



## PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Office of State 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 Procurement Services intranet site (Forms page) for additional instructions.*

PART I: OVERVIEW			
Department Office/Division/Program:	Secretary of State, Bureau of Motor Vehicles, Information Services		
Department Contract Administrator or Grant Coordinator:	Catherine Curtis, Deputy Secretary of State BMV Secretary of State		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$7,500.00	Advantage CT / RQS #:	20241119000000000728
CONTRACT	Proposed Start Date:	1/13/2025	Proposed End Date: 5/31/2025
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:	Maine Trust for Local News (METLN) 295 Gannet Ave., Portland Maine 04106		
Brief Description of Goods/Services/Grant:	Advertising for New Plate Issuance in Central and Southern Maine		

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
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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 Bureau of Motor Vehicles (BMV) is responsible for informing and serving the great state of Maine, the Mainers within it, and those who choose to travel to it. In this instance, that responsibility is handed down to BMV by the state legislature in the form in the New Plate Issuance (NPI), and the federal government regarding Real ID.

NPI, heralding in the Pine Tree Plate, requires an array of communications. Mainers must be made aware of when the issuance is happening, what will be asked of them, and what things they cannot do. They must be informed of what plates will be available and where, the different capabilities of towns, branches, and agents, and how to reserve their current license plate numbers. They must also be shown where to direct their questions as to avoid any confusion.

Real ID, a federally mandated program, also asks much of BMV. Mainers must have the purpose of Real ID explained to them how it will affect their travel, the different options they will have, eligibility requirements, and who to contact should they have questions.

Public radio and TV broadcasts will allow BMV to expand the reach of its communication campaigns. This cost-effective and equitable tool will fulfill a vital role in BMV's responsibilities to its state and federal partners, alongside Mainers.

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

This PJF requests to contract with the Maine Trust for Local News (METLN) for both print and digital advertising space. This contract will also work via METLN to advertise with a series of affiliated media outlets in Southern and Central Maine (Portland Press Herald, Kennebec Journal, Lewiston Sun Journal).

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

These costs have been determined to be fair and reasonable based on providing the best value to the State. [Click or tap here to enter text.](#)

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

If other vendors become available to provide the service at a similar scope/scale across the state, an open bid process will be considered.

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

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

<input type="checkbox"/> Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.
<input checked="" type="checkbox"/> No – If No, proceed to Part V.

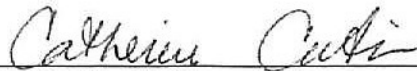
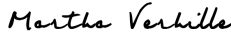
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

*Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS Title 5, §18 and §18-A, in harmony with MRS Title 17, §3104.*

The requesting department signatory understands and acknowledges Maine’s Conflict of Interest statutes.

**PART VI: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):			
Typed Name:	Catherine Curtis, Deputy Secretary of State BMV Secretary of State	Date:	1/13/25
Signature of DAFS Procurement Official:	DocuSigned by:  891CE7A1493D45B...		
Typed Name:	Martha verhille	Date:	1/13/2025