



### PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 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:		DHHS/OBH	
Department Contract Administrator or Grant Coordinator:		Jeanne Garza / Melinda Farrell	
(If applicable) Department Reference #:		MH4-26-9456	
Agency Department Code:	10A	Advantage CT / RQS #:	20251105000MH4269456
Amount: (Contract/Amendment/Grant)		\$207,150.00	
CONTRACT	Proposed/Original Start Date:	1/1/2026	Proposed/Most Recent End Date: 12/31/2026
AMENDMENT	New Effective Date:		New End Date (if Applicable):
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		BROADREACH PUBLIC RELATIONS, LLC Portland, ME	
Brief Description of Goods/Services/Grant:		Media Services	

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. Higher Education 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 purpose of this Agreement is develop and execute a multimedia public service outreach campaign to promote awareness of 988, Maine's statewide behavioral health crisis hotline.

- Development of a strategic marketing communications and outreach plan to reach Mainers statewide;
- Rebuild of 988Maine.com website onto Drupal platform for hosting via DHHS servers;
- Reporting and analysis for campaign evaluation purposes.
- Continue with the Careers with Purpose website

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

The vendor was originally selected under RFP 202305108, the procurement period ended on 1/31/2025. As part of the original contract, Broadreach's proprietary knowledge from managing the first rollout, specifically where and when the campaign ran, makes them the most efficient and effective choice for executing the second phase, ensuring we avoid overlapping with less effective market buys and prevent under-buying in high-performing markets. Broadreach built the 988 and Careers with Purpose websites. It needs to be rebuilt on Drupal platform so that it can eventually be absorbed into the DHHS platform. The original website design team needs to make that conversion so that a new website hosting contract can be undertaken with OIT.

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

Funding was allocated based on the cost proposal for the RFP. Amount of funding was determined by the Federally-approved grant budget for the purpose of improving Maine's 988 system.

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

The Department does not anticipate a need for services beyond 12/31/2026. If it is determined that services need to continue the Department will issue a competitive procurement.

### 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).

Yes, ARPA funds (025) or (026) – If Yes, please be aware of the requirements from awarding federal agencies.

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's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

**PART VI: APPROVALS**

Governor/Department Commissioner or Designee

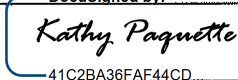
1. The signature below indicates approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Jim Lopatosky Director of Contract Management	Date:	15 Dec 25

2. Additional signature required **ONLY** if box E (Emergency) is selected in PART II. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

**\*\*OSPS Section Only\*\***

Signature of DAFS Procurement Official:	<small>DocuSigned by:</small>  <small>41C2BA36FAF44CD</small>		
Typed Name:	Kathy Paquette	Date:	1/8/2026