



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:		Department of Public Safety, Maine State Police		
Department Contract Administrator or Grant Coordinator:		Major Scott Gosselin Starla Dorval		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$ 56,450	Advantage CT / RQS #:	CT 16A 20231107*1338	
CONTRACT	Proposed Start Date:	1/1/2024	Proposed End Date:	12/31/2024
AMENDMENT	Original Start Date:	Click or tap to enter a 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:		Warp and Weft 162 Main Street Auburn, ME 04210		
Brief Description of Goods/Services/Grant:		Marketing campaign for recruitment and rebranding		

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 type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input 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 Maine State Police currently has a branding and marketing problem. 25 Years ago, the Maine State Police was seeing over 1000 people apply and test to become Maine State Police troopers. At that time our agency graduated very large academy classes each year. It is estimated that between 1994 and 2000, more than 150 troopers graduated the Maine State Police academy. As a result, and due to many forces beyond our control to retain these troopers beyond their 25-year special retirement, many of those troopers have retired and many more expect to retire within the next two years. Those retirements are far outpacing our ability to add and graduate new troopers to replace them. Today we have been lucky to graduate 15 troopers per year and cannot keep up with the pace of the large classes of troopers retiring. We currently have 47 vacancies with one more large class left to retire within the next year. During the last legislative session, we asked the legislature for funding for a renewed recruiting and marketing campaign, and we received partial funding for this proposed effort.

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

Recognizing the need for a renewed recruiting effort, our agency spent a limited amount of funds (abiding by current procurement rules) with a Marketing firm for consultation and a study which included research and small focus groups. They also helped put together a plan for rebranding and recruiting into the future that will help solve our retention problem. Warp & Weft is the professional marketing firm from Auburn, Maine that was hired by the Maine State Police in the fall of 2022 to develop an advertising and marketing campaign for recruiting and hiring new personnel. Warp and Weft was recommended to us by a trusted and reliable industry partner, and they are the creator of our current recruiting video which we have been using for a couple of years. After being hired for this minor consultation, Warp & Weft specifically conducted a study of the Maine State Police that included examination of current staffing, recruitment efforts, website review and interviews of current and prospective members on college campuses. The result of this study was the plan for the marketing campaign for recruitment and retention described in this PJF. This yearlong study combined with the current MSP staffing levels necessitate Warp & Weft to be the selected vendor for this campaign.

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

Warp & Weft provided the following break-down of costs for the videography, photography, production and advertising costs.

Recruitment Video Cost

- Full-day video shoot:\$1,500
- Art Direction and management of recruitment video:\$2,625
- Post-production and editing of recruitment video:\$2,500
- Voice over for video:\$150
- Music License: \$150

Branding and Recruitment Photoshoot

- Professional photoshoot with editing:\$2,400

Branding and Recruitment Video

- Videography:\$7,500
- Art Direction & Management:\$3,625

In-state & Out of State Digital advertising including programmatic pre-roll and Meta channels

PART III: SUPPLEMENTAL INFORMATION

- Total cost for in state (\$1,500/month) and out of state (\$1,500/month) advertising for one year= \$36,000

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

This contract is for one year of advertising and any produced video and photographs will be owned by the MSP at the end of this contract period. At the end of this contract period, the MSP will evaluate the effectiveness of the advertising campaign as it relates to job applications and hiring.

Because this is the Maine State Police’s first foray into branding, marketing and advertising we sought a reliable and trusted vendor to use as a baseline for future competition.

The research and focus group data acquired by this company will be too old to be effective to use beyond this one-time proposal effort and a new study will need to be conducted into the future for any additional marketing or recruiting efforts which would open the door for competitive proposals.

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):	<i>Derek Gorneau</i>		
Typed Name:	Derek Gorneau	Date:	11/5/2023
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Thomas Paquette</i>		
Typed Name:	Thomas Paquette	Date:	1/4/2024