

## State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

### PART I: OVERVIEW

Department Office/Division/Program:		Maine Commission for Community Service/DOE			
Department Contract Administrator or Grant Coordinator:		Maryalice Crofton			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)	\$ 39,000	Advantage CT / RQS #:	20210204000000002176		
CONTRACT	Proposed Start Date:	<b>3/1/2021</b>	Proposed End Date:	9/30/2021	
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 Association of Broadcasters 69 Sewall Street, Augusta, Maine 04330			
Brief Description of Goods/Services/Grant:		Development, placement, and broadcast of radio and TV spots designed to 1) expand awareness of AmeriCorps programs impact and available service opportunities, 2) promote Volunteer Maine's role in the training and development of volunteer managers, and 3) promote the ethic of service.			

### PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)

	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
<b>X</b>	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 INFORMATION

Please respond to ALL of the following:

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

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## PART III: SUPPLEMENTAL INFORMATION

Under both federal and state law, the Maine Commission for Community Service is responsible for 1) promoting public awareness of opportunities to serve in Maine National Service programs; 2) supporting full enrollment of National Service programs each year through support of program recruitment activities; and 3) encouraging an ethic of service as a responsibility of citizenship.

Public information messaging on radio and TV stations throughout Maine will accomplish all three responsibilities in a very cost-efficient manner. The funds for this contract are granted to the Commission by the Corporation for National and Community Service.

Finally, the Commission is required to match the federal grant funds and the Maine Assoc. of Broadcaster's Public Education Program generates the full match for the funds used in this contract so no state or private cash funds are required.

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

Advertising services are not available through local, state, or federal agencies. In addition, broadcast media (TV and radio stations) are not owned or operated by public agencies in Maine.

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


- a. Through Public Education Partnership broadcasters in Maine donate airtime to Maine Association for Broadcasters (MAB) in exchange for grant funding. MAB makes the airtime available to nonprofits and government agencies and guarantees for every \$1 invested *at least* \$3 value of airtime.
- b. The Public Education Partnership includes radio and TV coverage for the entire state and provides a significant discount on advertising costs.
- c. As mentioned above, MAB works with multiple radio and TV stations around the state. This approach to distributing public information messages saves the Commission time in that it deals with one entity rather than each broadcaster individually. MAB then works with the individual stations and manages the activity across the various locations.
- d. In 2020, the results of an effort similar to the one proposed were that for every \$1 paid there was a match of \$3 which the Commission was able to use for federal match requirements.

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

The Public Education Program offered by Maine Association for Broadcasters is a consequence of there being an affiliate/member of the National Association of Broadcasters which is the originator of the PEP. MAB is the only affiliate in Maine (every state has just one) so it is the only vendor to offer this service in Maine. If the professional associations for broadcast media ever broaden, the Commission would look to compete this contract.

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### PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
<b>Printed Name:</b>	Daniel A. Chuhta	<b>Date:</b>	2/11/2021
<b>Signature of DAFS Procurement Official:</b>			
<b>Printed Name:</b>		<b>Date:</b>	


### Certificate Of Completion

Envelope Id: A99E2BEBC9C647889EBC99189A0A89A8	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 17	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Disabled	Daniel A. Chuhta
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	Daniel.Chuhta@maine.gov
	IP Address: 162.248.186.11

### Record Tracking

Status: Original 2/11/2021 6:25:13 PM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Carahsoft OBO Maine Department of Education	Location: DocuSign

### Signer Events

Signer Events	Signature	Timestamp
Daniel A. Chuhta Daniel.Chuhta@maine.gov Deputy Commissioner Maine Department of Education Security Level: Email, Account Authentication (None)	  Signature Adoption: Uploaded Signature Image Using IP Address: 72.231.250.95	Sent: 2/11/2021 6:25:15 PM Viewed: 2/11/2021 6:25:55 PM Signed: 2/11/2021 6:27:32 PM Freeform Signing

**Electronic Record and Signature Disclosure:**  
Not Offered via DocuSign

### In Person Signer Events

Signature

Timestamp

### Editor Delivery Events

Status

Timestamp

### Agent Delivery Events

Status

Timestamp

### Intermediary Delivery Events

Status

Timestamp

### Certified Delivery Events

Status

Timestamp

### Carbon Copy Events

Status

Timestamp

### Witness Events

Signature

Timestamp

### Notary Events

Signature

Timestamp

### Envelope Summary Events

Status

Timestamps

Envelope Sent	Hashed/Encrypted	2/11/2021 6:25:15 PM
Certified Delivered	Security Checked	2/11/2021 6:25:55 PM
Signing Complete	Security Checked	2/11/2021 6:27:32 PM
Completed	Security Checked	2/11/2021 6:27:32 PM

### Payment Events

Status

Timestamps