



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
DIVISION OF PROCUREMENT SERVICES
 STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

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 intranet site (Forms page) for additional instructions.

PART I: OVERVIEW			
Department Office/Division/Program:		Dept Marine Resources/Bureau Marine Science/Education Division	
Department Contract Administrator or Grant Coordinator:		Dottie Yunger / Marge Morissette	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$14,200	Advantage CT / RQS #:	13A 20220110000000001647
CONTRACT	Proposed Start Date:	1/25/2022	Proposed End Date: 2/28/2022
AMENDMENT	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Tenji, Inc. 26549 Carmel Fancho Blvd, Carmel, CA 93923	
Brief Description of Goods/Services/Grant:		Tenji, Inc creates signage with a new template and uniform style for the Education Division and Maine State Aquarium's graphics based on the research being done by DMR staff. The template will allow staff to easily update graphics and text as needed in the future while keeping a uniform look for the Division.	

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Check the box below for the justification(s) that applies to this request (Check all that apply)			
<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input checked="" type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input checked="" type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

The Education Division within DMR is redesigning and upgrading its facilities and programming after being closed due to Covid-19 and staffing. The Maine State Aquarium plans on reopening in Spring 2022, and the Education Division will launch a newly designed digital presence then as well. Tenji, Inc will create new educational content in the form of signage and graphics, with a consistent template and uniform style. This content will be based on the research being done by DMR staff. The template will allow staff to easily update graphics and text as needed in the future while keeping a uniform look for the Division.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Tenji, Inc. is a well-known aquarium design company within the aquarium industry. Its East Coast office is located in Newcastle, ME, and the manager of that office is well acquainted with DMR’s Education Division and Aquarium (former employee with direct knowledge of the Division). Tenji provides specialized graphics and signage for specifically for aquariums and education facilities and has the expertise to convey complicated scientific research and information in accurate and visually appealing ways for a variety of audiences. They can begin work in January 2022, helping DMR to meet its projected Spring opening date.

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

The negotiated costs are fair and reasonable, and based on a pro bono consultation of the Education Division and Aquarium. The costs included interviews by a graphic designer and science communicator with 10 DMR staff members; text written based on the topics and information the Education Division specifies, and is also appropriate to specific audiences; content design and layout, with two revisions if necessary; and, print ready files in Illustrator. Tenji’s local office in Newcastle will save any additional costs for shipping, travel, etc.

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


Tenji can provide timely, specialized, and expert services for the Education Division and Aquarium. Its East Coast office is local and managed by a former Education Division employee well versed in what services are needed. This makes them a highly competitive company for our needs. Ideally once these services have been provided, they will not be needed again, at least in the near future.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

PART V: APPROVALS			
The signatures below indicate approval of this procurement request.			
Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Patrick Keliher, Commissioner	Date:	1/28/22
Signature of DAFS Procurement Official:	DocuSigned by: <i>Debbie Jacques</i>		
Typed Name:	1DFA565D481F42E... Debbie Jacques	Date:	1/31/2022