

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
MEMORANDUM**

TO: Executive Committee

FROM: Matthew Cavallo, MPA, CMFO, QPA - Purchasing Agent

DATE: January 2, 2025

SUBJECT: Recommendation for Award of Contract
Marketing Manager (CC# 24-02)

Background

In accordance with the Competitive Contracting provisions of the New Jersey Local Public Contracts Law (*N.J.S.A. 40A:11-4.1 et seq.*) and corresponding regulations (*N.J.A.C. 5:34-4.1 et seq.*), the Municipal Excess Liability Joint Insurance Fund (MEL) issued Competitive Contracting RFP CC# 24-02 to solicit proposals for Marketing Manager services. The RFP sought a qualified vendor to provide strategic marketing services, including program management, seminar script development, video production, mobile application management, and website hosting and accessibility services.

The proposal submission period closed as scheduled, and one proposal was received from Princeton Strategic Communications Group (PSCG). The submission was reviewed and deemed responsive and responsible, satisfying all procurement requirements.

Evaluation Process

An Evaluation Committee, comprised of members of the MEL Management Committee, independently evaluated the proposal based on the criteria outlined in the RFP: Management, Technical, and Cost. Each evaluator certified the absence of any conflicts of interest.

The evaluations yielded the following scores:

- **Management:** 23.3 out of a possible 25
- **Technical:** 14.0 out of a possible 15
- **Cost:** 9.3 out of a possible 10
- **Total Average Score:** 46.7 out of a possible 50

Ranking and Recommendation

Based on the evaluation, Princeton Strategic Communications Group (PSCG) received the highest score and is recommended for the award. Their proposal demonstrates exceptional qualifications, extensive experience in providing marketing services to insurance and risk management organizations, and a comprehensive understanding of the scope of work required under this engagement. Additionally, their fee proposal is competitive and reflects the best value for the MEL Fund.

Scope of Services

PSCG will:

- Advise the Fund on factors important to member retention and recruitment.

- Design a marketing program to improve the Fund's competitiveness and attract new members.
- Assist with seminar script development and video production.
- Provide mobile application management and website hosting, accessibility, and maintenance services.

Term

The recommended term for the contract is January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund.

Conditions

The conditions set forth in the RFP will be incorporated into the contract.

Fees

The fee proposal for 2025 includes the following:

- Annual Marketing Manager Fee: \$72,823.00
- Mobile Application and Maintenance Fee: \$210 per month
- Website Hosting for Two Websites: \$1,440.00 annually
- Website Accessibility Service: \$588 per website annually

PSCG agrees to accept any fee adjustments made by the Fund at its sole discretion for subsequent fund years, reflecting changes in membership, economic conditions, or the consumer price index.

Conclusion

I recommend awarding the contract for Marketing Manager services to Princeton Strategic Communications Group (PSCG) for the term of January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund. Their proposal provides exceptional qualifications, competitive pricing, and aligns with the objectives and needs of the MEL Fund.

This recommendation is subject to concurrence from the MEL Fund Attorney to ensure compliance with statutory and regulatory requirements.

Next Steps

Pending approval by the Executive Committee and legal concurrence, the contract will be finalized in accordance with the terms and conditions set forth in the RFP and applicable laws.

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

CONTRACT NAME: MARKETING MANAGER

CONTRACT NUMBER: CC #24-02

RESPONDENTS: PRINCETON STRATEGIC COMMUNICATIONS GROUP (PSC)

<u>CRITERIA</u>	<u>SCALE</u>	<u>EVALUATOR 1</u>	<u>EVALUATOR 2</u>	<u>EVALUATOR 3</u>
MANAGEMENT				
1. Staff Qualifications and Experience: How qualified and experienced are the proposed staff members in providing marketing services to insurance and risk management organizations?	1-5	5	4	5
2. Project Management Capabilities: How effectively does the responder demonstrate their ability to manage the marketing program for existing and potential members, including seminar script writing and video production?	1-5	5	4	5
3. References and Client Feedback: How relevant and positive are the responder's references, particularly in providing marketing services to governmental entities or similar organizations?	1-5	5	4	5
4. Conflict of Interest Disclosures: How clearly does the responder identify and address any potential conflicts of interest in relation to the Fund or its members?	1-5	5	4	5
5. Capacity and Resources: Does the responder have sufficient staff and resources to execute a comprehensive marketing strategy and produce seminar materials within the required timeline?	1-5	5	4	5
TECHNICAL				
1. Experience with Insurance and Risk Management Organizations: How well does the responder demonstrate experience in providing marketing services to insurance and risk management organizations, particularly in governmental contexts?	1-5	5	4	5
2. Understanding of Regulations: How effectively does the responder demonstrate understanding of relevant regulations from the Department of Banking and Insurance, the Department of Community Affairs, and the Open Public Records Act?	1-5	5	4	5
3. Seminar Production Capabilities: How proficient is the responder in creating seminar scripts and producing high-quality video content for training and educational purposes?	1-5	5	4	5
COST CRITERIA				
1. Fee Structure and Cost Effectiveness for 2025: How competitive and reasonable is the proposed fee structure for the 2025 fund year, including options for 2026-2029?	1-5	5	4	5
2. Overall Value for Cost: How does the proposed pricing compare to the breadth and quality of marketing and seminar production services offered?	1-5	5	4	5
TOTAL	10-50	50	40	50

AVERAGE SCORE 46.7

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
MEMORANDUM**

TO: Executive Committee

FROM: Matthew Cavallo, MPA, CMFO, QPA - Purchasing Agent

DATE: January 2, 2025

SUBJECT: Recommendation for Award of Contract
Marketing Consultant (CC# 24-03)

Background

In accordance with the Competitive Contracting provisions of the New Jersey Local Public Contracts Law (*N.J.S.A. 40A:11-4.1 et seq.*) and corresponding regulations (*N.J.A.C. 5:34-4.1 et seq.*), the Municipal Excess Liability Joint Insurance Fund (MEL) issued Competitive Contracting RFP CC# 24-03 to solicit proposals for Marketing Consultant services. The RFP sought a qualified vendor to provide strategic marketing services, including advising on member retention and recruitment, designing a marketing program, and providing direct support to existing and prospective members.

The proposal submission period closed as scheduled, and one proposal was received from Acrisure, LLC. The submission was reviewed and deemed responsive and responsible, satisfying all procurement requirements.

Evaluation Process

An Evaluation Committee, comprised of members of the MEL Management Committee, independently evaluated the proposal based on the criteria outlined in the RFP: Management, Technical, and Cost. Each evaluator certified the absence of any conflicts of interest.

The evaluations yielded the following scores:

- **Management:** 23.3 out of a possible 25
- **Technical:** 14.0 out of a possible 15
- **Cost:** 9.3 out of a possible 10
- **Total Average Score:** 46.7 out of a possible 50

Ranking and Recommendation

Based on the evaluation results, Acrisure, LLC, received the highest score. It is recommended for the award as the sole responsive and responsible vendor. Acrisure's proposal demonstrates exceptional qualifications, substantial experience in providing marketing services to insurance and risk management organizations, and a comprehensive understanding of the scope of work required under this engagement.

Scope of Services

Acrisure will:

- Advise the Fund on factors important to member retention and recruitment.
- Design a marketing program to improve the Fund's competitiveness and attract new members.

- Maintain a listing of New Jersey towns' insurance arrangements.
- Assist the Fund with member-specific and prospective member initiatives.

Term

The recommended term for the contract is January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund.

Conditions

The conditions set forth in the RFP will be incorporated into the contract.

Fees

Acrisure will provide Marketing Consulting services to the MEL for the following fees:

- Annual Marketing Consultant Fee: \$71,500 annually, billed quarterly.
- New Member Incentive: \$5,000 per new member that joins the MEL.
- Retention Assistance Compensation: 50% of the incentive amount for those clients designated by the committee as needing direct retention assistance.

Acrisure agrees to accept any fee adjustments made by the Fund at its sole discretion for subsequent fund years, reflecting changes in membership, economic conditions, or the consumer price index.

Conclusion

I recommend awarding the contract for Marketing Consultant services to Acrisure, LLC for the term of January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund. Their proposal demonstrates strong qualifications, substantial experience in marketing services for insurance and risk management organizations, and provides the best value for the Fund.

This recommendation is subject to concurrence from the MEL Fund Attorney to ensure compliance with statutory and regulatory requirements.

Next Steps

Pending approval by the Executive Committee and legal concurrence, the contract will be finalized in accordance with the terms and conditions set forth in the RFP and applicable laws.

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

CONTRACT NAME: MARKETING CONSULTANT

CONTRACT NUMBER: CC #24-03

RESPONDENTS: ACRISURE, LLC

<u>CRITERIA</u>	<u>SCALE</u>	<u>EVALUATOR 1</u>	<u>EVALUATOR 2</u>	<u>EVALUATOR 3</u>
MANAGEMENT				
1. Staff Qualifications and Experience: How qualified and experienced are the proposed staff members assigned to the project?	1-5	5	4	5
2. Project Management Capabilities: How well does the responder demonstrate the ability to manage the project within the required timeframe?	1-5	5	4	5
3. References and Client Feedback: How positive is the feedback from the responder's references and how relevant is it to this project?	1-5	5	4	5
4. Conflict of Interest Disclosures: How well does the responder address potential conflicts of interest?	1-5	5	4	5
5. Capacity and Resources: Does the responder have adequate staff and resources to meet the project's needs?	1-5	5	4	5
TECHNICAL				
1. Experience with Insurance and Government Entities: How extensive is the responder's experience with insurance and government organizations?	1-5	5	4	5
2. Development of Marketing Strategy: How comprehensive is the proposed marketing strategy for improving the Fund's competitiveness?	1-5	5	4	5
3. Familiarity with Regulatory Requirements: How well does the responder demonstrate understanding of relevant regulations?	1-5	5	4	5
COST CRITERIA				
1. Fee Structure and Cost Effectiveness for 2025: How competitive and reasonable is the fee proposal for the 2025 fund year?	1-5	5	4	5
2. Overall Value for Cost: How does the overall cost compare to the services provided?	1-5	5	4	5
TOTAL	10-50	50	40	50

AVERAGE SCORE **46.7**

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
MEMORANDUM**

TO: Executive Committee

FROM: Matthew Cavallo, MPA, CMFO, QPA - Purchasing Agent

DATE: January 1, 2025

SUBJECT: Recommendation for Award of Contract
Southern New Jersey Marketing Consultant (CC# 24-04)

Background

In accordance with the Competitive Contracting provisions of the New Jersey Local Public Contracts Law (*N.J.S.A. 40A:11-4.1 et seq.*) and corresponding regulations (*N.J.A.C. 5:34-4.1 et seq.*), the Municipal Excess Liability Joint Insurance Fund (MEL) issued Competitive Contracting RFP CC# 24-04 to solicit proposals for Southern New Jersey Marketing Consultant services. The RFP sought a qualified vendor to provide strategic marketing services specific to the Southern New Jersey region, including advising on member retention and recruitment, designing a competitive marketing program, and assisting with engagement strategies for Joint Insurance Funds (JIFs) in the region.

The proposal submission period closed as scheduled, and one proposal was received from PJM Consultants, LLC. The submission was reviewed and deemed responsive and responsible, satisfying all procurement requirements.

Evaluation Process

An Evaluation Committee, comprised of members of the MEL Management Committee, independently evaluated the proposal based on the criteria outlined in the RFP: Management, Technical, and Cost. Each evaluator certified the absence of any conflicts of interest.

The evaluations yielded the following scores:

- **Management:** 23.3 out of a possible 25
- **Technical:** 14.0 out of a possible 15
- **Cost:** 9.3 out of a possible 10
- **Total Average Score:** 46.7 out of a possible 50

Ranking and Recommendation

Based on the evaluation, PJM Consultants, LLC, received the highest score and is recommended for the award as the sole responsive and responsible vendor. PJM's proposal demonstrates strong qualifications, significant experience in providing marketing services to governmental entities, and a comprehensive understanding of the unique needs of the Southern New Jersey region.

Scope of Services

PJM Consultants, LLC, will:

- Advise the Fund on factors important to member retention and recruitment in Southern New Jersey.
- Design a marketing program to improve the Fund's competitiveness and attract new members.
- Assist with specific initiatives involving current and prospective members.

Term

The recommended term for the contract is January 1, 2025, through December 31, 2027, as pricing for 2028 and 2029 or a required statement addressing fee adjustments was not submitted. It is my professional opinion that this omission is not a fatal defect; however, the contract can only be awarded for the years 2025-2027.

Conditions

The conditions set forth in the RFP will be incorporated into the contract.

Fees

The fee proposal from PJM Consultants, LLC, is as follows:

- 2025: \$45,778
- 2026: \$46,693
- 2027: \$47,627

Conclusion

I recommend awarding the contract for Southern New Jersey Marketing Consultant services to PJM Consultants, LLC, for the term of January 1, 2025, through December 31, 2027. Their proposal demonstrates strong qualifications, competitive pricing, and alignment with the goals and needs of the MEL Fund in the Southern New Jersey region.

This recommendation is subject to concurrence from the MEL Fund Attorney to ensure compliance with statutory and regulatory requirements.

Next Steps

Pending approval by the Executive Committee and legal concurrence, the contract will be finalized in accordance with the terms and conditions set forth in the RFP and applicable laws.

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

CONTRACT NAME: SOUTHERN NEW JERSEY MARKETING CONSULTANT

CONTRACT NUMBER: CC #24-04

RESPONDENTS: PJM CONSULTANTS, LLC

<u>CRITERIA</u>	<u>SCALE</u>	<u>EVALUATOR 1</u>	<u>EVALUATOR 2</u>	<u>EVALUATOR 3</u>
MANAGEMENT				
1. Staff Qualifications and Experience: How qualified and experienced are the staff members proposed to manage the marketing consulting services for the Southern New Jersey JIFs?	1-5	5	4	5
2. Project Management Capabilities: How effectively does the responder demonstrate their ability to manage and deliver the required marketing services within the proposed timeline?	1-5	5	4	5
3. References and Client Feedback: How relevant and positive are the references provided, particularly regarding similar services for insurance funds or governmental entities?	1-5	5	4	5
4. Conflict of Interest Disclosures: How clearly and appropriately does the responder disclose and address any potential conflicts of interest?	1-5	5	4	5
5. Capacity and Resources: Does the responder demonstrate adequate staffing and resources to meet the unique needs of the Southern New Jersey JIFs?	1-5	5	4	5
TECHNICAL				
1. Experience with Insurance and Government Entities: How extensive and relevant is the responder's experience working with municipal insurance funds and governmental entities in New Jersey?	1-5	5	4	5
2. Marketing Strategy Development: How well-developed and tailored is the responder's marketing strategy to attract new members and retain existing ones in Southern New Jersey?	1-5	5	4	5
3. Understanding of Relevant Regulations: How well does the responder demonstrate an understanding of relevant regulations, including those from the Department of Banking and Insurance and the Department of Community Affairs?	1-5	5	4	5
COST CRITERIA				
1. Fee Structure and Cost Effectiveness for 2025: How competitive and reasonable is the proposed fee structure for the 2025 fund year?	1-5	5	4	5
2. Overall Value for Cost: How does the proposed pricing compare to the value of the services offered, including potential cost savings demonstrated by the responder in previous engagements?	1-5	5	4	5
TOTAL	10-50	50	40	50

AVERAGE SCORE 46.7

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
MEMORANDUM**

TO: Executive Committee

FROM: Matthew Cavallo, MPA, CMFO, QPA - Purchasing Agent

DATE: January 2, 2025

SUBJECT: Recommendation for Award of Contract
Management & Supervisory Training Consultant (CC# 24-05)

Background

In accordance with the Competitive Contracting provisions of the New Jersey Local Public Contracts Law (*N.J.S.A. 40A:11-4.1 et seq.*) and corresponding regulations (*N.J.A.C. 5:34-4.1 et seq.*), the Municipal Excess Liability Joint Insurance Fund (MEL) issued Competitive Contracting RFP CC# 24-05 to solicit proposals for Management & Supervisory Training Consultant services. The RFP sought a qualified vendor to design, develop, and conduct management and supervisory training programs tailored for public entity supervisors.

The proposal submission period closed as scheduled, and one proposal was received from LaMendola Associates, Inc. The submission was reviewed and deemed responsive and responsible, satisfying all procurement requirements.

Evaluation Process

An Evaluation Committee, comprised of members of the MEL Safety & Education Committee, independently evaluated the proposal based on the criteria outlined in the RFP: Management, Technical, and Cost. Each evaluator certified the absence of any conflicts of interest.

The evaluations yielded the following scores:

- **Management:** 19.6 out of a possible 25
- **Technical:** 11.0 out of a possible 15
- **Cost:** 10.0 out of a possible 10
- **Total Average Score:** 44.0 out of a possible 50

Ranking and Recommendation

Based on the evaluation results, LaMendola Associates, Inc., received the highest score and is recommended for the award as the sole responsive and responsible vendor. LaMendola's proposal demonstrates significant qualifications, extensive experience in developing and delivering supervisory training programs, and a comprehensive understanding of the scope of work required under this engagement.

Scope of Services

LaMendola Associates, Inc., will:

- Design and develop training sessions focused on supervisory skills and challenges for public entity supervisors.
- Conduct six training sessions annually, each two days in length, with a minimum of 5.5 hours per session.
- Provide monthly two-hour virtual (Zoom) training sessions on supervisory skills and challenges.
- Offer additional training services if requested, billed at the agreed-upon rates.

Term

The recommended term for the contract is January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund.

Conditions

The conditions set forth in the RFP will be incorporated into the contract.

Fees

LaMendola Associates, Inc., will provide services to the MEL at the following rates:

- For services performed: \$156 per hour
- For required travel time: \$78 per hour

The fee proposal for 2025 is based on developing and conducting six training sessions (two days each), including travel expenses (estimated at four hours per session) and costs associated with session development. The fee also includes monthly two-hour Zoom training sessions. Additional training services, if requested, will be billed at the same rates.

LaMendola Associates, Inc., agrees to accept any fee adjustments made by the Fund at its sole discretion for subsequent fund years, reflecting changes in membership, economic conditions, or the consumer price index.

Conclusion

I recommend awarding the contract for Management & Supervisory Training Consultant services to LaMendola Associates, Inc. for the term of January 1, 2025, through December 31, 2027, with the option to extend for two additional one-year periods (2028 and 2029) at the discretion of the Fund. Their proposal provides comprehensive training solutions, competitive pricing, and aligns with the objectives and goals of the MEL Fund's supervisory training initiatives.

This recommendation is subject to concurrence from the MEL Fund Attorney to ensure compliance with statutory and regulatory requirements.

Next Steps

Pending approval by the Executive Committee and legal concurrence, the contract will be finalized in accordance with the terms and conditions set forth in the RFP and applicable laws.

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

MANAGEMENT & SUPERVISORY TRAINING
CONTRACT NAME: CONSULTANT

CONTRACT NUMBER: CC #24-05

RESPONDENTS: LAMENDOLA ASSOCIATES, INC.

<u>CRITERIA</u>	<u>SCALE</u>	<u>EVALUATOR 1</u>	<u>EVALUATOR 2</u>
MANAGEMENT			
1. Staff Qualifications and Experience: How qualified and experienced are the proposed trainers and facilitators for management and supervisory training?	1-5	4	5
2. Project Management Capabilities: How effectively does the responder demonstrate their ability to design, develop, and facilitate the required training programs for public entity supervisors?	1-5	3	5
3. References and Client Feedback: How relevant and positive are the responder's references, particularly in delivering similar training services to governmental entities or insurance funds?	1-5	4	5
4. Conflict of Interest Disclosures: How well does the responder identify and address any potential conflicts of interest in their proposal?	1-5	5	5
5. Capacity and Resources: Does the responder have sufficient staff and resources to deliver comprehensive training services within the proposed timeline?	1-5	3	5
TECHNICAL			
1. Experience in Training Development: How extensive is the responder's experience in developing management and supervisory training programs, particularly in the public sector or insurance-related fields?	1-5	4	5
2. Experience with Insurance and Risk Management: How well does the responder demonstrate understanding of property/casualty insurance, workers' compensation, and liability issues related to public entities?	1-5	3	5
3. Experience with Regulatory Compliance: How effectively does the responder show knowledge of relevant regulations from the Department of Banking and Insurance and the Department of Community Affairs?	1-5	2	5
COST CRITERIA			
1. Fee Structure and Cost Effectiveness for 2025: How competitive and reasonable is the proposed fee structure for the 2025 fund year?	1-5	5	5
2. Overall Value for Cost: How does the proposed cost compare to the scope and quality of training services offered, including any potential cost savings demonstrated from previous engagements?	1-5	5	5
TOTAL	10-50	38	50

AVERAGE SCORE **44.0**

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
MEMORANDUM**

TO: Executive Committee

FROM: Matthew Cavallo, MPA, CMFO, QPA - Purchasing Agent

DATE: January 2, 2025

SUBJECT: Recommendation for Award of Contract
Police Accreditation Study (CC# 24-06)

Background

In accordance with the Competitive Contracting provisions of the New Jersey Local Public Contracts Law (*N.J.S.A. 40A:11-4.1 et seq.*) and corresponding regulations (*N.J.A.C. 5:34-4.1 et seq.*), the Municipal Excess Liability Joint Insurance Fund (MEL) issued Competitive Contracting RFP CC# 24-06 to solicit proposals for the Police Accreditation Study. The purpose of the study is to analyze risk management performance in police agencies and provide actionable insights through a "Next Steps" analysis to reduce claims and improve law enforcement operations.

The proposal submission period closed as scheduled, and two proposals were received:

- Benchmark Solutions LLC dba Benchmark Analytics
- National Policing Institute

Both submissions were reviewed and deemed responsive and responsible, satisfying all procurement requirements.

Evaluation Process

An Evaluation Committee, comprised of members of the MEL Safety & Education Committee, independently evaluated the proposals based on the criteria outlined in the RFP: Management, Technical, and Cost. Each evaluator certified the absence of any conflicts of interest.

The evaluations yielded the following scores:

Benchmark Solutions LLC:

- **Management:** 24.8 out of a possible 25
- **Technical:** 11.0 out of a possible 15
- **Cost:** 9.3 out of a possible 10
- **Total Average Score:** 44.5 out of a possible 50

National Policing Institute:

- **Management:** 18.8 out of a possible 25
- **Technical:** 11.0 out of a possible 15
- **Cost:** 4.7 out of a possible 10
- **Total Average Score:** 34.5 out of a possible 50

Ranking and Recommendation

Based on the evaluation results, Benchmark Solutions LLC dba Benchmark Analytics received the highest score. It is recommended for the award as the most responsive and responsible vendor. Benchmark Analytics' proposal demonstrates exceptional qualifications, a comprehensive understanding of the study's objectives, robust technical capabilities, and competitive pricing.

Scope of Services

Benchmark Analytics will provide the following:

- iIMPACT Platform & Analytic Scope Supporting 3 Phases of the Next Steps Study:
 - Provisioning, support, and maintenance hosted in AWS Gov Cloud meeting DOC II compliance specs.
 - NJMEL historical police claims analysis.
 - Benchmark 3rd party and anonymized industry consortium data append.
 - Risk forecasting (liability, workers' compensation, and auto lines) for up to 40 NJMEL members.
 - Evidence-based practices (EBP) survey, EBP adoption tracking, and activity benchmarking for up to 40 members.
 - Quarterly data and model refreshes, including third-party data sources.
 - Customized EBP survey and analysis.
- Enterprise Program Management:
- Unlimited virtual and up to one on-site support as needed.
- Final Reports, Presentations, and Webinars.
- Participation in Benchmarks Risk Pool Industry Consortium.

Term

The recommended term for the contract is January 1, 2025, through December 31, 2025, with the option to extend for two additional one-year periods (2026 and 2027) at the discretion of the Fund, as pricing for 2028 and 2029 or a required statement addressing fee adjustments was not submitted. It is my professional opinion that this omission is not a fatal defect; however, the contract can only be awarded for the years 2025-2027.

Conditions

The conditions set forth in the RFP will be incorporated into the contract.

Fees

Benchmark Analytics will provide the services at the following annual subscription rates, which include an 8% annual price increase:

- **2025:** \$75,000
- **2026:** \$81,000
- **2027:** \$87,480

Benchmark also offers discounts for multi-year contractual commitments, though no specific rates were included in the proposal.

Conclusion

I recommend awarding the contract for the Police Accreditation Study to Benchmark Solutions LLC dba Benchmark Analytics for the term of January 1, 2025, through December 31, 2025, with the option to extend for two additional one-year periods (2026 and 2027) at the discretion of the Fund. Their proposal offers robust technical capabilities, comprehensive scope, and competitive pricing, making them the best-qualified vendor to meet the objectives and goals of this important study.

This recommendation is subject to concurrence from the MEL Fund Attorney to ensure compliance with statutory and regulatory requirements.

Next Steps

Pending approval by the Executive Committee and legal concurrence, the contract will be finalized in accordance with the terms and conditions set forth in the RFP and applicable laws.

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

CONTRACT NAME: POLICE ACCREDITATION STUDY

CONTRACT NUMBER: CC #24-06

BENCHMARK SOLUTIONS LLC dba BENCHMARK

RESPONDENT: ANALYTICS

CRITERIA	SCALE	EVALUATOR 1	EVALUATOR 2
MANAGEMENT			
1. Staff Qualifications and Experience: How qualified and experienced are the proposed staff members in conducting police accreditation studies, including understanding accreditation standards and risk management principles?	1-5	5	5
2. Project Management Capabilities: How well does the responder demonstrate their ability to manage the multi-phase "Next Steps" study, including data coordination, analysis, and reporting within the required timeframe?	1-5	5	5
3. References and Client Feedback: How relevant and positive are the responder's references, particularly in providing consulting services for law enforcement or similar public entities?	1-5	4	3
4. Coordination with Stakeholders: How effectively does the responder demonstrate the ability to coordinate with external entities, such as the Law Enforcement Team at J.A. Montgomery Consulting and the New Jersey State Association of Chiefs of Police?	1-5	5	4
5. Conflict of Interest Disclosures: How clearly does the responder identify and address any potential conflicts of interest related to law enforcement consulting?	1-5	5	5
TECHNICAL			
1. Experience with Law Enforcement Accreditation: How effectively does the responder demonstrate a consistent track record of providing services related to law enforcement accreditation, including program standards and implementation?	1-5	3	4
2. Data Analytics and Risk Management: How proficient is the responder in implementing data analytics to identify trends and draw insights on risk management performance for police agencies?	1-5	4	5
3. Knowledge of Public Entity Operations: How well does the responder demonstrate understanding of public entity operations, especially regarding police agency structure, performance metrics, and claims history analysis?	1-5	4	4
COST CRITERIA			
1. Fee Structure and Cost Effectiveness: How competitive and reasonable is the proposed fee structure for the phases of the Police Accreditation Study?	1-5	5	5
2. Overall Value for Cost: How does the proposed cost compare to the breadth and depth of services offered, including the anticipated insights and recommendations for improving law enforcement performance and risk management?	1-5	5	4
TOTAL	10-50	45	44

AVERAGE SCORE **44.5**

**MUNICIPAL EXCESS LIABILITY JOINT INSURANCE FUND
COMPETITIVE CONTRACTING EVALUATION SUMMARY**

CONTRACT NAME: POLICE ACCREDITATION STUDY

CONTRACT NUMBER: CC #24-06

RESPONDENT: NATIONAL POLICING INSTITUTE

CRITERIA	SCALE	EVALUATOR 1	EVALUATOR 2
MANAGEMENT			
1. Staff Qualifications and Experience: How qualified and experienced are the proposed staff members in conducting police accreditation studies, including understanding accreditation standards and risk management principles?	1-5	4	5
2. Project Management Capabilities: How well does the responder demonstrate their ability to manage the multi-phase "Next Steps" study, including data coordination, analysis, and reporting within the required timeframe?	1-5	5	4
3. References and Client Feedback: How relevant and positive are the responder's references, particularly in providing consulting services for law enforcement or similar public entities?	1-5	4	2
4. Coordination with Stakeholders: How effectively does the responder demonstrate the ability to coordinate with external entities, such as the Law Enforcement Team at J.A. Montgomery Consulting and the New Jersey State Association of Chiefs of Police?	1-5	3	3
5. Conflict of Interest Disclosures: How clearly does the responder identify and address any potential conflicts of interest related to law enforcement consulting?	1-5	5	5
TECHNICAL			
1. Experience with Law Enforcement Accreditation: How effectively does the responder demonstrate a consistent track record of providing services related to law enforcement accreditation, including program standards and implementation?	1-5	4	3
2. Data Analytics and Risk Management: How proficient is the responder in implementing data analytics to identify trends and draw insights on risk management performance for police agencies?	1-5	4	4
3. Knowledge of Public Entity Operations: How well does the responder demonstrate understanding of public entity operations, especially regarding police agency structure, performance metrics, and claims history analysis?	1-5	4	4
COST CRITERIA			
1. Fee Structure and Cost Effectiveness: How competitive and reasonable is the proposed fee structure for the phases of the Police Accreditation Study?	1-5	1	2
2. Overall Value for Cost: How does the proposed cost compare to the breadth and depth of services offered, including the anticipated insights and recommendations for improving law enforcement performance and risk management?	1-5	1	2
TOTAL	10-50	35	34

AVERAGE SCORE **34.5**