



MEMORANDUM

TO: Cannabis Regulatory Commission Board
FROM: Jeff Brown, Executive Director
SUBJECT: Cover Memo: Recommendation to Consider 2023 Safe-Use Advertisement Campaign
DATE: June 1, 2023

BACKGROUND

The New Jersey Cannabis Regulatory Commission (herein referenced as “NJ-CRC” and “Commission”) solicited a vendor to create a public information campaign to educate the New Jersey public on the safe use of cannabis, the adverse effects of youth cannabis use, and the dangers of driving while impaired. The audience for the campaign is school-aged children under 18 years old, 18–20-year-olds, and adults who use cannabis or who are thinking about using cannabis. Outreach must make particular efforts to reach Black, Brown, and Latinx communities.

The intent of the engagement was to award a contract to that responsible bidder whose proposal, conforming to this engagement, was most advantageous to the State, budget, and other factors considered.

OVERVIEW

The Safe Use Campaign was advertised to the nine (9) awarded vendors on the T3067 – Statewide Advertising and Public Relations Services contract in accordance with its Method of Operation on Thursday, March 23, 2023. The required submission deadline was Friday, May 5, 2023, 12 PM ET.

Two Bid Amendments were issued for this engagement. It is noted that all nine (9) potential bidders received the Bid Amendments on:

1. Wednesday, April 19, 2023 - Extensions of submittal deadline; and
2. Monday, April 24, 2023 - Included answers to the 32 submitted question.

As a result, the Commission received six (6) responsive proposals on Friday, May 5, 2023, by the 12 PM ET deadline.

1. DANA
2. EFK Group



3. MarketSmith
4. Oxford
5. Positive Solutions; and
6. Princeton Partners.

Additionally, the Commission received a proposal from Setroc Group after the required submission deadline. As a result, the Committee found Setroc's submission to be non-responsive for failure to submit by the required deadline. It is noted that the Commission did not receive Mini-Bid Engagement responses from the remaining two (2) T3067 awardees.

Prior to the proposal opening date, the Commission developed the criterion weights to be assigned to the technical evaluation of submitted proposals.

The Commission comprised an evaluation committee to evaluate the proposals received. The Committee members have diverse backgrounds to assess the subject-matter of the proposals. The Committee was responsible for performing a technical and price evaluation of the responsive proposals received. The focus of the Committee's technical review was on the bidder's demonstrated approach to performing the requirements of the Scope of Work as specified in the engagement.

Evaluation Criteria:

1. Personnel: Bidder's demonstration of the qualifications and experience of the management, supervisory, and other key personnel to be assigned to each role/position required for the contract;
2. Firm Experience: Bidder's demonstrated experience in completing projects of similar size and scope – particularly the bidder's experience in reaching the designated target audience; and
3. Ability to complete the Scope of Work based on the submitted proposal: Bidder's demonstration in the proposal of understanding the requirements, and the ability to complete the scope of work listed herein. Evaluation will include:
 - a. the bidder's demonstrated strength and originality of ideas to reach the target audience;
 - b. the plan to meet the project goals;
 - c. the number and geographic reach of impressions expected;
 - d. cultural competency;
 - e. built-in metrics for evaluation;
 - f. the flexibility to be modified for optimal results; and
 - g. style/design continuity for extended public information use – from business applications to recreational public access.



The Committee technically scored the bidder's technical proposals using weights assigned to each of the criterion within the three (3) evaluation criteria listed in the Engagement Notification.

The Committee individually reviewed and then met to collectively evaluate the responsive proposals. Following the evaluation, the voting members technically scored the responsive proposals. After scoring the technical proposal, the Committee evaluated the final pricing submitted by the bidder for cost reasonableness.

The attached memo from CRC staff outlines the process and recommendations concerning the Mini-Bid Engagement for the Safe Use Campaign. The submitted proposals have been reviewed, scored, and a final recommended awardee for approval by the Board has been submitted by the CRC Staff.

RECOMMENDATION

Having reviewed the attached memo, supporting documentation, and recommended proposal, I concur with CRC staff's recommendations to approve the award of the Safe Use Campaign Mini-Bid Engagement to Princeton Partners and hereby recommend the award for approval by the CRC Board of Commissioners.