



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 \$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:		Education/Teaching and Learning	
Department Contract Administrator or Grant Coordinator:		Beth Lambert	
(If applicable) Department Reference #:		N/A	
Agency Department Code:	05A	Advantage CT / RQS #:	20251022000000000967
Amount: (Contract/Amendment/Grant)		\$19,500.00	
CONTRACT	Proposed/Original Start Date:	11/15/2025	Proposed/Most Recent End Date: 9/30/2026
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:		Math for Love Seattle, WA	
Brief Description of Goods/Services/Grant:		Educator professional development focused on student fluency in numeracy.	

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.

Many Maine students lack the flexible, confident numeracy needed for academic success, workforce readiness, and civic participation. Schools need tools to embed numeracy across content areas, professional learning that builds teacher capacity, and strong family engagement strategies. The Maine Department of Education (DOE) released the [Maine State Numeracy Action Plan](#) in August 2025 in response to these unmet needs. One of the strategies for implementing the plan is through high-impact professional learning by funding professional development coaching and expanding regional networks and teacher lead initiatives.

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.

No other vendor offers this combination of proprietary curriculum tools, direct access to the creator (Dan Finkel), and expertise in Math for Love’s specific instructional framework. Market research was conducted to identify comparable vendors offering mathematics education materials and professional development that emphasize conceptual learning through play and discovery. While several math education consultants and curriculum providers exist (e.g., Illustrative Mathematics, Eureka Math, CPM), none offer Math for Love’s proprietary games, lesson structures, or training model.

Math for Love materials, such as *Prime Climb*, *Tiny Polka Dot*, and *Multiplication by Heart*, are proprietary educational resources that integrate mathematical rigor with creative pedagogy. Dan Finkel has extensive experience leading educator workshops, developing K–12 math curriculum content, and supporting districts in implementing engaging, standards-aligned math instruction.

These resources directly support the goals of the State's Numeracy Action Plan, which emphasizes:

- Building strong foundational numeracy through conceptual understanding rather than rote memorization;
- Increasing student engagement and confidence in mathematics through innovative, research-based instructional practices; and
- Providing teachers with high-quality, standards-aligned tools and professional learning that translate into effective classroom implementation.

*Math for Love* materials are unique and proprietary—no other commercially available curriculum combines visual models, open-ended problem solving, and game-based learning in a way that simultaneously aligns with state standards and promotes the mathematical practices outlined in the State's Numeracy Action Plan.

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

The following is a breakdown of the professional learning opportunities provided through the For the Love of Numeracy project if they were to be accessed as stand-alone activities. These rates are based on current Grassroots Workshops rates.

- Cost of 1 virtual session:
  - \$54.00 per participant for 12 months access

**PART III: SUPPLEMENTAL INFORMATION**

- o \$54.00 x 5 sessions = \$270 per participant
- o \$270.00 x 3 (for 3 years of access) = \$810.00 per participant
- o \$810.00 x 50 participants = \$40,500.00

This cost does not include the Numeracy toolkit and exemplar tasks that will be provided by Math for Love.

Math for Love will:

- Design and deliver five virtual workshops.
- Develop the Numeracy Toolkit and exemplar lessons (professional development supplies).
- Design family engagement activities (professional development supplies for educators to learn how to implement)

at a total cost of \$19,500, discounted by \$6,000 from the organization’s standard rate of \$25,500.

The cost per participant in the program project is \$19,500.00/50 participants = \$390.00.

This gives a savings of \$810.00 - \$390.00 = \$420.00 per participant.

For an overall savings of \$420.00 x 50 participants = **\$21,000.00** for the program project.

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

If there is a future need for similar professional learning or resources, the Department will consider all procurement options, including the RFP process.

**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:	Daniel A. Chuhta	Date:	12/1/2025
2. Additional signature required <b>ONLY if box E (Emergency) is selected in PART II</b> . The signature below indicates approval by the Department's Commissioner, or the <u>designee specifically authorized to approve emergency procurement requests</u> .			
Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

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

Signature of DAFS Procurement Official:	Signed by:  <small>AE2C1DD1C5434E9...</small>		
Typed Name:	Katie Boynton, Systems Analyst	Date:	12/16/2025

**Certificate Of Completion**

Envelope Id: 02DC9266-0453-4A7D-AC27-CD871BBA9B10	Status: Completed
Subject: Please Docusign This Document	
Source Envelope:	
Document Pages: 27	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator: Daniel A. Chuhta Daniel.Chuhta@maine.gov
Envelopeld Stamping: Disabled	IP Address: 64.207.219.8
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	

**Record Tracking**

Status: Original 12/1/2025 4:20:00 PM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: Docusign

**Signer Events**

Daniel A. Chuhta  
Daniel.Chuhta@maine.gov  
Deputy Commissioner  
Maine Department of Education  
Security Level: Email, Account Authentication (None)

**Signature**

Signature Adoption: Drawn on Device  
Using IP Address: 142.105.194.99

**Timestamp**

Sent: 12/1/2025 4:20:02 PM  
Viewed: 12/1/2025 4:20:12 PM  
Signed: 12/1/2025 4:21:35 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**

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Certified Delivered	Security Checked	12/1/2025 4:20:12 PM
Signing Complete	Security Checked	12/1/2025 4:21:35 PM
Completed	Security Checked	12/1/2025 4:21:35 PM

**Payment Events**

**Status**

**Timestamps**

### Certificate Of Completion

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 Source Envelope:  
 Document Pages: 5  
 Certificate Pages: 5  
 AutoNav: Enabled  
 Envelopeld Stamping: Enabled  
 Time Zone: (UTC-05:00) Eastern Time (US & Canada)

Status: Completed  
 Envelope Originator:  
 Katie Boynton  
 Katherine.L.Boynton@maine.gov  
 IP Address: 71.181.101.106

### Record Tracking

Status: Original  
 12/16/2025 2:45:24 PM  
 Security Appliance Status: Connected  
 Storage Appliance Status: Connected  
 Holder: Katie Boynton  
 Katherine.L.Boynton@maine.gov  
 Pool: StateLocal  
 Pool: State of Maine - Office of Information  
 Technology

Location: DocuSign  
 Location: Docusign

### Signer Events

Nancy Tan  
 Nancy.Tan@maine.gov  
 Deputy Director of IT Procurement  
 DAFS Procurement Services  
 Security Level: Email, Account Authentication  
 (None)

### Signature

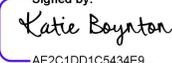
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**Electronic Record and Signature Disclosure:**  
 Accepted: 12/17/2020 2:42:29 PM  
 ID: d76e019d-41f6-4433-a7cc-f299bfc60565

Katie Boynton  
 Katherine.L.Boynton@maine.gov  
 Systems Analyst  
 State of Maine  
 Security Level: Email, Account Authentication  
 (None)

Signed by:  
  
 AE2C1DD1C5434E9...  
 Signature Adoption: Pre-selected Style  
 Using IP Address: 71.181.101.106

Sent: 12/16/2025 3:44:17 PM  
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 Signed: 12/16/2025 4:24:35 PM

**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

IT Procurement  
 ITProcurement@maine.gov  
 Security Level: Email, Account Authentication  
 (None)

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**Electronic Record and Signature Disclosure:**  
 Accepted: 10/20/2025 8:00:52 AM  
 ID: cdd0940e-24ba-4aaf-af7e-d947958c75f1

Carbon Copy Events	Status	Timestamp
<p>Jenn Tarr  Jennifer.L.Tarr@maine.gov  DOE Procurement Director  Carahsoft OBO Maine Department of Education  Security Level: Email, Account Authentication (None)</p> <p><b>Electronic Record and Signature Disclosure:</b>  Accepted: 5/20/2021 2:29:25 PM  ID: 71ebd786-a01b-4229-bdd0-877f12eec3e3</p>	<div style="border: 2px solid blue; padding: 5px; width: fit-content; margin: 0 auto;"> <b>COPIED</b> </div>	Sent: 12/16/2025 4:24:40 PM
<p>Kathy Warren  Katherine.Warren@maine.gov  Education Data Manager- MDOE  Maine Department of Education  Security Level: Email, Account Authentication (None)</p> <p><b>Electronic Record and Signature Disclosure:</b>  Accepted: 12/9/2022 3:33:50 PM  ID: 775ae2e1-0e6f-45c8-9a71-80af987f1644</p>	<div style="border: 2px solid blue; padding: 5px; width: fit-content; margin: 0 auto;"> <b>COPIED</b> </div>	Sent: 12/16/2025 4:24:41 PM
<p>Olivia Schafer  Olivia.Schafer@maine.gov  Security Level: Email, Account Authentication (None)</p> <p><b>Electronic Record and Signature Disclosure:</b>  Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; width: fit-content; margin: 0 auto;"> <b>COPIED</b> </div>	Sent: 12/16/2025 4:24:42 PM
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	12/16/2025 2:47:18 PM
Certified Delivered	Security Checked	12/16/2025 4:24:26 PM
Signing Complete	Security Checked	12/16/2025 4:24:35 PM
Completed	Security Checked	12/16/2025 4:24:42 PM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

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If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

### **Consequences of changing your mind**

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

### **All notices and disclosures will be sent to you electronically**

Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

**How to contact Carahsoft OBO Maine Office of Information Technology:**

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: [kendra.l.coates@maine.gov](mailto:kendra.l.coates@maine.gov)

**To advise Carahsoft OBO Maine Office of Information Technology of your new email address**

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at [kendra.l.coates@maine.gov](mailto:kendra.l.coates@maine.gov) and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

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- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to [kendra.l.coates@maine.gov](mailto:kendra.l.coates@maine.gov) and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

### **Required hardware and software**

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

### **Acknowledging your access and consent to receive and sign documents electronically**

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to ‘I agree to use electronic records and signatures’ before clicking ‘CONTINUE’ within the DocuSign system.

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- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify Carahsoft OBO Maine Office of Information Technology as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Carahsoft OBO Maine Office of Information Technology during the course of your relationship with Carahsoft OBO Maine Office of Information Technology.