



**STATE OF NEW JERSEY**  
**Board of Public Utilities**  
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**MINUTES OF THE REGULAR MEETING OF THE  
BOARD OF PUBLIC UTILITIES**

A Regular Board meeting of the Board of Public Utilities was held on July 25, 2018, at the State House Annex, Committee Room 11, 125 West State Street, Trenton, New Jersey 08625.

Public notice was given pursuant to N.J.S.A. 10:4-18 by posting notice of the meeting at the Board's Trenton Office, on the Board's website, filing notice of the meeting with the New Jersey Department of State and the following newspapers circulated in the State of New Jersey:

Asbury Park Press  
Atlantic City Press  
Burlington County Times  
Courier Post (Camden)  
Home News Tribune (New Brunswick)  
North Jersey Herald and News (Passaic)  
The Record (Hackensack)  
The Star Ledger (Newark)  
The Trenton Times

The following members of the Board of Public Utilities were present:

Joseph L. Fiordaliso, President  
Mary-Anna Holden, Commissioner  
Dianne Solomon, Commissioner  
Upendra J. Chivukula, Commissioner  
Robert M. Gordon, Commissioner

President Fiordaliso presided at the meeting and Aida Camacho-Welch, Secretary of the Board, carried out the duties of the Secretary.

It was announced that the next regular Board Meeting would be held on August 29, 2018 at the State House Annex, Committee Room 11, 125 West State Street, Trenton, New Jersey 08625.

## EXECUTIVE SESSION

After appropriate motion, the following matters, which involved pending litigation attorney-client privilege to the Open Public Meetings Act was discussed in Executive Session.

### 8. CLEAN ENERGY

#### **B. Docket No. QO18070713 – In the Matter of the Request for Proposal for Consulting Services: New Jersey’s Clean Energy Program – Marketing Services.**

**Discussion:** This matter of the of the Request for Proposal for New Jersey’s Clean Energy Program’s Marketing, Public relations and web design. The contract will be for a three year term with two one year extensions if we choose. The first year budget is \$4,000,00.00 which includes all media buys and advertising. The contract cannot exceed \$4 million.

The RFP will include marketing research that will inform the marketing tactics for each clean energy program. We will receive samples of creative campaigns which will turn into direct marketing and brand awareness campaigns.

The public relations component will offer media events, large check presentations and ribbon cuttings that we will initiate. We will work closely with the office of communications and the governor’s office as we plan these events.

Finally, the successful bidder will build a new website for the Clean Energy Program that will carry elements from the NJCEP logo and the look and feel of the BPU website and brand.

### 9. MISCELLANEOUS

#### **A. Docket No. AO18070752 – In the Matter of the Request for Proposal for Consulting Services: “Omnibus” Consulting Services.**

**Discussion:** The Office of Budget and Finance, on behalf of various Divisions within the Board of Public Utilities, seeks Board approval for submission of a Request for Proposals (RFP) to procure Professional Consulting Services to the Department of the Treasury (Treasury) for review and subsequent issuance. The RFP is designed to pre-qualify a minimum of five firms under each of the operational domains as follows: Pool 1 - Energy Law, Regulatory Matters, Policy and Rulemaking, Pool 2 - Energy Infrastructure Engineering, Technology, and Security and Reliability, Pool 3 - Energy Economics, Finance and Accounting, and Pool 4 - Special Board Projects on Utility matters.

Upon Treasury's issuance of contracts, the Board will then issue a Request for Responses with scope of work requirements and a pricing schema based upon the needs of a given project, to one or more Pools as applicable. Board Staff will then review responses in accordance with State procurement guidelines and ultimately make a formal recommendation to the Board on which firm should be awarded work. The firm recommended for award of work will be that firm with a response that represents the best value to the State, price and other factors, considered.

After appropriate motion, the Board reconvened to Open Session.

There being no further business before the Board, the meeting was adjourned.



AIDA CAMACHO-WELCH  
SECRETARY OF THE BOARD

Date: August 7, 2019