

## State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

### PART I: OVERVIEW

Department Office/Division/Program:		DHHS / Commissioner's Office – Jackie Farwell	
Department Contract Administrator or Grant Coordinator:		Nancy Tan/Mary Alderman	
(If applicable) Department Reference #:		OSA-18-4034E	
Amount: (Contract/Amendment/Grant)	Current: \$1,130,266.66 Amend: \$ 250,000.00 Revised: \$ 1,380,266.66	Advantage CT / RQS #:	10A 20180228*2563
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	3/01/2018	Effective Date:
	Previous End Date:	06/30/2020	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Results Marketing & Design, dba Ethos	
Brief Description of Goods/Services/Grant:		Marketing Campaign for Public Service Announcements related to COVID-19 Civil Emergency	

### 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>X</b>	B. Amendment		H. State Statute/Agency Directed
<b>X</b>	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
<b>X</b>	E. Emergency		K. Client Choice
	F. University Cooperative Project	<b>X</b>	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 amendment is to develop and execute a multi-platform public education and outreach campaign to increase awareness about public health initiatives and guidance in the face of the COVID-19 pandemic. The goal of the campaign is to protect the health and safety of Maine people by promoting awareness, understanding and adoption of measures designed to protect public health, including but not limited to physical distancing, limits on large gatherings, wearing of cloth face coverings, and hand hygiene. The campaign's primary audience is Maine residents of a variety of ages, income levels, and geographies. Including young adults and people with lower public health literacy who may be less familiar with or motivated to follow public health guidelines.

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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 provider has current experience working on marketing and advertising campaigns focused on a similar population who have or are at risk for Substance Use Disorder, and significant experience in public health and insurance coverage public awareness projects. The Department's existing relationship would provide the necessary rapid creation of the campaigns, and the vendor has previously demonstrated ability to work on extremely expedited timelines.



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

The rates are consistent with the current contract and the bulk of the funding will be used to purchase digital, social media, and streaming or other advertisements, and some funding will potentially be used for the development and printing of promotional/educational materials.

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

The Department does not plan to RFP this service in the future, it is a one-time procurement for an urgent need specific to the COVID-19 pandemic.

### PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
	<small>DocuSigned by:</small>		
			
<b>Printed Name:</b>	86738ED17E0C4B2 Jim Lopatosky	IDHHS2	5/15/2020
<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small>		
			
<b>Printed Name:</b>	41C2BA36FAF44CD... Kathy Paquette		5/19/2020