj.us/treasury/revenue/debarment/debarsearch.shtml> or be suspended or debarred by any other State or Federal entity from receiving funds; and
- The bidder shall not employ a member of its Board of Directors in a consultant capacity.

To be eligible for consideration for this grant opportunity, the organization must satisfy the following additional requirements:

- Must demonstrate an established relationship with the communities they serve;
- Must demonstrate experience with ethnically diverse target populations, including undocumented immigrant populations;
- Demonstrate at least two (2) recent years of experience providing culturally relevant and linguistically appropriate services to ethnically diverse and immigrant communities, which may include, but should not be limited to, immigrant communities from the following geographic regions of origin: Asia/Pacific Islands, Central America, South America, the Caribbean and Africa.
- Must have the ability to provide outreach and NJFC application assistance during the business week, during weekends and evenings;
- Internet connection, landline and mobile phone, and fax capabilities are required;
- Must have the capacity to conduct outreach to the community in-person, virtually and/or over the phone on a regular basis (may attend events organized by other community-or faith-based organizations, local businesses, or government agencies);
- Must have, or will have a social media presence and partnerships with other organizations that have a social media presence; and, must have, or will create, electronic newsletter distribution lists used to disseminate state-approved messaging;
- Must have the ability to provide NJ FamilyCare application assistance in languages other than English;

#### **IV. Scope of Work**

Provider agencies will deliver NJ FamilyCare Medicaid outreach services, defined as any services which identify individuals potentially eligible for the NJ FamilyCare and the Cover All Kids initiative. Provider agencies will provide services which inform individuals about the NJFC Medicaid program, assist in completing any NJFC Medicaid application, assists in gathering and submitting supporting documentation, and monitors the application until an eligibility determination is made.

Specifically, selected Provider Agencies will:

1. Be responsible for outreach, education and application assistance for the currently uninsured, underserved and hard-to-reach populations and will present to those populations the coverage options available under NJ FamilyCare;

2. Participate in an NJ FamilyCare training designed to educate and inform successful bidders on the NJ FamilyCare program and application assistance methodologies;
3. Coordinate with community-based organizations, faith-based organizations, community leaders and peer leaders to conduct community outreach and application assistance (e.g., at hospitals, schools, churches, clinics, libraries, health departments and community organizations.)
4. Provide opportunities to outreach consumers individually or in group settings, focusing on broad topics related to health coverage, applying for NJFC and direct application assistance;
5. Provide end-to-end application assistance by helping individuals to complete the NJFC application as needed, resolving any issues such as providing documentation to obtain and maintain NJFC eligibility, and providing NJFC members with the resources to contact NJFC for post-enrollment issues with the health coverage. Provider agencies will ensure NJFC applicants connect with the HBC, when appropriate, for enrollment assistance;
6. Provide a location easily accessible to public transportation for on-site assistance. Onsite assistance locations shall provide mobile computing capabilities that will facilitate access to the NJFC web portal or phone assistance to the HBC. These locations will provide the ability to access the NJFamilyCare.org web portal and the ability to print, fax and mail hard copies of applications and eligibility-related documentation, as needed;
7. Deliver cultural and linguistic appropriate outreach services, including interpreter or translation services as necessary, which would achieve increased NJFC CAK enrollment;
8. Use various marketing platforms and collateral material to promote NJFC and the CAK initiative. (e.g., social media, electronic and print material). Provider Agencies must use state-approved communication tools and/or obtain DMAHS approval prior to distribution of any and all education and outreach materials;
9. Provider Agencies are expected to actively participate in the state's NJFC CAK Outreach and Enrollment Workgroup;
10. Provider Agencies must submit monthly outcome reports, including:
  - a) Monthly Work Plan Table (*see details below*);
  - b) Total number of events scheduled and attended;
  - c) Description and number of outreach engagements conducted; i.e., social media posts, communication blasts, etc.;
  - d) The total number of applications submitted, sorted by the type of application submitted (e.g. children, adults);
  - e) The total number of applications submitted, sorted by the outreach strategy used to engage the applicant(s);



- f) Total number of referrals to other social service programs (e.g. TANF and SNAP); and
- g) GetCoveredNJ enrollment tracking and the total number of Medicaid enrollments each month.

**Monthly Work Plan Table**

All bidders will use the table format featured as Attachment C to present an initial and prospective Work Plan for the period of November 1, 2023 – November 30, 2023. Thereafter, successful bidders shall submit a comprehensive monthly Work Plan that will define the bidder’s project goals/activities, milestones and defines how the bidder envisions success will be measured.

The successful bidder must provide measurable goals and objectives for the project and explain how the project expands on any current work or creates a new system navigation model focusing on enrollment into NJFC CAK.

Bidders should develop their Work Plan to focus on NJFC CAK-related goals and activities for prospective applicant education, outreach and enrollment assistance.

Provide the names and titles of staff that will be working directly on this project by conducting outreach and providing system navigation assistance.

Provide specific information about the service area in which activities will be performed. Please include city and county information.

Describe specific education and outreach goals to assist the target population to enroll in CAK.

Describe how the successful bidder will achieve the Work Plan goals and the measurements that will be used to ensure goals are being accomplished and milestones are being met.

Describe how the bidder will track and collect the data required for monthly reporting to DMAHS.

<b>WORK PLAN – (Time Period and Service Area)</b>			
<b>Goals and Activities</b>	<b>Milestones</b>	<b>Community Impact</b>	<b>Staff Responsible</b>
List the actions or steps needed to achieve each goal and provide a timetable.	Specify the milestones leading to each goal, including the dates Proposer expects to reach those milestones.	Describe how Proposer will measure success.	List name and title for staff directly working on each goal. If Proposer plans to hire staff, please list the position title(s) and the expected date(s) of hire.
-----	----- Add rows	as needed -----	-----

**V. General Contracting Information**

Bidders must meet the terms and conditions of the DHS contracting rules and regulations as set forth

in the Standard Language Document (“SLD”), the Contract Reimbursement Manual (“CRM”), and the Contract Policy and Information Manual (“CPIM”). These documents are available on the DHS website at: <https://www.state.nj.us/humanservices/olra/contracting/policy/>

Bidders are required to comply with the Affirmative Action Requirements of Public Law 1975, c. 124 (N.J.A.C. 17:27) and the requirements of the Americans with Disabilities Act of 1991 (P.L. 101-336).

Budgets should accurately reflect the scope of responsibilities in order to accomplish the goals of this program.

All bidders will be notified in writing of DHS’ intent to award contract(s).

Successful bidders shall maintain all documentation related to products, transactions or services under this contract for a period of five years from the date of final payment. Such records shall be made available to the State upon request.

In accordance with DHS Policy P1.12 available on the web at: <https://www.state.nj.us/humanservices/olra/assets/documents/CPIManual.pdf> , funds awarded pursuant to this RFP will be kept separate from existing programs in place between the bidder and NJ DHS-DMAHS until DMAHS determines, in its sole discretion, that the program is stable in terms of service provision, expenditures, and applicable revenue generation.

Should service provision be delayed through no fault of the successful bidder, funding continuation will be considered on a case-by-case basis. Should services not be rendered, any funds which have been provided pursuant to this agreement shall be returned to NJDHS-DMAHS.

## **VI. Required Proposal Content**

The NJ DHS-DMAHS funding will give priority consideration to bidders located in counties within the state-identified key geographical areas, as well as experience in delivering services to the NJFC Medicaid population. Organizational capacity, regional reach, and experience working with vulnerable communities will also be considered. All bidders must submit the following items:

### **Funding Proposal Cover Sheet** (Attachment A)

All bidders must submit a written response that addresses the organization’s role in the NJFC CAK initiative; overview of organization’s work, programs and initiatives; profile of experience with prospective applicant communities; and, capacity to implement this program.

### **Specific Requirements**

The proposal may be submitted in narrative or outline format.

- Organizational Capacity - This can include capacity from the applicant’s community partner organizations. (20 points)
  - Demonstrate experience, capacity and capability to provide services to geographically diverse communities in the communities they serve.
  - Demonstrate experience providing culturally relevant and linguistically appropriate services to ethnically diverse immigrant communities.
  - Demonstrate experience and capacity to perform the services detailed in the

## Bidders' Qualifications and the Scope of Work.

- Program Implementation Capacity (30 points)
  - Bidders must outline how they plan to assist potential applicants with completing the NJFC application, particularly applicants who lack digital access and who need language support.
  - Detailed overview of how the bidder will implement the Scope of Work's outreach and assistance activities, building upon any previous experience in this work.
  - Number of staff that will be dedicated to this project and any other additional resources that your organization has available for this project.
  - Summary of technological and telephonic resources needed to implement the program.
  - Experience and capacity in providing support and assistance to the prospective applicant or enrolled member support, including language access and cultural competency.
  - Proposed initial Work Plan Table for the period November 1, 2023 – November 30, 2023.
  
- Program Outreach, Education and Support Capacity (25 points)
  - Bidders need to demonstrate their capacity and experience in managing community education and outreach, which can include engaging other community partners. Bidders are encouraged to provide a list of potential community outreach partners for this RFP.
  - Outline of experience providing services to ethnically diverse communities, including language access and cultural competency practices. Note experience with community outreach, public education, and information-sharing to immigrant communities.
  - Estimate number of people the organization could outreach in the region or communities they serve.
  - Summarize the capacity to assist NJFC applicants, answer basic NJFC CAK questions and direct applicant questions to the appropriate source for response/assistance.
  - Summary of social media presence and engagement in the local community.

### **Budget** (25 points) (Attachment B)

Provide a proposed budget that clearly describes budget categories and funds allocation consistent with the organizational capacity and proposed services bidders are able to provide based on the Scope of Work. Budgets should include administrative costs, equipment and supplies, staffing, community outreach and support and service provision costs associated with this program. Please include any costs that will be allocated to partner organizations, as appropriate. Please use the budget template documents provided for the budget proposal.

### ***Allowable Costs***

No funds from the NJFC CAK grants may be used for lobbying activities as defined in accordance with guidance issued by the New Jersey Election Law Enforcement Commission at: [https://www.elec.nj.gov/forcandidates/gaa\\_forms.htm](https://www.elec.nj.gov/forcandidates/gaa_forms.htm).

## **Appendices**

The following items must be included as appendices with the bidder's proposal. Please note that if items 10-13 are not submitted, the proposal will not be considered.

1. Bidder's mission statement;
2. Organizational chart;
3. Job descriptions of key personnel;
4. Outline of staff that will be dedicated for this program if already on staff;
5. A description of all pending and in-process audits identifying the requestor, the firm's name and telephone number, and the type and scope of the audit, if applicable;
6. List of the board of directors, officers and terms;
7. Copy of documentation of the bidder's charitable registration status;
8. Disclosure of Investment in Iran ([www.nj.gov/treasury/purchase/forms.shtml](http://www.nj.gov/treasury/purchase/forms.shtml));
9. Current State of New Jersey Business Registration. Bidders can obtain a copy at [https://www1.state.nj.us/TYTR\\_BRC/jsp/BRCLoginJsp.jsp](https://www1.state.nj.us/TYTR_BRC/jsp/BRCLoginJsp.jsp); for an entity doing business with the State for the first time, it may register at <http://www.nj.gov/treasury/revenue>);
10. Department of Human Services Statement of Assurances (RFP Attachment E).
11. Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions (RFP Attachment F);
12. Statement of Bidder/Vendor Ownership Disclosure ([www.nj.gov/treasury/purchase/forms.shtml](http://www.nj.gov/treasury/purchase/forms.shtml));
13. Most recent single audit report (A133) or certified statements (submit two [2] copies).
14. Department of Human Services Commitment to Defend and Indemnify Form (Attachment G).
15. Any other audits performed in the last two (2) years (submit two [2] copies).
15. Three (3) references from other agencies or organizations who have worked with you or know firsthand about your work. DHS will notify bidder prior to contacting references.

## VII. Submission of Proposal Requirements

### A. Format and Submission Requirements

Attachment A includes a Proposal Cover Sheet form that is also available as a Word document, if requested, along with the attached Budget documents (Attachment B). All proposals must include the following combined as a single PDF:

1. Completed Proposal Cover Sheet (Attachment A);
2. Proposal narrative or outline and proposed Work Plan Table (Attachment C);
3. All materials contained in the list of Appendices in Section VI; and,
4. The completed Budget documents (Attachment B).

The completed proposal package using the Funding Proposal Template in Attachment B, the Appendices outlined in Section VI, the Budget Summary and supporting budget-related Justification documents must be combined into a single PDF document. **Bidders should email the combined, single PDF, document and completed budget forms to [mahs.CoverAllKidsGrants@dhs.nj.gov](mailto:mahs.CoverAllKidsGrants@dhs.nj.gov) no later than 4:00 P.M. EST on September 1, 2023.**

### B. CONFIDENTIALITY/COMMITMENT TO DEFEND

Pursuant to the New Jersey Open Public Records Act (OPRA), N.J.S.A. 47:1A-1 et seq., or the

common law right to know, proposals can be released to the public in accordance with N.J.A.C. 17:12-1.2(b) and (c).

Bidder should submit a completed and signed Confidentiality/Commitment to Defend Form with the proposal. In the event that Bidder does not submit the confidentiality form with the proposal, DHS reserves the right to request that the Bidder submit the form after proposal submission.

After the opening of the proposals, all information submitted by a Bidder in response to a Bid Solicitation is considered public information notwithstanding any disclaimers to the contrary submitted by a Bidder. Proprietary, financial, security and confidential information may be exempt from public disclosure by OPRA and/or the common law when the Bidder has a good faith, legal/factual basis for such assertion.

As part of its proposal, a Bidder may request that portions of the proposal be exempt from public disclosure under OPRA and/or the common law. Bidder must provide a detailed statement clearly identifying those sections of the proposal that it claims are exempt from production, and the legal and factual basis that supports said exemption(s) as a matter of law. DHS will not honor any attempts by a Bidder to designate its price sheet, price list/catalog, and/or the entire proposal as proprietary and/or confidential, and/or to claim copyright protection for its entire proposal. If DHS does not agree with a Bidder's designation of proprietary and/or confidential information, DHS will use commercially reasonable efforts to advise the Bidder. Copyright law does not prohibit access to a record which is otherwise available under OPRA.

DHS reserves the right to make the determination as to what to disclose in response to an OPRA request. Any information that DHS determines to be exempt from disclosure under OPRA will be redacted.

In the event of any challenge to the Bidder's assertion of confidentiality that is contrary to the DHS' determination of confidentiality, the Bidder shall be solely responsible for defending its designation, but in doing so, all costs and expenses associated therewith shall be the responsibility of the Bidder. DHS assumes no such responsibility or liability.

In order not to delay consideration of the proposal or DHS' response to a request for documents, DHS requires that Bidder respond to any request regarding confidentiality markings within the timeframe designated in DHS' correspondence regarding confidentiality. If no response is received by the designated date and time, DHS will be permitted to release a copy of the proposal with DHS making the determination regarding what may be proprietary or confidential.

## **VIII. Review of Proposals**

NJ DHS-DMAHS will convene a review committee of public employees to review the recommendations and make final award decisions. The bidder is advised that the contract award may be conditional upon final contract and budget negotiation.

Additionally, if a bidder is determined, in NJ DHS-DMAHS' sole discretion, to be insolvent or to present insolvency for this project, NJ DHS-DMAHS will deem the proposal ineligible for grant award.

NJ DHS-DMAHS reserves the right to reject any and all proposals when circumstances indicate that it is in its best interest to do so. NJ DHS-DMAHS' best interests in this context include, but are not limited

to, loss of funding, inability of the bidder(s) to achieve performance, an indication of misrepresentation of information and/or non-compliance with State and federal laws and regulations, existing DHS contracts, and procedures set forth in DHS Policy Circular P1.04 (<http://www.nj.gov/humanservices/olra/ocpm/resources/manuals/>).

NJ DHS-DMAHS will notify all bidders of grant awards, contingent upon the satisfactory final negotiation of awards by October 13, 2023.

## **IX. Appeal of Award Decisions**

An appeal of any award decision may be made only by a respondent to this RFP. All appeals must be made in writing and be received by e-mail to DMAHS at: [mahs.CoverAllKidsGrants@dhs.nj.gov](mailto:mahs.CoverAllKidsGrants@dhs.nj.gov) no later than 4:00 P.M. EST on October 6, 2023. The written appeal must clearly set forth the basis for appeal.

Appeals should be addressed and e-mailed to:

[mahs.CoverAllKidsGrants@dhs.nj.gov](mailto:mahs.CoverAllKidsGrants@dhs.nj.gov)  
NJ Department of Human Services  
Division of Medical Assistance and Health Services  
P.O. Box 712  
Trenton, NJ 08625-0712

Please note that all costs incurred in connection with appeals of NJ DHS-DMAHS decisions are considered unallowable cost for the purpose of NJ DHS-DMAHS funding.

It is anticipated that NJ DHS-DMAHS will review all appeals and render a final decision by October 13, 2023. Grant award(s) will not be considered final until all timely filed appeals have been reviewed and final decisions rendered.

## **X. Post Award Required Documentation**

Upon final award announcement, the successful bidder(s) must be prepared to submit one (1) original signed copy of the documents below (if not already on file), as well as any other required documents. Copies, rather than original signed documents, may be submitted only where indicated below:

1. Most recent IRS Form 990/IRS Form 1120, and Pension Form 5500 (if applicable) (submit two [2] copies);
2. Copy of the Annual Report-Charitable Organization (for information visit: [http://www.state.nj.us/treasury/revenue/dcr/programs/ann\\_rpt.shtml](http://www.state.nj.us/treasury/revenue/dcr/programs/ann_rpt.shtml));
3. A list of all current contracts and grants as well as those for which the bidder has applied for from any Federal, state, local government or private agency during the grant term proposed herein, including awarding agency name, amount, period of performance, and purpose of the contract/grant, as well as a contact name for each award and the phone number;
4. Proof of insurance naming the State of New Jersey, Department of Human Services, Trenton, NJ 08625-0362 as an additional insured;

5. Board Resolution identifying the authorized staff and signatories for grant actions on behalf of the bidder, if applicable;
6. Current Agency By-laws, if applicable;
7. Current Personnel Manual or Employee Handbook, if applicable;
8. Copy of Lease or Mortgage, if applicable;
9. Certificate of Incorporation, if applicable;
10. Co-occurring policies and procedures, if applicable;
11. Conflict of Interest Policy;
12. Affirmative Action Policy;
13. Affirmative Action Certificate of Employee Information Report, newly completed AA 302 form, or a copy of Federal Letter of Approval verifying operation under a federally approved or sanctioned Affirmative Action program. (AA Certificate must be submitted within 60 days of submitting completed AA302 form to Office of Contract Compliance);
14. A copy of all applicable licenses;
15. Local Certificates of Occupancy;
16. Procurement Policy;
17. Current equipment inventory of items purchased with DHS funds (Note: the inventory shall include: a description of the item [make, model], a State identifying number or code, original date of purchase, purchase price, date of receipt, location at the successful bidder, person(s) assigned to the equipment, etc.);
18. All subcontracts or consultant agreements related to the DHS contract signed and dated by both parties;
19. Business Associate Agreement (BAA) for Health Insurance Portability Accountability Act of 1996 compliance, if applicable, signed and dated;
20. Updated single audit report (A133) or certified statements, if differs from one submitted with proposal;
21. Source Disclosure (EO129) ([www.nj.gov/treasury/purchase/forms.shtml](http://www.nj.gov/treasury/purchase/forms.shtml)); and
22. Chapter 51 Pay-to-Play Certification([www.nj.gov/treasury/purchase/forms.shtml](http://www.nj.gov/treasury/purchase/forms.shtml)).

## **XI. Attachments:**

See the following pages.

# ATTACHMENT A: Funding Proposal Cover Sheet

STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES  
Division of Medical Assistance and Health Services

Project Title: \_\_\_\_\_

Incorporated Name of Bidder: \_\_\_\_\_

**Eligibility Type (check to confirm eligibility):**

\_\_\_\_\_ Non-profit bidder with IRS approved 501(c)(3) designation that can coordinate and implement social service programs including direct services and/or NJFC CAK community outreach, education and NJFC application assistance within the community, and/or have a regional or statewide presence within the target population that could benefit NJFC CAK.

Federal ID Number:

Charities Reg. Number (if applicable)

DUNS Number:

Address of Bidder:

Website of Bidder:

Bidder Organization Profile - State mission and briefly describe areas of expertise and focus:

Chief Executive Officer Name and Title:

Phone #:

E-mail Address:

Primary Contact Person Name and Title:

Phone #:

E-mail Address:

Total NJ DHS-DMAHS Grant Funds Requested: \_\_\_\_\_



**ATTACHMENT A continued**      **Incorporated Name of Bidder:** \_\_\_\_\_

Geographical area served:

Brief description of organizational capacity and interest in the NJFC-CAK program:

**Application partners, if applicable:** (include additional sheets as necessary)

Organization Name:

Address:

Website:

Project Contact (name, e-mail address, phone #):

\*\*\*\*\*

**Authorization of the Chief Executive Officer:**

\_\_\_\_\_  
(print name)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# ATTACHMENT B: Proposal Template and Budget Documents

## STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES

### Proposal Template

All bidders must submit a written response that addresses the following topics, adheres to all instructions, and includes supporting documentation as noted below:

#### INTRODUCTION AND CONTEXT

1. Please provide a brief summary description your organizations' role in participating in the NJ FamilyCare (NJFC) Cover All Kids (CAK) initiative. Include overview of organizational work, programs, and initiatives. (1-2 paragraphs)
2. Please provide a brief profile of experience working with communities (regionally and/or demographically) who may benefit from NJFC CAK if applicable. (1-2 paragraphs). Bidders are encouraged to include the following types of information in their profile:
  - Background information on demographics within the target geography for NJFC CAK. This background does not need to be a highly complex analysis. This can include a simple outline of communities served, which may include but should not be limited to immigrant communities from the following geographic regions of origin: Asia/Pacific Islands, Central, South America and the Caribbean, and Africa.
  - Experience providing services to geographically diverse communities across the state. Note any interests in partnering organizations/strategic collaborators/community champions to potentially integrate into this initiative;

#### PROPOSAL NARRATIVE (1 - 2 pages) Address the following questions:

1. What is your experience working with the communities that may benefit from NJFC CAK?
2. Have you implemented social service programs that required application assistance and supporting document collection? If so, how many clients were served.
3. Have you provided accurate information to ethnically diverse communities on public programs or initiatives? If so, how many people were reached by your efforts.
4. What is your customer service experience? Including serving clients over the phone, in person, and/or remotely?
5. How is your organization prepared to take on this project and scale up as needed for a short period of time? Please note any specific structural capacity that exists to take on this initiative, including resources for applicant support.
6. Note any partnerships with other community based organizations on this project, including outreach, education, and application support.

## **ATTACHMENT B continued**

### STAFFING PLAN (2-3 paragraphs)

1. Briefly describe staffing capacity and plan to meet the needs of this initiative in a short period of time.
2. Please provide brief list of key members and their language access and/or cultural competency experience.
3. Note any projections for additional permanent or temporary staff for this project.

**ATTACHMENT B continued**

**Budget Summary**

<b>Organization Name:</b>	
<b>Total Estimated Applications to be Processed:</b>	
<b>Cost Breakdown</b>	
A. Personnel - Wages	
B. Personnel – Fringe Benefits	
C. Consultants/Temporary Staffing	
D. Equipment	
E. Materials, Supplies, Printing	
F. Subcontracting/Partner costs	
G. Travel	
H. Other	
<b>Total</b>	\$ -
<b>Additional Information:</b>	
<p>Please note that documentation of actual costs, including timesheet documents, must be submitted to NJ DHS upon contract completion. Grant funding in excess of actual costs must be returned to DHS.</p>	



<b>B. PERSONNEL - FRINGE BENEFITS</b>	\$ -
---------------------------------------	------

\* Add rows as necessary to reflect proposed budget.

Benefit/Component	Benefit Rate	Salary/Wage Total	Cost
Retirement		-	\$ -
Social Security & Medicare		-	\$ -
Group Life		-	\$ -
Health Insurance		-	\$ -
Retiree Health Credit		-	\$ -
Disability		-	\$ -
<b>Fringe Totals</b>			<b>\$ -</b>

**Narrative Justification:**

*Please itemize the fringe benefits and the respective percentages of each benefit that adds up to the % rate. Apply the appropriate fringe benefit rate to each salary amount determined in the personnel section. Fringe benefits may include contributions for social security, employee insurance, pension plans, etc. Only those benefits not included in an organization's indirect cost pool may be shown as direct costs. List all components of fringe benefit rate. Enter a description of the Fringe funds requested, how the rate was determined, and how their use will support the purpose and goals of this proposal.*

**C. CONSULTANTS / TEMPORARY STAFFING**

Description of the Role	Rate	Cost
<b>Total</b>		<b>\$</b>

**Narrative Justification:**

**D. EQUIPMENT**

Item	Rate	Cost
<b>Equipment Total</b>		<b>\$</b>

**Narrative Justification:**

*Per 45 CFR §75.2, Definitions, Equipment means tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000.*

Permanent equipment is defined as nonexpendable personal property having a useful life of more than one year and an acquisition cost of \$5,000 or more. If the applicant agency defines “equipment” at lower rate then, follow the applying agency’s policy. In some instances, the grantor may require equipment documentation at a lower rate also. Enter a description of the equipment and how its purchase will support the purpose and goals of this project. As with other budget categories, if the equipment is used for other projects across the agency, please only allocate the appropriate percentage to the funding request for the Cover All Kids Initiative.





## F. SUBCONTRACTING/PARTNER COSTS

**Note:** For each line item in this table, the grantee is responsible for maintaining documentation of a separate comprehensive budget for each contractor or consultant. The grantee must maintain budgets that include details from all the cost categories in Table A. through Table I., for each subcontractor and consultant. The grantor reserves the right to review these budgets at any time.

Contractor or Consultant	Carryover Cost
<b>Contract Totals</b>	

### Narrative Justification:

*The costs of project activities to be undertaken by a third-party contractor should be included in this category as a single line item charge. Explain the need for each agreement and how their use will support the purpose and goals of this proposal. For each contract, please provide the expected Statement of Work, Period of Performance and how the proposed costs were estimated. A complete itemization of the cost comprising the charge must be maintained by the grantee. If there is more than one contractor, each must be budgeted separately.*

<b>G. TRAVEL</b>					
<b>Purpose of Travel</b>	<b>Location</b>	<b>Expense Item - Show Calculations</b>	<b>Cost</b>	<b># of Staff</b>	<b>Cost</b>
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
					\$ -
<b>Travel Totals</b>					<b>-</b>

**Narrative Justification:**

*Submit a brief, detailed narrative justification for travel- and traveler-related expenses. Show ALL calculations. The GSA POV mileage reimbursement rate for automobiles has changed to \$0.62.5.per mile, effective July 1, 2022. All travel-related costs cannot exceed the rates set by GSA; refer to <http://www.gsa.gov/portal/content/104877>.*

<b>H. OTHER</b>	\$
-----------------	----

Item	Description of Item	Rate (show calculations)	Cost
<b>Total</b>			\$

**Narrative Justification:**

*Explain how the base rates and how usage rates for each “Other” item were determined. Show how the costs were calculated. How do these costs relate to furthering the objectives of the Cover All Kids initiative? Itemize all items to include unit cost, and number of units for each item, total amount and description of item.*

# ATTACHMENT C: Monthly Work Plan Table

Add as many rows to the Monthly Work Plan Table as needed.

<p><b>Agency Name:</b> _____</p> <p><b>Service Area:</b> _____</p> <p><b>WORK PLAN: November 1, 2023 – November 30, 2023</b></p>			
Goals and Activities	Milestones	Community Impact	Staff Responsible
List the actions or steps needed to achieve each goal and provide a timetable.	Specify the milestones leading to each goal, including the dates Proposer expects to reach those milestones.	Describe how Proposer will measure success.	List name and title for staff directly working on each goal. If Proposer plans to hire staff, please list the position title(s) and the expected date(s) of hire.

# **ATTACHMENT D: Addendum to RFP for Social Service and Training Contracts**

## **STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES ADDENDUM TO REQUEST FOR PROPOSAL FOR SOCIAL SERVICE AND TRAINING CONTRACTS**

Executive Order No. 189 establishes the expected standard of responsibility for all parties that enter into a contract with the State of New Jersey. All such parties must meet a standard of responsibility that assures the State and its citizens that such parties will compete and perform honestly in their dealings with the State and avoid conflicts of interest.

As used in this document, "successful bidder" means any person, firm, corporation, or other entity or representative or employee thereof that offers or proposes to provide goods or services to or performs any contract for the Department of Human Services.

In compliance with Paragraph 3 of Executive Order No. 189, no successful bidder shall pay, offer to pay, or agree to pay, either directly or indirectly, any fee, commission, compensation, gift, gratuity, or other thing of value of any kind to any State officer or employee or special State officer or employee, as defined by

N.J.S.A. 52:13D-13b and e, in the Department of the Treasury or any other agency with which such successful bidder transacts or offers or proposes to transact business, or to any member of the immediate family, as defined by N.J.S.A. 52:13D-13i, of any such officer or employee, or any partnership, firm, or corporation with which they are employed or associated, or in which such officer or employee has an interest within the meaning of N.J.S.A. 52:13D-13g.

The solicitation of any fee, commission, compensation, gift, gratuity or other thing of value by any State officer or employee or special State officer or employee from any successful bidder shall be reported in writing forthwith by the provider agency to the Attorney General and the Executive Commission on Ethical Standards.

No successful bidder may, directly or indirectly, undertake any private business, commercial or entrepreneurial relationship with, whether or not pursuant to employment, contract or other agreement, express or implied, or sell any interest in such successful bidder to, any State officer or employee or special State officer or employee having any duties or responsibilities in connection with the purchase, acquisition or sale of any property or services by or to any State agency or any instrumentality thereof, or with any person, firm or entity with which he is employed or associated or in which he has an interest within the meaning of N.J.S.A. 52:13D-13g. Any relationships subject to this provision shall be reported in writing forthwith to the Executive Commission on Ethical Standards, which may grant a waiver of this restriction upon application of the State officer or employee or special State officer or employee upon a finding that the present or proposed relationship does not present the potential, actuality or appearance of a conflict of interest.

No successful bidder shall influence, or attempt to influence or cause to be influenced, any State officer or employee or special State officer or employee in his official capacity in any

**ATTACHMENT D continued**

manner which might tend to impair the objectivity or independence of judgment of said officer or employee.

No successful bidder shall cause or influence, or attempt to cause or influence, any State officer or employee or special State officer or employee to use, or attempt to use, his official position to secure unwarranted privileges or advantages for the successful bidder or any other person.

The provisions cited above shall not be construed to prohibit a State officer or employee or special State officer or employee from receiving gifts from or contracting with successful bidders under the same terms and conditions as are offered or made available to members of the general public subject to any guidelines the Executive Commission on Ethical Standards may promulgate.

# **ATTACHMENT E: Statement of Assurances**

## **NJ Department of Human Services Statement of Assurances**

As the duly authorized Chief Executive Officer/Administrator, I am aware that submission to the Department of Human Services of the accompanying application constitutes the creation of a public document that may be made available upon request at the completion of the RFP process. This may include the application, budget, and list of applicants (bidder's list). In addition, I certify that the applicant:

- Has legal authority to apply for the funds made available under the requirements of the RFP, and has the institutional, managerial and financial capacity (including funds sufficient to pay the non-Federal/State share of project costs, as appropriate) to ensure proper planning, management and completion of the project described in this application.
- Will give the New Jersey Department of Human Services, or its authorized representatives, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with Generally Accepted Accounting Principles (GAAP). Will give proper notice to the independent auditor that DHS will rely upon the fiscal year end audit report to demonstrate compliance with the terms of the contract.
- Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain. This means that the applicant did not have any involvement in the preparation of the RFP, including development of specifications, requirements, statement of works, or the evaluation of the RFP applications/bids.
- Will comply with all federal and State statutes and regulations relating to non-discrimination. These include but are not limited to: 1) Title VI of the Civil Rights Act of 1964 (P.L. 88- 352;34 CFR Part 100) which prohibits discrimination based on race, color or national origin; 2) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794; 34 CFR Part 104), which prohibits discrimination based on handicaps and the Americans with Disabilities Act (ADA), 42 U.S.C. 12101 et seq.; 3) Age Discrimination Act of 1975, as amended (42 U.S.C. 6101 et. seq.; 45 CFR part 90), which prohibits discrimination on the basis of age; 4) P.L. 2975, Chapter 127, of the State of New Jersey (N.J.S.A. 10:5-31 et. seq.) and associated executive orders pertaining to affirmative action and non-discrimination on public contracts; 5) federal Equal Employment Opportunities Act; and 6) Affirmative Action Requirements of PL 1975 c. 127 (NJAC 17:27).
- Will comply with all applicable federal and State laws and regulations.
- Will comply with the Davis-Bacon Act, 40 U.S.C. 276a-276a-5 (29 CFR 5.5) and the New Jersey Prevailing Wage Act, N.J.S.A. 34:11-56.27 et seq. and all regulations pertaining thereto.



**ATTACHMENT E continued**

- Is in compliance, for all contracts in excess of \$100,000, with the Byrd Anti-Lobbying amendment, incorporated at Title 31 U.S.C. 1352. This certification extends to all lower tier subcontracts as well.
- Has included a statement of explanation regarding any and all involvement in any litigation, criminal or civil.
- Has signed the certification in compliance with federal Executive Orders 12549 and 12689 and State Executive Order 34 and is not presently debarred, proposed for debarment, declared ineligible, or voluntarily excluded. The applicant will have signed certifications on file for all subcontracted funds.
- Understands that this successful bidder is an independent, private employer with all the rights and obligations of such, and is not a political subdivision of the Department of Human Services.
- Understands that unresolved monies owed the Department and/or the State of New Jersey may preclude the receipt of this award.

\_\_\_\_\_  
Applicant Organization

\_\_\_\_\_  
Signature: CEO or Equivalent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Typed: Name and Title

# ATTACHMENT F

## Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions

READ THE ATTACHED INSTRUCTIONS BEFORE SIGNING THIS CERTIFICATION. THE INSTRUCTIONS ARE AN INTEGRAL PART OF THE CERTIFICATION.

### Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by a Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

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Name and Title of Authorized Representative

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Signature

---

Date

This certification is required by the regulations implementing Executive order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510.

## **ATTACHMENT F continued**

### **Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions Instructions for Certification**

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of facts upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to whom this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or had become erroneous by reason of changed circumstances.
4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-Procurement Programs.

## **ATTACHMENT F continued**

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

## Attachment G – Commitment to Defend and Indemnify Form

### Department of Human Services Commitment to Defend and Indemnify Form

I, \_\_\_\_\_, on behalf of \_\_\_\_\_ (“Company”) agree that the Company will defend, and cooperate in the defense of, any action against the State of New Jersey (“State”) or the New Jersey Department of Human Services (“DHS”) arising from, or related to, the non-disclosure, due to the Company’s request, of documents submitted to the State of New Jersey and DHS, and relating to the Request for Proposals for the NJ FamilyCare Medicaid Education, Outreach and Application Assistance for the Cover All Kids Initiative (“RFP”), which may become the subject of a request for government records under the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1 et seq. (“OPRA”). The Company agrees to indemnify and hold harmless the State and DHS against any judgments, costs, or attorney’s fees assessed against the State of New Jersey or DHS in connection with any action arising from, or related to, the non-disclosure, due to the Company’s request, of documents submitted to the State and DHS, and relating to the RFP, which may become the subject of a request for government records under OPRA.

The Company makes the foregoing agreement with the understanding that the State and DHS may immediately disclose any documents withheld without further notice if the Company ceases to cooperate in the defense of any action against the State arising from or related to the above-described non-disclosure due to the Company’s request.

I further certify that I am legally authorized to make this commitment and thus commit the Company to said defense.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Entity Represented

\_\_\_\_\_  
Date