



State of New Jersey
CANNABIS REGULATORY COMMISSION

PHILLIP D. MURPHY
Governor

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Lt. Governor

DIANNA HOUEYOU, *Chair*
SAMUEL DELGADO, *Vice Chair*
KRISTA NASH, *Commissioner*
MARIA DEL CID-KOSSO, *Commissioner*
CHARLES BARKER, *Commissioner*
JEFF BROWN, *Executive Director*

RESOLUTION 2023-105
APPROVAL OF STAFF EVALUATION COMMITTEE'S RECOMMENDATION TO
AWARD CONTRACT TO PRINCETON PARTNERS FOR PUBLIC INFORMATION
SAFE USE CAMPAIGN

WHEREAS, the Commission has, since its establishment, explored ways to make the regulated cannabis industry safer; and

WHEREAS, the Commission's Staff Evaluation Committee ("Committee") solicited proposals from qualified bidders, through a Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services ("Engagement") 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; and

WHEREAS, the target audiences for the campaign are school-aged children under 18 years of age, 18–20-year-olds, and adults who use cannabis or who are thinking about using cannabis. Additionally, the Committee sought vendors who proposed specific efforts to reach Black, Brown, and Latinx communities; and

WHEREAS, the Committee, through the Engagement, proposed that the base term for the contract be a period of one year and proposed a total estimated budget for the completion of the services of \$1,000,000; and

WHEREAS, the intent of the Engagement was to award a contract to a responsible bidder whose proposal was most advantageous to the State, with the Commission's budget and other factors considered; and

WHEREAS, Commission's staff received proposals from six (6) bidders by the submission deadline of May 5, 2023, at 12 PM ET. The six (6) proposals were reviewed for compliance with the requirements of the Engagement and were deemed to be responsive. Subsequently, the proposals were released to the Committee for review and scoring; and

WHEREAS, the Committee utilized specific and objective evaluation criteria to review and score proposals from the six (6) bidders; and

WHEREAS, the Committee completed its review and scoring of the responsive proposals received and unanimously recommends that a contract resulting from the Engagement be awarded to Princeton Partners for a term of one year;

NOW, THEREFORE, BE IT RESOLVED by the New Jersey Cannabis Regulatory Commission that the Committee’s recommendation to award a contract resulting from the Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services to Princeton Partners is hereby **APPROVED**. The Commission shall execute any agreements necessary to effectuate this approval, provided that the total expenditure for the completion of the approved services does not exceed \$1,000,000. Any proposed expenditure that would result in the spending of more than \$1,000,000 for the approved contract shall be presented to the Board for consideration.

This Resolution shall take effect immediately and shall remain in effect until modified or rescinded by the Commission.

Submitted by:



Dianna Houenou, Chair

CERTIFICATION

I hereby certify that the foregoing is a true copy of the Resolution adopted by the Cannabis Regulatory Commission at its meeting held on the 1st day of June 2023.



Christopher Riggs, Chief Counsel

Vote on the Approval of This Resolution	Motion	Second	Yes	No	Abstain	Absent
Commissioner Barker			X			
Commissioner Del Cid-Kosso			X			
Vice Chair Delgado		X	X			
Chairwoman Houenou	X		X			
Commissioner Nash			X			