



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:	Maine Dept. of Inland Fisheries and Wildlife		
Department Contract Administrator or Grant Coordinator:	Emily MacCabe		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 37,484.55	Advantage CT / RQS #:	09A-20230206*2031
CONTRACT	Proposed Start Date:	2/6/2023	Proposed End Date: 7/30/2023
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:	Responsive Management, Harrisonburg, VA		
Brief Description of Goods/Services/Grant:	Marketing, Communications, and Public Relations Plan		

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.

Responsive Management will conduct a large-scale scientific survey better determine Maine Residents' and Outdoor Recreationists' Attitudes Toward Agency Communications and Wildlife-Related Issues. Responsive Management proposes to obtain a minimum of 1,800 completed survey interviews with Maine general population residents and stakeholders (the latter group to include Maine hunters, anglers, boaters, and trappers). The sample will be stratified by three state regions (North/East, Central, and South). The overall sample will include 900 interviews with Maine general population residents (approximately 300 per region) and a total of 900 interviews with Maine stakeholders (the regional split for stakeholders will be based on the relative number of interviews with hunters, anglers, boaters, and trappers).

This sampling plan is consistent with the approach from the 2015 study. As part of the multimodal survey methodology, the general population survey will include an online component, as the use of online surveys (including outreach by text to those with a cellular phone) provides a greater opportunity to reach more Maine residents, particularly younger residents, who may be more likely to complete a survey online. The sample of Maine residents will be obtained from Marketing Systems Group, a reputable firm that specializes in providing scientifically valid samples for survey research. The samples of Maine hunters, anglers, boaters, and trappers will be obtained from license and registration databases provided by the Department. Responsive Management will confirm the final sampling plan with the Department prior to the initiation of the data collection. As mentioned, the final report will include a trends analysis comparing findings from the 2015 study with the new data, where applicable.

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

Responsive Management was selected to conduct MDIFW's Public Participation in Outdoor Recreation Survey in 2015 using a competitive process (RFP # 201502034). Responsive Management has conducted 30 years of continuous survey and human dimensions research on natural resource issues and has completed research for every state fish and wildlife agency on the U.S., including several for MDIFW. They are the most experienced and qualified vendor to conduct this work. In addition, one of the primary goals of the 2023 survey (this proposal) is to collect trend information on public participation in outdoor recreation. This requires using the same vendor as the 2015 survey to ensure 1) consistent methodology with the 2015 survey; 2) access to the raw 2015 survey results to allow direct comparisons with the 2023 data, and 3) familiarity with the 2015 survey effort to guide the development of new research questions.

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

The costs are based on those from the 2015 survey, and updated project sample sizes. Costs are comparable to those of prior survey efforts awarded through a competitive process, including those conducted by other vendors.

PART III: SUPPLEMENTAL INFORMATION

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

Responsive Management was selected to conduct the 2015 public survey through a competitive process. Therefore, it is imperative that we utilize the same vendor for this project to ensure consistent methodology and accurate trend analysis.

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

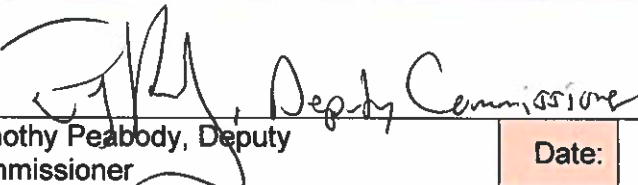
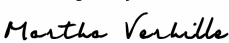
Does this request utilize ARPA/MJRP funds?

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:	Timothy Peabody, Deputy Commissioner	Date:	2/17/2023
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> 		
Typed Name:	Martha Verhille	Date:	2/17/2023