



Township Council
1 Municipal Plaza
Bloomfield, NJ 07003

Louise M. Palagano
Municipal Clerk

<http://www.bloomfieldtwpnj.com>

Meeting: 10/05/15 07:00 PM

2015 RESOLUTION AWARD OF CONTRACT

AUTHORIZING THE 2015 AWARD OF A NON-FAIR AND OPEN CONTRACT WITH AMPLIFY, INC

WHEREAS, the Township of Bloomfield desires to obtain the services of a Consulting Service for the Bloomfield Police Department for a branding and community outreach campaign; and

WHEREAS, the Acting Administrator has recommended that the Township enter in a contract with Amplify Inc.; and

WHEREAS, the Acting Administrator has determined that the value of these services will not exceed the bid threshold; and

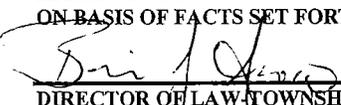
WHEREAS, the Director of Finance has certified that funds are available to cover the cost of this service.

NOW, THEREFORE, BE RESOLVED, that the Mayor and Council of the Township of Bloomfield, County of Essex, State of New Jersey authorizes the Acting Administrator to enter into the attached proposal with Amplify Inc.; and **BE IT FURTHER RESOLVED**, that this contract/retainer agreement is entered into in accordance with the Standardized Submission Requirements for Professional Services and no minimum payment is implied or guaranteed; and

BE IT FURTHER RESOLVED, that all of the terms contained in the Standardized Submission Requirements for Professional Services are incorporated into the Professional's contract/retainer unless specifically excluded; and

BE IT FURTHER RESOLVED, that in accordance with Standardized Submission Requirements the Township reserves the right to cancel this contract upon thirty (30) days notice

APPROVED AS TO FORM AND PROCEDURE
ON BASIS OF FACTS SET FORTH


DIRECTOR OF LAW TOWNSHIP ATTORNEY

and the Professional shall only be paid for the work completed or on a pro-rated amount if the contract calls for a monthly retainer; and

BE IT FURTHER RESOLVED, that the Professional's response to the request for Professional Services shall be placed on file with this resolution and a copy of the contract/retainer agreement entered into; and

BE IT FURTHER RESOLVED, that the contract should incorporate the terms and conditions contained in Professional's response to the request for Professional Services.

......*

I hereby certify that the above resolution was duly adopted by the Mayor and Council of the Township of Bloomfield at a meeting of said Township Council held on October 05, 2015.

Louise Polyzano

Municipal Clerk of the Township of Bloomfield

M. V.

Mayor of the Township of Bloomfield

✓ Vote Record – Resolution						
		Yes/Aye	No/Nay	Abstain	Absent	
<input type="checkbox"/> Adopt		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Deny		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Withdrawn	Elias N. Chalet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Table	Nicholas Joanow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Not Discussed	Carlos Bernard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
<input type="checkbox"/> First Reading	Wartyna Davis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Table with no Vote	Joseph Lopez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Approve	Carlos Pomares	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Veto by Mayor	Michael J. Venezia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Discussion						
<input type="checkbox"/> Defeated						
<input type="checkbox"/> Discussion No Vote						



July 28, 2015

Director Samuel A. DeMaio
Police Director
Bloomfield Police Department
1 Municipal Plaza
Bloomfield, NJ 07003

Dear Director DeMaio:

Pursuant to your recent conversations with my Executive Vice President, Elizabeth Ruebman, Amplify, Inc. respectfully requests \$17,000 to assist the Bloomfield Police Department with a branding and community outreach campaign. Amplify's deliverables are outlined below.

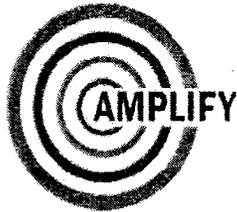
Branding Graphics

- Amplify will develop a logo to accompany the police shield that can be used for social media and all marketing materials. The new logo will incorporate the Department's motto, "Bravery, Pride, Dedication," and be provided in formats that can be incorporated into the department's digital and print assets. We will work with BPD's new web designer to incorporate the logo into the BPD's new web site.

Amplify will work with Bloomfield College's Graphic Design Program to create three versions of the logo. The final three versions will be put to a city-wide vote, hosted on a web site a stand-alone web site connected to the Department's and promoted through social media and other outlets. We will provide a sharable graphic to promote the voting. In the event that Bloomfield College cannot participate (Amplify has already reached out but has not heard back), Amplify will create the logo versions.

Offering a prize (if it can be secured through a donor/sponsor) for randomly selected voters will increase participation and drive more people to the Department's web site and social media feeds. Amplify will work with BPD to make a public announcement about the final design selection.

- After the logo is chosen and incorporated, Amplify will issue a request for submissions for a kids' version of the logo that you can use for any school/youth related community events. K-12 students can submit designs, we can select the final three (vetted by a graphics expert to make sure they will print well) and either have the Department select the final design or have a community vote. This will create a second wave of community engagement. Again, offering a kid-friendly prize from a sponsor will increase participation and excitement, if one can be secured. Amplify will work with the Mayor and Police Director to hold a media event announcing



the winner, and possibly awarding a prize. A kids' design is particularly nice to incorporate into any promotional give-aways that the Department might do in the future.

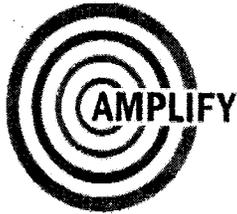
- Amplify will take professional photographs of Bloomfield police officers engaging with the public (may have to be delayed until spring), as well as a new head shot of the Police Director. Amplify will provide the Department with the high resolution files
- Amplify will work with the police director to create easily shareable, visually appealing, infographic snapshot of the department highlighting attributes such as crime rate compared to the rest of Essex County, number of officers, response time, etc.

Communications and Media Review

- Amplify will review all of your communications assets and media operations, from reviewing and re-writing public materials to creating press lists.
- Amplify will work with the police director to select and identify an appropriate BPD staff person to handle media relations.
- Amplify will create BPD press release and press statement templates and train identified staff on how to write a press release and a press statement and streamlining media outreach. Amplify will also work with the department to develop formal procedures on engaging with the media and issuing statements on behalf of the Police Director.
- Amplify will work with identified staff to create a BPD column in the Bloomfield Buzz and if the Director so chooses, create a monthly blog posting or column from the Police Director that can be used in a variety of outlets.

Social Media

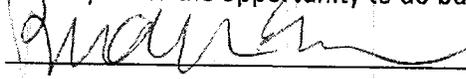
- Amplify will oversee the incorporation of new graphics into social media outlets.
- Amplify will work with identified BPD staff to create social media guidelines and an editorial calendar for posting that will enhance engagement.
- Amplify will boost followings on Twitter and Facebook and give identified BPD staff tips for continuing to increase participation.
- Amplify will work with identified BPD staff to explore the possibility of adding additional social media feeds if feasible to maintain.



Terms

The work period begins upon contract execution through December 30, 2015. Payment schedule is \$8500 due upon contract execution and \$8500 due on December 30th, 2015 upon completion of deliverables.

Thank you for the opportunity to do business with the Bloomfield Police Department.

 7.28.15

Richard Greenberg
Founding Partner and President

Date

Samuel A. DeMaio
Police Director

Date