

**BOARD OF FIRE COMMISSIONERS
DISTRICT #13
TOWNSHIP OF CHERRY HILL**

RESOLUTION #25-10-16-05

Meeting Date: October 16, 2025
First Reading: October 16, 2025

Adopted: **OCT 16 2025**

**RESOLUTION AUTHORIZING COMPETITIVE CONTRACT AWARD - HEALTH INSURANCE
CONSULTING & BROKER SERVICES, PROJECT # 2025-002**

WHEREAS, the Board of Fire Commissioners, Fire District #13, Township of Cherry Hill, County of Camden, State of New Jersey, desires to contract with Conner Strong & Buckelew for the Cherry Hill Fire Department; and

WHEREAS, the Local Public Contracts Law NJSA 40A:11-4.1 et seq. provides that the provision of specialized goods and services such as this can require sealed proposals, and allows that price and other factors can be considered when awarding a contract, in lieu of public bidding; and

WHEREAS, a Request for Proposals for Health Insurance Consulting & Broker Services, Project # 2025-002 was publicized and received in accordance with NJSA 40A:11-4.1 et seq.; and

WHEREAS, the received proposals were evaluated in accordance with the methodology described in the Request for Proposals and an evaluation report recommending the award of a contract to Conner Strong & Buckelew, TRIAD 1828 CENTRE, 2 Cooper Street, Camden, NJ was prepared and included herein; and

WHEREAS, the contract shall be for a one-year period with provisions for two additional one-year terms or one, two-year term in accordance with NJSA 40A:11-4.2 et seq.; and

WHEREAS, that, pursuant to N.J.A.C. 5:30-5, the Chief Financial Officer shall certify the availability of funds related to this project; and

NOW, THEREFORE, BE IT RESOLVED, by the Board of Fire Commissioners, Fire District #13, that a contract be prepared and awarded to Conner Strong & Buckelew for an annual consulting Fee of \$20,000 per year; and

BE IT FURTHER RESOLVED that notice of this award shall be published in the official newspaper summarizing the award of the contract with a statement that this resolution and contract are on file and available for public inspection.

*The following Resolution #25-10-16-05
and it was seconded by Commissioner*

*was introduced by Commissioner
Arroyo
Doran
Kelly
Lipsett
Mulholland*

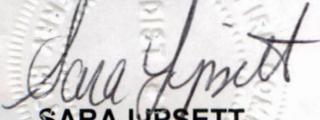
. Motion carried.

Arroyo
Doran
Kelly
Lipsett
Mulholland

RESOLUTION #25-10-16-05				
	AYE	NAY	ABSTAIN	ABSENT
ARROYO	X			
DORAN				X
KELLY	X			
LIPSETT	X			
MULHOLLAND	X			

Certification

I, Sara Lipsett, Clerk of the Board of Fire Commissioner, Fire District #13, Township of Cherry Hill, County of Camden, State of New Jersey, hereby certify that the foregoing Resolution #25-10-16-05 was duly adopted by the Commissioners at the meeting held on October 16, 2025.

RESPECTFULLY SUBMITTED,


**SARA LIPSETT
CLERK, B.O.F.C DIST #13**

:emr



Cherry Hill Fire District #13

Health Insurance Consulting & Broker Services Project #2025-002 – Evaluation Report

Prepared by: Patrick Boyle, Purchasing Manager – October 3, 2025

Per Resolution #25-07-17-04, authorizing the advertisement of a Request for Proposals (RFP) for Health Insurance Consulting & Broker Services, Cherry Hill Fire District #13 (CHFD) prepared specifications and solicited proposals for Health Insurance Consulting & Broker Services, Project #2025-002. On August 28, 2025 at 11:00am, proposals were publicly opened with CHFD receiving proposals from the following firms:

Doyle Alliance Group

11 Wood Ave S. Suite 400
Iselin, NJ 08830

Alamo Insurance

55 Flanagan Way
Secaucus, NJ 070904

Connor Strong & Buckelew

Triad 1828 Center
2 Cooper Street
Camden, NJ 08102

USI Insurance Services

1787 Sentry Parkway
West Blue Bell, PA 19142

Doyle Alliance Group submitted a complete proposal including a company overview, staff bios, references, qualifications, organization chart, member education program descriptions, and fee schedule. They also provided explanations of their RFP process for obtaining carriers and negotiations for the entities they serve. The vendor exhibited an awareness of New Jersey Local Government contracting and supplied references from multiple local government entities. Doyle Alliance Group's fee schedule was a flat annual fee of \$66,500.00.

Alamo Insurance presented a detailed proposal which included company bios, testimonial letters, client success stories, proprietary tech platforms, and fee schedule. They also offered a step-by-step outline of their process once they are contracted by a public entity. In addition, the narratives of their client success stories demonstrated an ability to find healthcare plan alternatives when faced with rate increases. Alamo Insurance's fee schedule states, "Alamo will seek no compensation unless successful in providing greater affordability (...)" and they "shall be compensated at the standard commission terms as promulgated directly by the carrier or fund. All-inclusive dedicated broker, consultant services included."

Conner Strong & Buckelew offered a comprehensive proposal that included staff bios and experience, organizational chain of staff, timelines for services, public client

references, and a fee schedule. Their proposal directly responded to the specifications of the RFP and outlined their strategic approach to consulting services. Additionally, they demonstrated their extensive professional resources and their ability to provide clients with the most competitive insurance rates. Conner Strong &

Buckelew's fee schedule is an annual consulting fee of \$20,000.00 per year, along with commissions related to voluntary benefits and "standard and customary compensation from Medical, Pharmacy, & Stop Loss carriers that is mutually agreeable to the Fire District" if moved out of CHFD current plan.

USI Insurance Services submitted a thorough proposal with details involving company administrators and staff, qualifications, client references, technological solutions, and a fee schedule. They presented their strategy in lowering insurance costs utilizing proprietary tools. Moreover, they conveyed concrete examples of solutions to escalating insurance costs. USI Insurance Services fee schedule consisted of a flat rate project fee of \$100,000.00.

Pursuant to N.J.A.C. 5:34-4.3, Proposals were individually evaluated and scored by CHFD personnel Thomas Fiorentini (Principal Staff Assistant), John Foley (Chief Financial Officer), and Patrick Boyle (Purchasing Manager) under the following criteria: Understanding the Scope of Work (30%); Knowledge & Technical Competence (30%); Management, Experience, and Personal Qualifications (30%); and Cost (10%). Below is the ranked list of proposals and their corresponding scores:

1. **Conner Strong & Buckelew** (Score: 285 out of 300)
2. **Alamo Insurance** (Score: 263 out of 300)
3. **USI Insurance Group** (Score: out 252 of 300)
4. **Doyle Alliance Group** (Score: 239 out of 300)

Although all proposals submitted were formidable in their own ways, CHFD staff found that **Conner Strong & Buckelew's** submission was the most-balanced in strengths throughout all criteria categories and, therefore, recommends the selection of Conner Strong & Buckelew for the contract of Health Insurance Consulting & Broker Services. The contract will be for a one-year period with provisions for two additional one-year terms or one, two-year term. In addition, the contract will also be consistent with the terms, conditions, scope of services, and fees found in the Request for Proposals and Conner Strong & Buckelew's submission.