

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/Lora Blackwell		
(If applicable) Department Reference #:	OSA-18-4034K		
Amount: (Contract/Amendment/Grant)	Current: \$1,918,361.86 Amend K: \$ 140,000.00 Revised: \$ 2,058,361.86	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:	8/31/2021	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
X	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.
<p>The purpose of this amendment is to expand the media buy in order to amplify the ongoing outreach campaign to encourage the parents/guardians of 12-18 year olds to get their children vaccinated against COVID-19. The goals of the campaign are to increase awareness that this group is eligible to get vaccinated, decrease hesitancy, and encourage parents and guardians to speak with their pediatricians/family doctors if they have questions and get their children vaccinated</p>

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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 promoting public health, including during the COVID-19 pandemic. The Department's existing relationship would provide the necessary rapid creation of the campaign, 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 quickly expand the media buy for the existing campaign around education/outreach for parents of kids and teens, and allow for greater media outreach for the developed television campaign promoting vaccine uptake for eligible kids and teens.

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

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
	<small>DocuSigned by:</small>		
			
Printed Name:	66738ED17E0C4B2 Jim Lopatosky	Date:	Jun-23-2021
	<small>DocuSigned by:</small>		
Signature of DAFS Procurement Official:	<i>Kathy Paquette</i>		
	<small>41C2BA38FAF44CD...</small>		
Printed Name:	Kathy Paquette		6/28/2021