

New Jersey Economic Development Authority
Grant Application for 21st Century Redevelopment Program

I. Background

A number of demographic and economic trends are re-shaping where people in New Jersey live and work, with the suburbs experiencing an outmigration of jobs and population similar to those that cities have experienced.

New Jersey now has a surplus of suburban retail and office parks.

Suburban offices and shopping malls boomed during the 1980s and 1990s, when the supply of cheap land and easy access to highways were a strong attraction. These buildings are now over a quarter-century old and are outmoded and less desirable, and many are sitting empty or are underutilized. Most importantly, the real estate market has shifted, with corporations seeking locations close to transit and that attract a younger talent pool. This urban centric trend is happening nationally, with GE moving from Fairfield, CT to Boston; McDonald's moving from Oak Brook, IL to Chicago; and Weyerhaeuser moving to Pioneer Square in Seattle from a 430-acre campus outside the city.

Many suburban municipalities that are car-based, have multiple or no town centers and are facing stagnation or even a population exodus.

Many of New Jersey's suburban municipalities with no town centers (or multiple small "centers,") that are car-dependent and largely made up of single-family detached homes, are at risk. These municipalities must strategically plan their land use to attract or keep young residents and employers.

Empty corporate campuses, underutilized malls and shopping centers, and vacant office buildings left behind by the 1980-1990s building boom have become a drain on many New Jersey communities. As a result, these communities are dealing with the loss of tax revenues, the costs of maintaining infrastructure and roads around these properties, and a lack of resources to solve the issues.

Local government entities face hurdles planning the retrofitting, redevelopment, and repurposing of large stranded assets.

The growing need for newer, suburban municipalities to address stranded assets adds to the needs that have existed and, in some cases, continues to exist in older cities and suburbs. To allow New Jersey to better attract economic activity and jobs, the Authority intends to solicit the services of redevelopment agencies, municipalities, or counties to produce plans for repurposing or removing stranded assets in their communities.

By making grant funding available to local government entities across the State, the Authority seeks to obtain economic development plans from local communities and regions with solutions

and strategies for their stranded assets which may be replicable for other municipalities and regions in New Jersey.

Applications will be accepted and reviewed on a first come, first served basis until either the \$250,000 application allotment has been exhausted, or 90 days after publication of notice and release of application (whichever is sooner).

II. Scope of Work

The 21st Century Redevelopment Program will provide grants of up to \$50,000 each to eligible redevelopment agencies, municipalities, or counties to create strategies to redevelop or regreen their stranded assets.

Applications must clearly identify how the municipality, county, or redevelopment authority intends to approach the planning project, any approach or combination of approaches as described below:

- Determining cost-benefits of retrofitting, redeveloping or greening the property or properties
- Driving economic growth for the locality and region
- Creating greater social, economic, and environmental sustainability
- Expanding affordable and multi-family housing
- Attracting employers and a diverse, talented workforce
- Expanding entrepreneurial opportunities and support local businesses
- Promoting walkable neighborhoods and improve accessibility and mobility
- Connecting to public transportation
- Improving livability and healthy outcomes for the local population

Applications must also submit a timeline that demonstrates that the planning project can be completed within 6 months of execution of a grant agreement with the Authority.

III. Eligible Applicants

Only a New Jersey local or county government or redevelopment agency is eligible to submit an application for the 21st Century Redevelopment Challenge.

Eligible municipalities counties, or redevelopment agencies are permitted to enter into a partnership for the purposes of submitting an application for a single planning project. In the case of such a partnership, the partnership must designate ONE lead municipality or county government who will have the following responsibilities:

- Serve as the sole entity under whose name the application will be submitted.
- Serve as the sole entity with whom the Authority would execute a grant agreement (in the event of an application approval).

- Provide (directly or in coordination with other governmental partners) the 20% match (funding or in-kind resources).
- Serve as the sole entity receiving disbursements from the Authority per the terms of the grant agreement and distributing the disbursements among partners, as necessary, to execute the planning project.
- Serve as the sole entity responsible for meeting the deliverables of the contract.

While partnerships as described above are permitted, the Authority will NOT consider applications submitted by joint ventures or conditioned on the creation of a joint venture to perform the Work for this Application.

Applicants shall note that any and all reference to “joint venture(s)”, “joint venture partner(s) / “joint venture partnership(s)” in any documents included as a part of the Application specifications, exhibits or attachments shall be read as though the words are stricken and removed.

A municipality county, or redevelopment agency may only submit one application each in a lead role but can be included as a partner in additional applications where they play a non-lead role. A proposal on behalf of a county or county redevelopment agency does not preclude a municipality within that county from submitting their own proposal.

Applicants that are approved for grant funding must agree to share ownership of deliverables with the Authority for the purpose of making results publicly available to foster a dynamic discussion about repurposing stranded assets and to assist other similarly situated municipalities. Approved applicants must also agree to participate in at least 2 events hosted by EDA to share lessons learned with other New Jersey municipalities and counties facing stranded assets challenges.

IV. Eligible Stranded Assets

As part of the application, the municipality, county, or redevelopment agency must present a “stranded asset” site or facility that will be the focus of the planning project. This may be a building, a corporate campus that was used by a single entity, buildings that are adjacent to each other, or buildings across a parking surface or structure that is dedicated for use by the buildings.

Based on the type of site/facility (as determined by most recent use), the site/facility must meet one of the minimum space and vacancy thresholds in order to be considered for a grant award.

- Retail: 750,000 square feet or more with a vacancy rate greater than 25%
- Office: 75,000 square feet or more with a vacancy rate greater than 20% for at least 3 years

V. Match Requirement

To be considered eligible for a contract award, applications must demonstrate ability to provide a 20 percent matching contribution of the total grant amount to be reinvested back into the planning project.

The 20 percent match can be in the form of a financial contribution, or a contribution of in-kind resources, or a combination, thereof. In-kind resources are defined as non-monetary resources that will add value and help advance the planning project.

As part of the required documentation to accompany an application, applicants must demonstrate the ability to provide either a 20 percent financial match or demonstrate that the in-kind resources that are being dedicated to the project have a value equivalent to 20 percent of the funding request. This could be in the form of hours dedicated to the planning project across proposed hourly rates, or the value of goods or services being provided to support the planning project.

VI. Technical Proposal

The Applicant shall describe its approach to undertaking a planning project as outlined in **Section II – Scope of Work** by clearly explaining how the planning project will develop solutions for repurposing the stranded asset in line with the suggested approaches detailed in Section II.

As part of demonstrating understanding of the requirements of this Application, and its ability to successfully complete all aspects of the planning project within the contract term, the application should contain, at a minimum, the required information identified below (as applicable):

- Completed Application Information Form (Attachment A), and any additional information related to the Scope of Work, not specifically requested on Attachment A, to be submitted with the Application.
- Completed Grant Funding Proposal (Attachment B). Schedule must demonstrate how the full project budget is being utilized, and that the final deliverable will be met within six (6) months of contract execution.
- Identification of Project Purpose and Merits, which may include:
 - Presence of an articulated public use component (such as public space, parks, etc).
 - Ability to address locality-specific needs and challenges.
 - Emphasis on long term viability and adaptability of a given concept.
 - Dedication to principles of environmental sustainability, such as stormwater management and reduced carbon emissions.

- Ability to consider and mitigate any past difficulties that created challenges for a given asset/grouping of assets.
 - Ability to identify and balance local needs with those of the region and state as a whole.
- Explanation of scope and scale of stranded asset, both independently and relative to the greater municipal area (i.e. as a percentage). This includes such elements as total available commercial square footage, parking space, etc.
- Explanation of inherent structural challenges facing the municipality/county/redevelopment agency. This includes lack of public transit, planning resources, geographical challenges, etc.
- Applicant's track record and demonstrated previous experience, including:
 - Partnership and engagement with private industry for purposes of re-development.
 - Adherence to the municipality's affordable housing obligations
 - Dedication to principles of environmental sustainability.
 - Efforts to advance walkability and bike facilities in the municipality.
- Presence of a regional partnership - strong local leadership as well as regional collaboration towards re-development efforts. Applications should demonstrate a commitment by local leadership to engage in redevelopment projects with neighboring municipalities, the county, and/or higher-education institutions whether by a record of past project involvement or a commitment to future efforts, or both.
- Explanation of community engagement including how the community plans to engage local residents and businesses in planning efforts. Local interest may be shown in the form of both past and present support, whether formal (municipal resolutions) or informal (community discussion and engagement).
- Demonstration of ability to execute a planning project or viability of a planning project, including:
 - Discussion of outreach and communication to community, stakeholders, etc.
 - Discussion of the project's milestones and how they will be measurable and achievable.
 - Discussion of experience in successful completion of planning projects similar in size and scope to the proposed project
 - Discussion of experience, capacity, and skills of planning team and/or consultants
 - If applicable, copy of any existing redevelopment plans impacting the proposed planning project area.
 - If applicable, any existing market and/or feasibility studies related to the application.

- Timeline that demonstrates that the planning project can be completed within 6 months of execution of a grant agreement with the Authority.
- Information reflecting 20 percent match, including:
 - If 20 percent match is financial, Total Plan Budget in Attachment B should include the 20% match. The application should also detail approximately when and how the 20% contribution will be made.
 - If 20-percent match is in-kind resources, documentation evidencing that the value of the in-kind resources is equivalent to 20 percent of the contract award. For example, timesheets reflecting hours/hourly wages of staff associated with the project that are not being paid for under the 21st Century Redevelopment Challenge contract, or documentation demonstrating value of goods or services being contributed to the project that are not being purchased under the 21st Century Redevelopment Challenge contract.
- Signed letter from Mayor of the lead municipality; or the Director or Chair of the Board of Freeholders of the lead county; or the Director or Chair of the Board of the redevelopment agency, expressing support for the application. A lead municipality, county, or redevelopment authority may only submit one application each, but an application on behalf of a county does not preclude a municipality within that county from submitting their own application, provided it is for a separate stranded asset.
- Applicable to Municipal/County/Redevelopment Agency Partnerships: Documentation or resolutions demonstrating partnership between municipalities on a municipal partnership application.
- If applicable, any examples or information reflecting prior experience of the lead municipality, county, or partners in executing planning projects of a similar size and scope.
- Information relating to organization and/or personnel that will work on the proposed planning, as well as any partners or subcontracted organization or individual(s) that will conduct the proposed planning, including contact names and telephone numbers, evidence of the Proposer's qualifications, and capabilities to perform the services required by this application, resumes or bios for all key personnel who will or who is expected to perform the work outlined in the application. Any information specific to personnel should emphasize relevant qualifications and experience of these individuals in successfully completing contracts of a similar size and scope, relative to the Scope of Work in this application.

VII. Disbursement

Grant disbursements will only be made to the Lead Municipality/County/Redevelopment Agency. The Lead Municipality/County/Redevelopment Agency shall be responsible for

assuring the compliance of any municipal, county, or strategic partners with all terms and conditions of this application and assumes the sole and absolute responsibility for any payments due to any municipal, county, or strategic partners.

All Applicants who are successfully awarded 21st Century Redevelopment grants will follow a uniform disbursement schedule. The Lead Municipality/County/Redevelopment Agency will receive 50% of the grant amount, upon execution of grant agreement, 25% of the grant amount will be disbursed on or around the halfway point of the grant term upon EDA's receipt and approval of a progress report, and 25 % to be disbursed upon completion and submission of final plan.

At a minimum, the progress report referenced above should include:

- Summary of funds expended to date, and;
- Narrative detailing milestones achieved and overall progress toward completion of final plan.

A monthly call with the Designated Authority Project Manager and the Grantee's assigned Account Manager or Back-Up Account Manager will be held monthly for the first three months of the grant term, up until the halfway point of the grant term where the 25% disbursement is made. During and following that time, additional calls may be held on an as needed basis until the grant term has ended.

No additional compensation will be provided for participating in this call or for preparing and submitting the requisite reports. Responding firms should consider the costs associated with these activities when completing Attachment B – Fee Application.

VIII. Evaluation/Scoring Criteria

Applications will be evaluated by a cross-organizational Evaluation Committee composed of the Authority's staff, management, and possibly other state agencies and/or industry Subject Matter Experts (SME's) to evaluate, score and rank applications received in response to this Application, and the criteria established herein.

Applications will be evaluated & scored on the criteria listed below (# 1 – 7), based on the information submitted in applications as set forth in Section VI - Technical Proposal.

It is the policy of the New Jersey Economic Development Authority that to be considered for award, a Proposer must achieve or exceed an overall score of sixty five ("65") indicating a rating of "Good", on a scale of 10-100 with 100 being the highest rating. The Authority shall be under no obligation to make an award to a firm which does not achieve this minimum scoring threshold.

The point scale below will be assigned as follows for evaluation criteria 1:

- 0 points** – Feature is absent.
- 1 – 7 points** – Feature is present but shows deficiencies.
- 8-11 points** – Meets requirements.
- 12-17 – points** – Marginally exceeds requirements.
- 18-20 points** - Significantly exceeds requirements.

Applications will be assigned points against the following criteria:

- 1. Identification of Project Purpose and Merits (Up to 20 points)** – Proposals Identify opportunities for creating vibrancy in the community, including but not limited to:
 - Presence of an articulated public use component (such as public space, parks, etc).
 - Ability to address locality-specific needs and challenges.
 - Emphasis on long term viability and adaptability of a given concept.
 - Dedication to principles of environmental sustainability, such as stormwater management and reduced carbon emissions.
 - Ability to consider and mitigate any past difficulties that created challenges for a given asset/grouping of assets.
 - Ability to identify and balance local needs with those of the region and state as a whole.

The point scale below will be assigned as follows for evaluation criteria 2:

- 0 points** – No effect on municipal area.
- 1 – 7 points** – Minimal effect on municipal area.
- 8-12 points** – Moderate effect on municipal area.
- 13-20 points** – Significant effect on municipal area.

Applications will be assigned points against the following criteria:

- 2. Scope and Scale (Up to 20 points)**- Preference will go to project areas that can display scale, both independently and relative to the greater municipal area (i.e. as a percentage). This includes such elements as total available commercial square footage, parking space, etc.

The point scale below will be assigned as follows for evaluation criteria 3:

- 1-5 points** – Demonstrates minor structural challenge
- 6-12 points** - Demonstrates 2 -3 structural challenges
- 13-20 points** – Demonstrates more than 3 structural challenges

Applications will be assigned points against the following criteria:

- 3. Commitment to Social Impacts (Up to 20 points)** – Preference will go to sites located in municipalities facing inherent structural challenges (i.e. lacking public transit, planning resources, challenging geography etc.).

The point scale below will be assigned as follows for evaluation criteria 4-6:

- 1-5 points**- Feature is present but shows deficiencies
- 5-7 points** – Meets requirements
- 7-10 points** – Significantly exceeds requirements

Applications will be assigned points against the following criteria:

- 4. Previous Record (Up to 10 points)** – Preference will go to municipalities who can demonstrate a track record of:
 - Partnership and engagement with private industry for purposes of re-development.
 - Adherence to the municipality’s affordable housing obligations
 - Dedication to principles of environmental sustainability.
 - Efforts to advance walkability and bike facilities in the municipality.

Note: this could be demonstrated through any number of efforts such as those through Complete Streets Plans, participation in Safe Routes to School program.

- 5. Presence and Strength of Regional Partnership (Up to 10 points)**- Preference will go to entities who are able to display strong local leadership as well as regional collaboration towards re-development efforts. Applications should demonstrate a commitment by local leadership to engage in re-development projects with neighboring municipalities, the county, and/or higher-education institutions whether by a record of past project involvement or a commitment to future efforts, or both. Preference will be given to applications that include a local match from the property owner or an anchor institution (higher education, medical center, foundation, etc.).
- 6. Community Engagement (Up to 10 points)** – Preference will go to communities that are able to display efforts to engage local residents and businesses in planning efforts. Local interest may be shown in the form of both past and present support, whether formal (municipal resolutions) or informal (community discussion and engagement).

The point scale below will be assigned as follows for evaluation criteria 7:

- 5 points** – MRI Distress Score 30-39
- 7 Points** – MRI Distress Score 40-49
- 10 Points** – MRI Distress Score 50 or higher

Applications will be assigned points against the following criteria:

- 7. Municipal Revitalization Index Score (0 to 10 points)** – The Municipal Revitalization Index (MRI) serves as the State’s official measure and ranking of municipal distress. The MRI ranks New Jersey’s municipalities according to eight separate indicators that measure diverse aspects of social, economic, physical, and fiscal conditions in each locality.

In the case of multiple municipalities on a single application, an application will receive the requisite number of points based on the ranking of the municipalities within the application, on a cumulative basis, but not to exceed a total of 10 for the category. For example, if an application includes three municipalities ranked between 25-50 on the MRI Index, the application will receive a score of “6” for the criterion. If the application includes two municipalities ranked in the top 1-5 on the MRI Index, the application will receive a score of “10” for the criterion. If a county or redevelopment agency is involved in an application in a lead role or as a partner, the application receives points based on all municipalities located within that county that are part of the scope of the planning project.

IX. Questions & Answers

The Authority will electronically accept written questions and inquiries from all potential Applicant(s) via the web at 21stCentury@njeda.com. Phone calls/faxes shall not be accepted.

The subject line of the e-mail should state:

“Questions – 21st Century Redevelopment Program”

All Questions received, and Answers given in response to this Application will be answered in the form of a Frequently Asked Questions document to be posted and continually updated on the Authority’s website, <https://www.njeda.com/21stCentury>, up until the total program allotment has been exhausted, or 90 days after publication of notice and release of application (whichever is sooner). The Authority will also post any addenda on the same website. It is the responsibility of any potential applicant to review the website on a frequent basis to become aware of any answers and addenda.

X. Application Submission

The Applicant must submit applications electronically, in PDF file format, to be viewable and "read only" by Authority evaluators using Adobe Acrobat Reader software. The electronic applications must be uploaded to the Authority’s ShareFile system via <https://njeda.sharefile.com/r-r229123614b14a499>.

Applicants should clearly label each electronically uploaded file (Application, Attachment Submittals, etc.) submission. Each uploaded file should be clearly labeled in the following way:

Applicant entity's name (Municipality/County/Redevelopment Agency Submitting Application), and document name (i.e. "Attachment A- Application Information Form").

The electronic application is automatically date/time stamped by the ShareFile software based on time of upload, and that date/time stamp will determine the order in which applications are reviewed.

XI. Other Terms & Conditions

Ownership of Material

All data, technical information, materials gathered, originated, developed, prepared, used or obtained in the performance of the grant agreement, including, but not limited to, all reports, surveys, plans, charts, literature, brochures, mailings, recordings (video and/or audio), pictures, drawings, analyses, graphic representations, software computer programs and accompanying documentation and print-outs, notes and memoranda, written procedures and documents, regardless of the state of completion, which are prepared for or are a result of the activities required under this grant shall be and remain the property of the Authority and shall be delivered to the Authority upon thirty (30) Days' notice by the Authority. With respect to software computer programs and/or source codes developed for the Authority, except those modifications or adaptations made to Applicant or Lead Municipality/County/Redevelopment Agency's Background IP as defined below, the work shall be considered "work for hire", i.e., the Authority, not the Lead Municipality/County/Redevelopment Agency or subcontractor, shall have full and complete ownership of all software computer programs and/or source codes developed. To the extent that any of such materials may not, by operation of the law, be a work made for hire in accordance with the terms of this grant agreement, Lead Municipality/County/Redevelopment Agency or subcontractor hereby assigns to the Authority all right, title and interest in and to any such material, and the Authority shall have the right to obtain and hold in its own name and copyrights, registrations and any other proprietary rights that may be available.

Should the Applicant anticipate bringing pre-existing intellectual property into the project, the intellectual property must be identified in the application. Otherwise, the language in the first paragraph of this section prevails. If the Applicant identifies such intellectual property ("Background IP") in its application, then the Background IP owned by the Applicant on the date of the contract, as well as any modifications or adaptations thereto, remain the property of the Applicant. Upon contract award, the Applicant or Lead Municipality/County/Redevelopment Agency shall grant the Authority a nonexclusive, perpetual royalty free license to use any of the Applicant's/Lead Municipality/County/Redevelopment Agency's Background IP delivered to the Authority for the purposes contemplated by the contract.

News Releases & Advertising

The Lead Municipality/County/Redevelopment Agency is not permitted to issue news releases pertaining to any aspect of the services being provided under this grant agreement without the prior written consent of the Authority. Joint news releases issued by the Lead Municipality/County/Redevelopment Agency and the Authority are welcomed and can be coordinated with the Authority's Communications staff.

The Lead Municipality/County/Redevelopment Agency shall not use the Authority's name, logos, images, or any data or results arising from this grant agreement as a part of any commercial advertising without first obtaining the prior written consent of the Authority.

Applicant Responsibility

The Applicant assumes sole responsibility for the complete effort required in submitting an application in response to this Application. No special consideration will be given after applications are opened because of an Applicant's failure to be knowledgeable with all the requirements of this Application.

An application that does not achieve the minimum score of 65 required to be considered for a grant award does not preclude the applicant from revising the project parameters and submitting another application for consideration. However, this is a new application and will be considered as such based on the date the new application is received by the Authority

Cost Liability

The Authority assumes no responsibility and bears no liability for costs incurred by an Applicant in the preparation and submittal of an application in response to this Application.

Open Public Records Act - Contents of Application

Applicants should be aware that responses to this Application will be available, upon request, for public inspection. The Authority, as an instrumentality of the State of New Jersey, is subject to the "New Jersey Open Public Records Act" (N.J.S.A. 47:1A-1 et seq.), as amended and including all applicable regulations and policies and applicable case law, including the New Jersey Right-to-Know law.

Subsequent to the application submission opening, all information submitted by Applicant in response to an application is considered public information, notwithstanding any disclaimers to the contrary submitted by a bidder, except as may be exempted from public disclosure by OPRA and the common law.

Any proprietary and/or confidential information in your application will be redacted by the Authority. An Applicant may designate specific information as not subject to disclosure pursuant to the exceptions to OPRA found at N.J.S.A. 47:1A-1.1, when the Applicant has a good faith legal and/or factual basis for such assertion. The Authority reserves the right to make the determination as to what is proprietary or confidential and will advise the Applicant accordingly. The location in the application of any such designation should be clearly stated in a cover letter.

The Authority will not honor any attempt by an Applicant to designate its entire application as proprietary, confidential and/or to claim copyright protection for its entire application. In the event of any challenge to the Applicant's assertion of confidentiality with which the Authority does not concur, the Applicant shall be solely responsible for defending its designation.

Conflict of Interest

Applicant must indicate and detail any Conflict of Interest that exists with either their personnel or any personnel belonging to any contractor, vendor, or consultant being utilized by Applicant for the proposed activities. Such conflicts include a direct, familial, or personal monetary interest or any previous or existing personal/professional relationships with the Authority and any personnel assigned to work on the proposed activities.

If such a Conflict of Interest exists with any Applicant personnel or any personnel belonging to any contractor, vendor, or consultant being utilized by Applicant for the proposed activities, Applicant must disclose such possible conflicts in the Application. Should a conflict(s) be found to exist, whether real or perceived, the Authority, in its sole discretion, shall determine whether it is a conflict(s) and the individual(s) involved are to be immediately removed.

Application Acceptances and Rejections

The Authority's staff reserves the right to reject any and all applications, if deemed to be in the best interest of the Authority, to request redefined applications from any entity responding to this Application, to schedule interviews with no Applicants, all Applicants, or only the most highly qualified Applicants, as determined by the Authority; or to request clarifications of any portion of the application received. Further, the Authority's staff reserves the right, at its sole discretion, to waive minor elements of non-compliance of any entity's application, regarding the requirements outlined in this Application. The Authority retains the discretion to modify, expand or delete any portion of this Application process or terminate this Application process at any time.

XII. Authority's Designated Project Manager's Responsibilities

The Authority's Designated Project Manager will be responsible for engaging the Grantee, directing the Grantee to perform the work of the contract, approving the deliverables and approving payment vouchers. The Authority's Designated Project Manager is the person that the Grantee will contact after the grant agreement is executed for answers to any questions and concerns about any aspect of the grant and/or grant agreement. The Authority's Designated Project Manager is responsible for coordinating the use of the grant agreement and resolving minor disputes between the Grantee and any component part of the Authority's Designated Project Manager's Department.