



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
STATE OF MAINE

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:		Maine CDC / Maine Immunization Program/ Sherri Brooker	
Department Contract Administrator or Grant Coordinator:		Chris Moiles / Melanie Boucher	
(If applicable) Department Reference #:		CD0-24-5201A	
Amount: (Contract/Amendment/Grant)	Original: \$200,200.00 Amd A: <u>\$500,000.00</u> Rev: \$700,200.00	Advantage CT / RQS #:	CT 10A 20240522000000003351
CONTRACT	Proposed Start Date:	Proposed End Date:	
AMENDMENT	Original Start Date:	Effective Date:	5/1/2024 1/1/2025
	Previous End Date:	New End Date:	1/1/2025 9/30/2025
GRANT	Project Start Date:	Grant Start Date:	
	Project End Date:	Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Results Marketing & Design LLC, dba Ethos Westbrook, ME	
Brief Description of Goods/Services/Grant:		Marketing Campaign for Public Service Announcements related to COVID-19 / Flu Vaccines	

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 checked="" 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 purpose of this amendment is to extend the contract end date, allowing for additional media buys in order to make adjustments to some campaign messaging, focusing on a broader vaccine confidence message to encourage flu and COVID vaccinations.

Amending this contract through September 30, 2025, also allows the Department time to develop an RFP with a broader scope than this current contract to expand messaging and increase focus on population groups who cannot be reached as effectively with traditional media approaches.

This renews the contract agreement with Results Marketing and will encourage Maine people, particularly those 65 and older and those who are immunocompromised to get their updated COVID-19 and flu vaccines.

The purpose of this agreement is to develop and execute creative concepts, utilize content already created by this vendor and execute an expanded media buy to encourage everyone get vaccinated against COVID-19 and the flu and to help build public confidence in the positive impacts of vaccination.

The goals of the campaign are to increase awareness about eligibility for updated vaccinations against COVID-19 and the flu. Encourage Maine people to get vaccinated and decrease hesitancy about getting themselves and their children/those in their care vaccinated. The work in this agreement builds off of the previous agreement CD0-22-5201 in which the provider developed COVID-19 related campaigns.

Federal funding for this initiative has been extended, allowing for messaging related to the positive health impact of vaccination to continue. Amending this contract allows the Department and Results Marketing to update existing content based on learnings from previous campaigns, prepare and launch an updated campaign that encourages Maine people to get their vaccines in 2025.

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

The provider has current experience working on marketing and advertising campaigns focused on promoting public health, including during the COVID-19 pandemic. The Department's existing relationship, along with a campaign that was earlier created and then put aside for future use, provides the necessary rapid creation of the campaign as it builds on a previous campaign that is being tweaked to serve the present time in which updated vaccines became available later than previously predicted. The provider created and executed updated flu and COVID vaccine campaigns for the Department related to vaccinating with confidence, and the vendor has previously demonstrated ability to work on extremely expedited timelines.

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

The rates are consistent with current contracts and the bulk of the funding will be used to execute on the creative campaign as well as to quickly another media buy for the campaign. Those campaigns are focused on education and outreach to encourage Mainers to get their updated

PART III: SUPPLEMENTAL INFORMATION

vaccine in light of the latest U.S. CDC recommendations around COVID-19 vaccination and forthcoming recommendations for COVID-19 and flu vaccination set for fall of this year. This funding will allow for greater media outreach for the developed television campaign, digital and social media campaigns promoting vaccine uptake for the intended audiences.

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

The Department does not plan to RFP this service in the future, it is a one-time procurement for an urgent need specific to updated CDC guidance related to COVID and flu vaccines.

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) – If Yes, please be aware of the requirements from awarding federal agencies.

☒ No – If No, proceed to Part V.

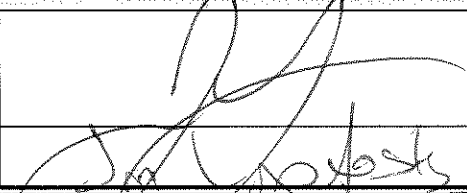

PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

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 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:		Date:	20-Feb-25
Signature of DAFS Procurement Official:			
Typed Name:	Kathy Paquette	Date:	2/24/2025