

State of Maine Procurement Justification Form

PART I: OVERVIEW

Department Office/Division/Program:		DHHS/OBH Theresa Witham / Jessica Pollard			
Department Contract Administrator or Grant Coordinator:		Nancy Tan/Ryan Roberts			
(If applicable) Department Reference #:		MH4-21-4042			
Amount: (Contract/Amendment/Grant)	\$ 40,466.00	Advantage CT / RQS #:	CT-10A- 20210114*2048		
CONTRACT	Proposed Start Date:	2/1/2021	Proposed End Date:	6/30/2021	
AMENDMENT	Original Start Date:		Effective Date:		
	Previous End Date:		New End Date:		
GRANT	Project Start Date:		Grant Start Date:		
	Project End Date:		Grant End Date:		
Vendor/Provider/Grantee Name, City, State:		Maine Public Broadcasting Network Lewiston, ME 04240			
Brief Description of Goods/Services/Grant:		The StrengthenME Program will provide public service announcements to the Maine Association of Broadcasters which will send it out to all the TV and radio stations in the State of Maine for broadcast.			

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)			
	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
X	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project	X	L. Other Authorization: COVID-19

PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.
The purpose of this Agreement is to inform the Maine public of the services offered through the StrengthenME program. StrengthenME is a program of the Maine Office of Behavioral Health. Working with partner organizations to provide free stress management tools and support to Mainers experiencing pandemic-related stress.

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PART III: SUPPLEMENTAL INFORMATION

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The vendor is the only entity representing and serving all radio and television stations of Maine and is part of a unique professional partnership that allows for cost-effective delivery of public service messaging to a statewide audience.

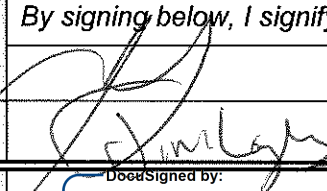
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Value of the broadcast time is determined by each station's prevailing rate per announcement at time of broadcast.

4. Describe the plan for future competition for the goods or services.

The Department does not intend to competitively procure these services.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
Printed Name:		Date:	3-Mar-21
Signature of DA/FS Procurement Official:	<i>Sue H. Garcia</i>		
Printed Name:	E5DB92AC0F8D490... Sue H. Garcia	Date:	3/4/2021