

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:	Inland Fisheries and Wildlife/Wildlife Resource Assessment Section		
Department Contract Administrator or Grant Coordinator:	Brenda Lord, Wildlife Secretary		
(If applicable) Department Reference #:	N/A		
Estimated Contract or Grant Amount:	\$ 9,080	Advantage CT / RQS #:	CT-09A-20200115*2083
AMENDMENT	Original Start Date:		New Start Date:
	Original End Date:		New End Date:
GRANT	Project Start Date:	1/21/2020	Grant Start Date: 1/21/2020
	Project End Date:	12/31/2021	Grant End Date: 12/31/2021
ALL OTHER	Proposed Start Date:		Proposed End Date:
Vendor/Provider/Grantee Name, City, State:	Maine Audubon, Falmouth, ME		
Brief Description of Goods/Services/Grant:	Implement a Fish Lead Free Retail Voucher Program, as part of a larger project funded by Maine Outdoor Heritage Fund.		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request.			
	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
	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.
<p>With oversight from and collaboration with MDIFW, Maine Audubon will take the lead role in developing and implementing a Fish Lead Free (FLF) Retail Voucher Program, which aims to facilitate angler compliance with the newest lead tackle legislation. All duties and responsibilities shall align with the project goals and objectives outlined in the Department's project proposal to the Maine Outdoor Heritage Fund titled <i>Facilitating Compliance and Evaluating Effectiveness of Lead-Free Fishing for the Benefit of Loons</i>, and dated 08/28/2019.</p> <p>Between 15 January 2020 and 31 December 2021, Maine Audubon will complete the following duties in cooperation with MDIFW:</p> <ul style="list-style-type: none"> • Develop and update <i>Fish Lead Free</i> outreach materials to reflect the law changes now in effect, including a voucher program flyer, lead law informational cards, FLF stickers and 1-page fact sheets, and lead disposal stickers. Maine

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PART III: SUPPLEMENTAL QUESTIONS

Audubon will also update and print *Living in Loon Territory* and *Maine's Common Loon* brochures. Quantities of each will be determined by printing costs.

- Contact recommended tackle retailers in the state and recruit 3-5 retailers who agree to pilot the voucher program.
- Provide participating retailers with background information and support, outreach materials to post and distribute on site, vouchers, and mailers for returning lead tackle to Maine Audubon.
- Create and distribute 318 ten-dollar vouchers to participating retailers.
- Work with MDIFW to promote the voucher program and distribute outreach materials to lake associations, anglers, and sportsmen and women via social media, email, the Maine Audubon and MDIFW websites and the Maine FLF webpage, and as part of the materials provided with fishing licenses and derby permits.
- Update the Maine Audubon FLF site and Maine FLF webpages with voucher program information. Work with partners to post links and promote the voucher program on their websites
- Redeem vouchers returned with at least one ounce of lead tackle fitting the banned size and weight classes.
- Track participation and weigh and categorize returned lead tackle.
- Survey retailers for feedback.
- Submit final report to MDIFW by December 31, 2021.

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

MDIFW has worked with Maine Audubon (MA) for decades on the issue of lead poisoning in loons. In 2012, MA received a Maine Outdoor Heritage Fund grant to create the Fish Lead Free initiative. Maine Audubon has been the primary organization involved in this initiative and is responsible for the Fish Lead Free website, associated outreach materials and public presentations, lead tackle collection sites throughout the state, tackle exchange events, and more. In fall of 2019, MDIFW was awarded a MOHF grant to work with Maine Audubon to update the Fish Lead Free outreach materials and implement a Retail Voucher Program as part of Fish Lead Free. Maine Audubon currently manages the Fish Lead Free program and is perfectly poised to improve and expand it.

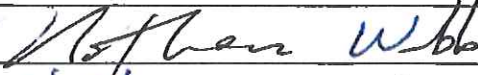
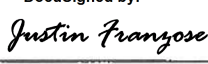
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

As part of the Maine Outdoor Heritage Fund grant proposal, MDIFW worked closely with Maine Audubon to develop and submit a detailed budget including the Maine Audubon staff time needed to accomplish the tasks outlined in Supplemental Question #1. Most of the work will be completed in the first year, with continuation, follow-up, and adaptations as needed in the second year.

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

The Retail Voucher Program is part of a strategy to further educate anglers and the general public about the lead fishing tackle regulations that went into effect in 2016 and 2017. We do not know if the program will warrant continuation after 2021. If so, Maine Audubon will need to secure funding from other sources.

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:	Nathan Webb	Date:	1/15/2020
Signature of DAFS Procurement Official:	DocuSigned by: 		
Printed Name:	AEED9C7B3A8044E... Justin Franzose	Date:	1/29/2020