



## State of New Jersey

### CANNABIS REGULATORY COMMISSION

P.O. BOX 216

TRENTON, N.J. 08625-0216

PHILLIP D. MURPHY  
*Governor*

TAHESHA L. WAY  
*Lt. Governor*

DIANNA HOUEYOU, *Chair*  
SAMUEL DELGADO, *Vice Chair*  
KRISTA NASH, *Commissioner*  
MARIA DEL CID-KOSSO, *Commissioner*  
CHARLES BARKER, *Commissioner*  
CHRIS RIGGS, *Acting Executive*

### **RESOLUTION 2024-283** **APPROVAL OF EXTENSION OF 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 recommended that a contract resulting from the Engagement be awarded to Princeton Partners for a term of one year; and

**WHEREAS**, on June 1, 2023, the Commission approved to award a contract resulting from the Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services to Princeton Partners; and

**WHEREAS**, the Commission desires to extend the current contract with Princeton Partners to continue its 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;

**NOW, THEREFORE, BE IT RESOLVED** by the New Jersey Cannabis Regulatory Commission that the contract resulting from the Mini-Bid Engagement under T3067 – Statewide Advertising and Public Relations Services to Princeton Partners is hereby **EXTENDED**.

This Resolution shall take effect immediately and shall remain in effect until modified or rescinded by the Commission.

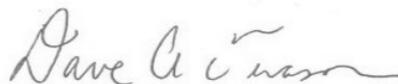
Submitted by:



\_\_\_\_\_  
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 19<sup>th</sup> day of September 2024.



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Dave Tuason, Chief Counsel

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