# **Sandy Funding Criteria Worksheet**

### State Department:

New Jersey Department of Health Commissioner's Public Information Office

## Name of Expenditure or Program:

Information and Referral—West Nile Public Education Campaign

Amount:

\$121,211

#### Overview:

New Jersey, like the rest of the nation, experienced high mosquito activity in 2012, with the highest number of human cases on record—48 cases. The damage caused by Superstorm Sandy has created new places for mosquitoes to breed such as wet debris piles and depressions left by fallen trees.

## Federal Department of Origin:

Department of Health and Human Services

## Federal Requirements / Restrictions:

Funds to be totally expended by September 30, 2015.

Also subject to Integrity Oversight monitoring via Assembly Bill A60 (A-60)(P.L.2013,c.37).

Additional State regulations related to Governor Christie's Executive Order 125, as well as all applicable federal and state regulations for Procurement and Grants Management.

#### **Selection Standards:**

New Jersey Department of Health is seeking a contract amendment with the Department of Homeland Security's advertising and public relations contract with Princeton Partners.

## **Eligibility Standards:**

Funds will be used to amend an existing contract with the Department of Homeland Security.

#### Other Notes:

Creation, Production, and purchase of air time for 8 weeks of Public Service Announcements in English/Spanish: \$55,000 Eight weeks of advertising on newspaper websites: \$8,520

Four weeks of advertising on NJ Transit bus \$48,776
Princeton Partners Agency fees \$8,915
Total: \$121,211

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