

State of Maine Procurement Justification Form

This form must accompany ALL contract requests and sole source requisitions submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below.

PART I: OVERVIEW

Department Office/Division/Program:		Maine Commission for Community Service/DOE	
Department Contract Administrator or Grant Coordinator:		Maryalice Crofton	
(If applicable) Department Reference #:			
Estimated Contract or Grant Amount:	\$ 40,000	Advantage CT / RQS #:	20191212*1844
AMENDMENT	Original Start Date:		New Start Date:
	Original End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
ALL OTHER	Proposed Start Date:	1/1/2020	Proposed End Date: 7/31/2020
Vendor/Provider/Grantee Name, City, State:		Maine Association of Broadcasters 69 Sewall Street, Augusta, Maine 04330	
Brief Description of Goods/Services/Grant:		Development, placement, and broadcast of radio and TV spots recruiting Foster Grandparents, Senior Companions, AmeriCorps members and promoting awareness of both National Service programs and volunteerism in Maine.	

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request.

	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		L. Other Authorization

PART III: SUPPLEMENTAL QUESTIONS

Please respond to ALL of the following questions.

1. Provide a more detailed description of the goods, services or grant to supplement the response in Part I.

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PART III: SUPPLEMENTAL QUESTIONS

Under both federal and state law, the Maine Commission for Community Service is responsible for 1) promoting public awareness of opportunities to serve in Maine National Service programs; 2) supporting full enrollment of National Service programs each year through support of program recruitment activities; and 3) encouraging an ethic of service as a responsibility of citizenship.

Public information messaging on radio and TV stations throughout Maine will accomplish all three responsibilities in a very cost-efficient manner. The funds for this contract are granted to the Commission by the Corporation for National and Community Service.

Finally, the Commission is required to match the federal grant funds and the Maine Assoc. of Broadcaster's Public Education Program generates the full match for the funds used in this contract so no state or private cash funds are required.

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

Advertising services are not available through local, state, or federal agencies. In addition, broadcast media (TV and radio stations) are not owned or operated by public agencies in Maine.

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

- a. Through Public Education Partnership broadcasters in Maine donate airtime to Maine Association for Broadcasters (MAB) in exchange for grant funding. MAB makes the airtime available to nonprofits and government agencies and guarantees for every \$1 invested *at least* \$3 value of airtime.
- b. The Public Education Partnership includes radio and TV coverage for the entire state and provides a significant discount on advertising costs.
- c. As mentioned above, MAB works with multiple radio and TV stations around the state. This approach to distributing public information messages saves the Commission time in that it deals with one entity rather than each broadcaster individually. MAB then works with the individual stations and manages the activity across the various locations.
- d. In 2019, the results of an effort similar to the one proposed were that for every \$1 paid there was a match of \$3 which the Commission was able to use for federal match requirements.

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

The Public Education Program offered by Maine Association for Broadcasters is a consequence of there being an affiliate/member of the National Association of Broadcasters which is the originator of the PEP. MAB is the only affiliate in Maine (every state has just one) so it is the only vendor to offer this service in Maine. If the professional associations for broadcast media ever broaden, the Commission would look to compete this contract.

PART IV: APPROVALS

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

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



Printed Name:

Daniel A. Chuhta

Date:

1/12/2020

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Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Terry L. Demerchant</i> <small>4D0CDAEC241B439...</small>		
	Printed Name:	Terry L. Demerchant	Date:


Certificate Of Completion

Envelope Id: 5A6AC82AC50143A7B3BA09A794DD73B0	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 16	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Disabled	Daniel A. Chuhta
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	Daniel.Chuhta@maine.gov
	IP Address: 162.248.184.11

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Status: Original 1/12/2020 9:17:15 PM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Carahsoft OBO Maine Department of Education	Location: DocuSign

Signer Events

Signature	Timestamp
Daniel A. Chuhta Daniel.Chuhta@maine.gov Deputy Commissioner Maine Department of Education Security Level: Email, Account Authentication (None)	Sent: 1/12/2020 9:17:17 PM Viewed: 1/12/2020 9:17:30 PM Signed: 1/12/2020 9:20:30 PM Freeform Signing
	
Signature Adoption: Uploaded Signature Image Using IP Address: 98.2.238.149	

Electronic Record and Signature Disclosure:
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In Person Signer Events

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Agent Delivery Events

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Intermediary Delivery Events

Status

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Certified Delivery Events

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Status

Timestamp

Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

Status

Timestamps

Envelope Sent	Hashed/Encrypted	1/12/2020 9:17:17 PM
Certified Delivered	Security Checked	1/12/2020 9:17:30 PM
Signing Complete	Security Checked	1/12/2020 9:20:30 PM
Completed	Security Checked	1/12/2020 9:20:30 PM

Payment Events

Status

Timestamps