

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.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services website (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:		Maine Human Rights Commission	
Department Contract Administrator or Grant Coordinator:		Joan M. Thurman	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 12,000.00	Advantage CT / RQS #:	CT 94H 20201030000000001359
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
GRANT	Project Start Date:	10/01/2020	Grant Start Date: 10/01/2020
	Project End Date:	06/30/2021	Grant End Date: 06/30/2021
Vendor/Provider/Grantee Name, City, State:		Helix Media Marketing LLC., VS 0000024135, Falmouth, ME	
Brief Description of Goods/Services/Grant:		The Maine Human Rights Commission ("MHRC" or "Department") needs to create COVID-19 informational multimedia materials to be used for public education related to Maine's fair housing laws as they apply in residential housing.	

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	X	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
X	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

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.

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PART III: SUPPLEMENTAL INFORMATION

The "MHRC" or "Department" needs services to create (a) an educational webinar about COVID-19 impacts on Fair Housing issues in Maine to host on our website and to share with partners in Maine's community and housing provider groups, and (b) a very short public service announcement ("PSA") describing housing discrimination that may be related to COVID-19. These multimedia projects are intended to raise awareness of MHRA and FHA protections related to COVID-19 by engaging the public in formats other than pamphlets.

The provider has current experience working on marketing and advertising campaigns focused on a similar population who have or are at risk, and significant experience in 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.

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

Due to this project being funded with HUD and COVID-19 CARES Act funding, along with the need for a quick turn-a-round, we have selected a vendor whom we have worked with in the past, who has provided excellent work product for us, and who we know will be able to meet the requirements with timely deliverables.

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 webinars and streaming PSAs. Some funding will potentially be used for the development and printing of promotional/educational materials.

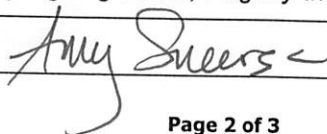
4. Describe the plan for future competition for the goods or services.

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

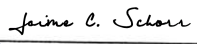
Signature of requesting
Department's Commissioner
(or designee):

By signing below, I signify that I approve of this procurement request.



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PART III: SUPPLEMENTAL INFORMATION

Printed Name:	Amy Sneirson, MHRC Exec. Director	Date:	11/10/2020
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small>  <small>6D6437754DD0459...</small>		
Printed Name:	Jaime C. Schorr	Date:	11/13/2020

NOI 1120201036 11/14/2020 - 11/20/2020 COVID