



Contract No.	Contract Name
GP-0303-R01	Broker Services for the Employee Health Benefits Program

## ADVERTISEMENT

The New Jersey Schools Development Authority (“NJSDA”) presently offers health insurance benefits including prescription services to all current employees of the NJSDA and eligible retirees through the State of New Jersey Local Government program. The NJSDA is seeking to engage a Broker with the expertise to design, market and negotiate coverage outside of the State program to replace current coverage with a program that provides comparable coverage and network without the year over year increases in premiums anticipated in the current program. The selected Broker shall be responsible for the placement and servicing of the NJSDA’s Employee Health Benefits Program, including subsequent renewal programs during the term of the Agreement. In addition, the selected Broker may be consulted to assess additional insurance benefit programs, as deemed necessary by the NJSDA.

**Request for Proposals (“RFP”):** A complete copy of the RFP, which outlines the steps required for participation in this procurement, may be obtained at [click here to view RFP](#). Technical Proposals must be submitted in compliance with and subject to all terms set forth in the RFP.

**DPMC & NJSDA Prequalification Requirements:** Not applicable; however, to be selected, a firm must be approved for moral integrity, as set forth in the RFP.

**Notice of Intent to Participate:** The NJSDA will not hold a traditional pre-proposal conference for this procurement. Any firm wishing to submit a Technical Proposal must provide timely notice of their intent to participate in the procurement by sending an e-mail message indicating such intent to Dave Kutch at [dkutch@njsda.gov](mailto:dkutch@njsda.gov) no later than 2:00 PM Eastern Time on December 1, 2025. This notice is required in order to submit a Technical Proposal but does not bind a prospective proposer in any way. Failure to timely submit the notice of intent will result in NJSDA rejecting any proposal later submitted.

**Questions from Interested Firms:** Firms may submit written questions regarding this procurement to the NJSDA by sending them by e-mail to Dave Kutch at [dkutch@njsda.gov](mailto:dkutch@njsda.gov) no later than 2:00 PM Eastern Time on December 1, 2025. The questions and NJSDA answers will be provided via an addendum to the RFP to each firm that submitted a timely e-mail message to Dave Kutch at [dkutch@njsda.gov](mailto:dkutch@njsda.gov) indicating their intent to participate in the procurement. See RFP for details regarding advertisement and distribution of addenda.

**Proposal Due Date:** Technical Proposals must be received by the NJSDA at its office at 32 East Front Street, Trenton, NJ 08608, no later than 2:00 PM Eastern Time on January 7, 2026. Submissions will only be accepted when delivered to NJSDA’s physical offices by hand delivery or trackable courier services such as Federal Express, UPS or similar. Submission of proposals through USPS postal services is not permitted, as delivery will be made to a post office box and timely receipt cannot be validated.

**Opening of Proposals:** Technical Proposals will be publicly opened at the NJSDA office at 2:00 PM Eastern Time on January 7, 2026.

**Evaluation Criteria:** Submissions that are not responsive will be rejected without evaluation. Responsive Technical Proposals will be scored pursuant to the following evaluation criteria:

1. Understanding of the Purposes of this Engagement (5 points);
2. Firm Experience (30 points);
3. Team Structure and Key Team Members Experience and Qualifications (35 points);

4. Approach to Providing the Required Scope of Services (25 points); and
5. Compensation (5 points).

All of the scores awarded by the Selection Committee members to a particular firm's Technical Proposal will be added together and averaged to arrive at a Final Technical Proposal Score for each firm. The firms will be ranked based on their Final Technical Proposal Scores, and a shortlist of the three (3) highest-ranked firms will be determined. The shortlisted firms will be invited to participate in interviews with the Selection Committee. Following the interviews, firms will again be evaluated by Selection Committee members based on Interview Criteria that are the same as those used in the evaluation of the Technical Proposals. All of the scores awarded by the Selection Committee members to a particular firm's Interview will be added together and averaged to arrive at a Final Interview Score for each firm. The Final Interview Score for each firm will be added to the Final Technical Proposal Score for such firm, and the two scores will be averaged to arrive at a Final Combined Score for each firm. Firms will be ranked in accordance with their Final Combined Score.

After all Final Combined Scores have been calculated, NJSDA staff will negotiate fair and reasonable compensation in accordance with the process described in the RFP.

Firms are required to comply with the requirements of N.J.S.A. 10:5-31 et seq. and N.J.A.C. 17:27 et seq.

**Date Advertised:** November 17, 2025