

# TOWNSHIP OF BRICK

OCEAN COUNTY, NEW JERSEY  
401 CHAMBERS BRIDGE ROAD, BRICK, N.J. 08723

**John G. Ducey, Mayor**

**Township Council:**

Vince Minichino - President  
Lisa Crate - Vice President  
Perry Albanese  
Heather deJong  
Arthur Halloran  
Marianna Pontoriero  
Andrea Zapcic




**Office of Purchasing & Contracting**

Jana Kopecka, MSF, QPA  
Purchasing Agent  
732-262-1057  
Fax: 732-920-4850  
jkopecka@twp.brick.nj.us  
www.twp.brick.nj.us

## MEMORANDUM

To: Joanne Bergin, Business Administrator

From: Jana Kopecka, Purchasing Agent 

Date: May 18, 2022

Re: Administration of Police Extra-Duty Assignments

The Township of Brick solicited proposals from third-party vendors to perform the complete administration and scheduling of all off-duty police details on behalf of the Township, including requests for service, scheduling of work, invoicing, and collection of payments from customers.

On Wednesday, March 30, 2022, this office received proposals for the above-mentioned services. Notice of RFP was placed in the Asbury Park Press as required by the Local Public Contracts Law and posted on the Township website. RFP notices were mailed to three (3) prospective respondents from our mailing list and total of five (5) picked up RFP packages. At the indicated time and place the following three (3) proposals were received:

- Hart Halsey, LLC dba Extra Duty Solutions, 1 Waterview Drive, Suite 101, Shelton, CT 06484
- RollKall Technologies, LLC, 600 East Las Colinas Boulevard, Suite 900, Irving, TX 75039
- Visual Computer Solutions (VCS), 4400 Route 9 South, Suite 3500, Freehold, NJ 07728

This service has been procured via competitive contracting pursuant to N.J.S.A. 40A:11-4.3 of the Local Public Contracts Law and N.J.A.C. 5:34-4 et seq. of the rules and regulations of the same. Competitive contracting allows contracting units to evaluate proposals on set of predetermined criteria in lieu of bidding process that requires acceptance of the lowest responsible bidder.

### Evaluation Committee

The process of establishing criteria and evaluating proposals shall result in a finding of a specific proposal that is the most advantageous, price and other factors considered. An evaluation



[www.facebook.com/BrickTwpNJGovernment](https://www.facebook.com/BrickTwpNJGovernment)



@TownshipofBrick

committee has been established, comprising of members directly involved in the administration of the extra-duty assignments currently done by Township personnel.

Prior to evaluation of proposals, each committee member shall assess their own affiliations and financial interest and those of their families, to ensure they do not have a conflict of interest. The members have certified that they are not engaged in any negotiations or arrangements for prospective employment or association with any of those submitting proposals or their parent or subsidiary organization. All members executed a statement in accordance with the above-mentioned rules and the Local Government Ethics Law.

The committee consisted of the following members:

- RFP Coordinator – Jana Kopecka, Purchasing Agent
- Committee Member – Joanne Bergin, Business Administrator
- Committee Member – Kathy Tinbergen, Clerk 4, Finance
- Committee Member – Lt. James Burgess
- Committee Member – Det. Thomas Cooney
- Committee Member – Ptl. Ryan Talty

**Evaluation Criteria**

The award of competitive contracts shall be based on evaluation and ranking, which shall include at minimum technical, management and cost related criteria, all developed in a way that is intended to meet the specific needs of the contracting unit, and where such criteria shall not unfairly or illegally discriminate against or exclude otherwise capable vendors.

Proposals are evaluated and ranked on the factors most advantageous to the Township, which are the following:

<b><u>Criteria</u></b>	<b><u>Maximum</u></b>
Past Experience and Performance Criteria	25 points
Management Criteria	25 points
Technical Criteria	25 points
Cost Criteria	25 points

---

**Total 100 points**

**Past Experience and Performance Criteria** – Respondents were required to demonstrate their experience of administering police off-duty detail management and include a list of at least three (3) references for municipalities in New Jersey.

**Management Criteria** – Respondents were required to display the ability to complete the work, ability to collect client payments in an effective, timely manner, and to accept and determine credit risk of clients.

**Technical Criteria** – This section deals with the ability of respondents to provide a system which shall operate on a secure online platform. The system shall have the ability to assign off-duty details, to enable clients to request officers and officers to respond to requests for off-duty work. Respondents were asked for samples of the user interface for both the Township and client side, and sample reports that will be available to the Township.

**Cost Criteria** – Respondents were offered to submit the cost proposal for three (3) options, a fixed rate per billable hour, a percentage of the billable hour, or an alternate proposal where they were free to submit any type of proposal they wish. The vendor’s cost proposal shall provide the best economic advantage to the Township.

The evaluation committee scored the proposals using the following point system, based on their individual assessment. A score between 0 (very poor) and 25 (excellent) was provided for each of the four (4) evaluation criteria as a whole.

<u>Score</u>	<u>Rating</u>
0	Very Poor – The proposal fails to address the criterion or cannot be assessed owing to missing or incomplete information.
5	Poor – The criterion is inadequately addressed, or there are serious inherent weaknesses.
10	Fair – The proposal broadly addresses the criterion, but there are significant weaknesses.
15	Good – The proposal addresses the criterion well, but a number of shortcomings are present.
20	Very Good – The proposal addresses the criterion well, but a small number of shortcomings are present.
25	Excellent – The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

Prior to evaluation, I have reviewed all proposals for compliance with our administrative requirements and the Local Public Contracts Law and found them all eligible for award. The committee evaluated each proposal individually and then met as a group to discuss their findings. The following is a summary of each proposal:

**RollKall Technologies, LLC**

RollKall provided a proposal for a cloud-based system available through iOS and Android phone applications. Township would be provided a local or toll-free number for customers to request service. The system can create job assignments based on customers’ requests, it can assign the job details to officers based on predetermined criteria, and invoice customers when the details are completed. The application is capable of push notifications, text message and email notifications for reminders, rescheduled assignments, cancelled assignments, etc. On-demand user-friendly reporting is available 24/7.

The proposal contained a great description of all staff members assigned to this contract and their roll. RollKall would comply with the minimum requirement of one (1) primary and one (1)

secondary coordinator, with 24/7 and backup messaging system. Respondent stated that creation and implementation of the program shall be done in approximately thirty-five (35) days, followed by an onsite training.

RollKall provided several references from agencies in Ohio, Texas and Pennsylvania of comparable sizes, however, the company has no experience in the state of New Jersey. It shall be stated that New Jersey experience was specifically requested in the RFP document.

Respondent states in the proposal that they're capable of processing payment to the Township regardless of payment status from the customer. RollKall prefers prepayment from customers, however, no details were provided regarding collection efforts and risk mitigation. An exception to the specification has been taken for non-profit organizations which are exempt from the customer fee. RollKall wishes to be compensated for the credit card processing fee.

The cost proposal is 10% of the total invoice, which is payable by the customer. The cost does not include credit card processing fees. This is the highest cost of all three (3) submitted proposals.

**Committee overall average score:                      66.67 points                      Rank #3**

### **Visual Computer Solutions**

Visual Computer Solutions, further referred to as VCS, is a vendor with whom the Township of Brick has contracted in the past. VCS currently provides software for daily attendance called Police Officer Scheduling System (POSS), which the Township has been using for over twelve (12) years. The submitted proposal for administration of extra-duty assignments – Jobs4Blue – is an add-on to the existing software. Because Township is a current customer of VCS, the implementation is possible as fast as seven (7) days after the award.

VCS has local corporate office in Freehold, NJ and over thirty (30) employees dedicated to Jobs4Blue. VCS has sufficient NJ experience, providing this service to law enforcement agencies of similar size, including local townships such as Toms River, Howell and Jackson. VCS would provide 24/7 call center in Freehold with overflow in US based service. Vendor is capable of floating payments to the Township, and collecting payments from the customers.

The proposed software is customizable as per Township needs. Jobs4Blue can be accessed via any web browser, or via mobile application. Proposal does not describe in great detail the ability to award the assignments based on specific Township needs. All invoicing and collection are done by VCS, but the proposal lacks further specifics. Provided samples of reports are customizable and acceptable by the Township.

Proposed fee schedule is valid for seven (7) years as requested in the RFP, with the following breakdown: 8% for years 1–4 and 9% for years 5–7. There is additional 4% credit card processing fee charged to customers. This is the second highest cost of all submitted proposals.

**Committee overall average score:                      84.17 points                      Rank #2**

### **Hart Halsey, LLC dba Extra Duty Solutions**

Hart Halsey submitted very detailed and well-balanced proposal that addressed all requirements of the RFP. Hart Halsey serves over one hundred and forty (140) law enforcement agencies and eighty (80) within New Jersey. Vendor understands the needs and goals of the Township and can provide the services as requested with no substantial changes.

Main offices are located in Connecticut, with local offices in New Jersey. Vendor has substantial New Jersey experience with law enforcement agencies in Sayreville, Middletown, Edison, Metuchen and many others. 24/7 coverage is provided, with no outsourcing at any time. Township will be assigned a local number, there's no "call center" – account manager and back-up will be the only ones who answers these calls. Vendor will assign a full-time account manager and appropriate number of assistants. Provided sample reports are acceptable and appear to be customizable as per Township needs.

Vendor provides many possible options for the job assignments – such as first come, first served, by seniority, static or dynamic list, point system or pre-defined subgroup of officers. Vendor provides safeguards prohibiting certain assignment as described in the RFP – such as work as bouncers, work for collection agencies, etc.

The proposed cloud-based software has three (3) components – web-based customer portal, web-based officer portal, and officer mobile application. Customer portal enables to easily request service, modify or cancel details, communicate with staff, see payment history, invoice, detail and officer information, upcoming details, etc. Customers can upload pertinent documents to the portal, which will be sent in batches to the Township. Township staff can also be part of the approval process if it chooses to. Requests for extra-duty details by customers can be done via web portal, email or phone.

Mobile application can be downloaded at no cost. Officers can login, see their assignments, receive push notifications via text message, application, email or all three (3). The proposal states that all features and algorithms are highly customizable.

Full implementation can vary from two (2) weeks to two (2) months. Following the award, vendor will provide step-by-step instruction manual with rules of assignments, video tutorial and in-person training for officers.

Before going live, vendor will send letter to existing customers. Customers can be billed via mail and email. Customers can pay via escrow account, overnight check, credit card, wire transfer, or e-check. This proposal is the only one that addresses different ways of payment, other than ACH and credit card. Vendor explains collection efforts, which may lead to legal demand letter. Customer can pre-pay or have credit card on file.

The cost proposal is 7% administration fee added to the all invoice totals, with a minimum fee of \$5 per officer hour. Fee is charged to the customer. There is additional 3% credit card processing fee.

**Committee overall average score:                      94.17 points                      Rank #1**

**Award**

The committee members unanimously rated Hart Halsey, LLC dba Extra Duty Solutions with the highest score for management, technical and cost criteria, with overall score of 94.17.

Pursuant to N.J.S.A. 40A:11-15(5) the contract can be awarded up to seven (7) years. Township has the option to terminate the contract any time during the contract period for unsatisfactory performance by providing thirty (30) day notice. The maximum term of the contract is deemed the most advantageous. This will be a seven (7) year contract commencing on May 25, 2022 and ending on May 24, 2029.

Please find attached resolution of award for your review. If found acceptable, please place on the May 24, 2022 agenda for discussion and award. Should you require further information, please feel free to contact me.

**ADMINISTRATION OF POLICE EXTRA-DUTY ASSIGNMENTS  
EVALUATION OF PROPOSALS**

**PAST EXPERIENCE & PERFORMANCE CRITERIA**

RESPONDENT:	HART HALSEY	ROLLKALL TECHNOLOGIES	VISUAL COMPUTER SOLUTIONS
<b>AVERAGE</b>	<b>21.67</b>	<b>13.33</b>	<b>25</b>

**MANAGEMENT CRITERIA**

RESPONDENT:	HART HALSEY	ROLLKALL TECHNOLOGIES	VISUAL COMPUTER SOLUTIONS
<b>AVERAGE</b>	<b>25</b>	<b>16.67</b>	<b>19.17</b>

**TECHNICAL CRITERIA**

RESPONDENT:	HART HALSEY	ROLLKALL TECHNOLOGIES	VISUAL COMPUTER SOLUTIONS
<b>AVERAGE</b>	<b>25</b>	<b>19.17</b>	<b>20</b>

**COST CRITERIA**

RESPONDENT:	HART HALSEY	ROLLKALL TECHNOLOGIES	VISUAL COMPUTER SOLUTIONS
<b>AVERAGE</b>	<b>22.5</b>	<b>17.5</b>	<b>20</b>

<b>TOTAL POINTS</b>	<b>94.17</b>	<b>66.67</b>	<b>84.17</b>
---------------------	--------------	--------------	--------------