Borough of Matawan

201 Broad Street, Matawan New Jersey 07747

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NOTICE OF REQUEST FOR PROPOSALS – COMPETITIVE CONTRACTING

Consultant Services for Analysis and Assessment of the Matawan Fire Department

NOTICE IS HEREBY GIVEN that the Borough of Matawan is soliciting proposals pursuant to the Competitive Contracting provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-4.1 et seq., and the rules and regulations adopted pursuant thereto, for professional consultant services as more fully described in this Request for Proposals ("RFP").

The contract, if awarded, shall be awarded by resolution of the Governing Body to the proposer whose proposal is determined to be most advantageous to the Borough, price and other factors considered, in accordance with applicable law.

Proposal Content Requirements

Each proposer shall submit a complete proposal containing, at a minimum, the following information:

1. **Firm Information**
   Name of firm, principal place of business, mailing address, telephone number, and email address.
2. **Firm Qualifications and Relevant Experience**
   A description of the firm's background, areas of expertise, and experience providing comparable consulting services to municipal or fire service organizations.
3. **Key Personnel and Project Team**
   Identification of all personnel proposed to work on the project, including resumes and a description of each individual's role and relevant experience.
4. **Technical Approach and Methodology**
   A detailed narrative describing the proposer's understanding of the project and approach to performing the Scope of Services, including data collection, analysis methods, stakeholder engagement, and project management.
5. **Relevant Project Experience and References**
   Examples of similar engagements completed for municipalities or fire departments, including contact information for at least three references.

6. **Ability to Perform Services**
   A description of the proposer's ability to perform the required services in a timely and efficient manner, including staffing capacity, availability of key personnel, and familiarity with municipal operations.
7. **Cost Proposal**
   A clear and detailed breakdown of all proposed fees and expenses associated with the project, submitted in accordance with the instructions set forth in this RFP.
8. **Insurance**
   Evidence of professional liability insurance in an amount acceptable to the Borough. Proof of insurance shall be required prior to contract execution and shall name the Borough of Matawan as a certificate holder.
9. **Additional Information**
   Any additional information the proposer deems relevant to demonstrate its qualifications and ability to successfully perform the services described herein.

Selection Criteria and Evaluation Process

The award of any contract resulting from this Request for Proposals shall be made pursuant to the Competitive Contracting provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-4.1 et seq., to the proposer whose proposal is determined to be most advantageous to the Borough, price and other factors considered.

Proposals shall be evaluated based upon the following criteria, including the relative weight assigned to each:

1. Qualifications and experience of the firm and key personnel assigned to the project, including demonstrated expertise in fire department operational analysis and assessment – 30%
2. Technical approach, methodology, and understanding of the scope of services, including the proposer's ability to deliver meaningful, objective, and implementable recommendations – 25%
3. Relevant experience with comparable municipalities or fire departments, including references and demonstrated results from similar engagements – 15%
4. Ability to perform the services in a timely and efficient manner, including staffing availability, project management structure, and familiarity with municipal operations – 10%
5. Cost proposal, including overall project cost and cost effectiveness – 20%

Total: 100%

Proposals will be reviewed and evaluated by a Competitive Contracting Evaluation Committee comprised of the Borough Administrator, the Fire Chief, a representative of the Board of Fire Officers, the Qualified Purchasing Agent, and/or any of their respective designees, as may be determined by the Borough Administrator. The Committee shall evaluate and score proposals in accordance with the criteria set forth herein and shall prepare a written report and recommendation to the Governing Body.

The Borough reserves the right to request clarification, conduct interviews, negotiate scope and pricing with the highest-ranked proposer, waive minor informalities, or reject any or all proposals as permitted by law.

Submission of Proposals

Applicants must submit one (1) original hard copy and one (1) electronic copy of their proposal in a sealed envelope addressed to the Municipal Clerk of the Borough of Matawan, 201 Broad Street, Matawan, NJ 07747, and received on or before Friday, May 1, 2026 at or before 11:00 AM.

Proposers shall submit separate sealed envelopes for the Technical Proposal and the Cost Proposal, clearly labeled as such. Cost Proposals shall not be opened until completion of the technical evaluation.

The Borough shall not be responsible for submissions forwarded through the U.S. Mail or any delivery service if lost in transit, or for submissions delivered to an incorrect location.

Borough of Matawan

Public Notice

SOLICITATION OF PROPOSALS
REQUEST FOR PROPOSALS (RFP)
COMPETITIVE CONTRACTING

Consultant Services for Analysis and Assessment of the Matawan Fire Department

NOTICE IS HEREBY GIVEN that the Borough of Matawan is soliciting proposals pursuant to the Competitive Contracting provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-4.1 et seq., for the following services:

Consultant Services for Analysis and Assessment of the Matawan Fire Department

All responses shall be submitted to Karen Wynne, Borough Clerk, Borough of Matawan, 201 Broad Street, Matawan, NJ 07747 no later than on or before Friday, May 1, 2026 at or before 11:00 AM.

Responses shall be submitted in the following manner: one (1) printed copy and one (1) copy submitted in electronic format (CD or USB). All responses are to be clearly labeled which shall include the following information: Borough of Matawan, Name and Address of Respondent, Year and Position (or Appointment Respondent is applying for), and Date of Response.

The Borough will not be responsible for submissions forwarded through the U.S Mail or any delivery service if lost in transit at any time before submission opening, or if hand-delivered to incorrect location.

A copy of the request for qualifications document may be obtained at the Office of the Borough Clerk, Borough of Matawan, 201 Broad Street, Matawan, NJ during normal business hours, by contacting the Clerk at karen.wynne@matawanborough.com or on the Borough's website, https://www.matawanborough.com/matawan/Legal%20Advertising/Current%20Legal%20Advertising or https://www.matawanborough.com/matawan/Bid%20Notices%20and%20Requests%20for%20Proposals.

Karen Wynne, RMC
Municipal Clerk

Scope of Consultant Services for Analysis and Assessment of the Matawan Fire Department

Intent
The Borough of Matawan is soliciting proposals from experienced and qualified consultants pursuant to the Competitive Contracting provisions of the Local Public Contracts Law, N.J.S.A. 40A:11-4.1 et seq., to perform a comprehensive analysis and assessment of the Matawan Fire Department.

The intent of this engagement is to evaluate the current operations, facilities, staffing, and resources of the Matawan Fire Department and to provide objective, data-driven, and actionable recommendations to guide future planning and decision-making, ensuring effective, efficient, and sustainable fire protection services for the community.

Scope of Services
The selected consultant shall perform, at a minimum, the following services as part of the analysis and assessment. Proposers are encouraged to recommend additional tasks or refinements that enhance the value of the study.

1. **Firehouse and Company Structure Analysis**
    - Evaluate the current configuration of firehouses, companies, and service areas.
    - Evaluate the historical development, company identities, and governance structure of the MBFD, including the role of volunteer companies and their longstanding community presence.
    - Assess how company identities, traditions, and volunteer-based operations can be preserved or adapted as the department evolves, including within a part-paid service model.
    - Analyze operational efficiency, response coverage, and utilization of facilities.
    - Provide recommendations, where appropriate, including potential consolidation or shared-services options, while identifying alternatives that preserve company identity and volunteer engagement, with associated impacts, benefits, risks, and an implementation timeline.
2. **Assessment of Assets and Equipment Needs:**
    - Evaluate existing apparatus, facilities, equipment, and related assets.
    - Identify current deficiencies and future needs.
    - Develop a phased capital and equipment plan addressing needs over 5-year, 10-year, and 25-year planning horizons, aligned with industry standards and best practices.
3. **Organizational Structure, Staffing Needs, and Volunteer Recruitment:**
    - Evaluate the current organizational and leadership structure of the Matawan Fire Department, including command structure, leadership roles, reporting relationships, and lines of authority.
    - Compare MBFD staffing levels, response coverage, and volunteer participation with those of similarly sized, non-district fire departments at the local, state, and national levels to identify trends, benchmarks, and anomalies.
    - Assess the effectiveness and clarity of existing governance, management, and supervisory roles, including coordination between officers, companies, and Borough administration.

- Analyze current and projected staffing needs over a 25-year planning horizon, including volunteer, part-paid, part-time, and full-time personnel, with consideration of regional and national trends in volunteerism.
- Review operational coverage, workload distribution, and duty assignments to determine alignment with service demands and best practices.
- Identify recognized recruitment, retention, and incentive programs for volunteer and career personnel.
- Recommend organizational and staffing models that promote accountability, efficiency, leadership development, and long-term operational sustainability.

Deliverables
The selected consultant shall provide a comprehensive written report, in both electronic and hard-copy format, addressing all components of the Scope of Services. At a minimum, the report shall include:

- An executive summary highlighting key findings, conclusions, and prioritized recommendations;
- Firehouse and company structure analysis, including consolidation options and recommendations that preserve company identity and volunteer participation, anticipated impacts, and a recommended implementation timeline, where applicable;
- A prioritized inventory and capital planning assessment identifying apparatus, facility, and equipment needs over short-term (5-year), mid-term (10-year), and long-term (25-year) planning horizons;
- An organizational structure and leadership analysis, including evaluation of command structure, leadership roles, reporting relationships, and governance framework, with recommendations to improve clarity, accountability, and operational effectiveness;
- A staffing and workforce sustainability plan, including analysis of volunteer, part-time, and full-time staffing needs; comparative benchmarking against similar departments; recruitment, retention, and incentive strategies; and recommended staffing models to support long-term operations;
- Supporting data, assumptions, and analysis substantiating all findings and recommendations.

The consultant may also be required to provide one or more formal presentations of findings and recommendations to Borough staff, Fire Department leadership, and/or the Governing Body.

Deadline: The final deliverable shall be completed and submitted to the Borough of Matawan no later than six (6) months from the date of contract award.

Consultant Qualifications
Proposers shall demonstrate, at a minimum, the following qualifications:

- Demonstrated expertise in fire department operations, organizational structure, strategic planning, and consolidation, including experience evaluating leadership roles, command structures, and reporting relationships;

- Proven experience conducting comparable analyses and assessments for municipal or combination fire departments;
- Strong analytical, research, and communication skills, including the ability to develop data-driven findings and clearly present complex information to diverse stakeholders;
- Knowledge of applicable state and federal regulations, nationally recognized fire service standards, and industry best practices.

Proposal Submission Requirements

Each proposal shall include the following components, organized in the order listed:

1. **Cover Letter**
   A letter summarizing the proposer's understanding of the project, qualifications, and overall approach.
2. **Firm Qualifications and Relevant Experience**
   Background information on the firm, including experience with similar municipal fire department assessments and organizational studies.
3. **Key Personnel and Project Team**
   Resumes and descriptions of the roles of all personnel proposed to work on the project.
4. **Technical Approach and Methodology**
   A detailed description of the proposer's approach to performing the Scope of Services, including data collection, analysis methods, stakeholder engagement, and project management.
5. **Relevant Project Experience and References**
   Contact information for at least three municipalities or organizations for which similar services have been provided.
6. **Cost Proposal**
   A detailed breakdown of fees and expenses, submitted in accordance with the instructions set forth in this RFP.