

## 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. 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 DOE, Office of Learning Systems, MLTI			
Department Contract Administrator or Grant Coordinator:		Deb Lajoie			
(If applicable) Department Reference #:		N/A			
Amount: (Contract/Amendment/Grant)	\$ 22,800.00	Advantage CT / RQS #:	CT 05A-20200213*2277		
CONTRACT	Proposed Start Date:	3/13/20	Proposed End Date:	6/30/20	
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:		Cates LLC, 205 E. 42nd St., 20th Floor New York, NY 10017			
Brief Description of Goods/Services/Grant:		Development of the MLTI Student Conference UBER session, including media, tech platform, management.			

### 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.**

# State of Maine Procurement Justification Form

## PART III: SUPPLEMENTAL INFORMATION

Each year the Maine DOE provides a unique student experience through an “UBER session”, a student learning session that is one part of at the Department’s Maine Learning Technology Initiative (MLTI) student conference. This UBER session is intended to provide students with a unique, innovative and creative experience that demonstrates the power of collaboration through technology.

Delivery of the UBER session necessitates an exceptional combined-skill set requiring the firm chosen to perform the work not only have experience in the education space, but have a combined professional skill set that includes research, creative design, technological expertise, and project management. This work requires capacity to implement a technology-focused session that involves 1300+ students simultaneously and facilitates learning. Development of the UBER session requires expertise in innovation, management and technological resources.

The annual UBER session is a one-of-a-kind session that is original from concept to implementation and finally to delivery. The vendor is providing services that include an understanding of education, research grounded in best practices, session concept, session design, implementation, web-based technology and delivery on the day of the conference.

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

Cates LLC, working with the Harvard Graduate School of Education (HGSE), has provided proprietary research surrounding the perception of education system in Maine. The research also creates a solution that addresses recreating perceptions about Maine’s education, primarily around innovation and teacher quality. The research revealed a state-wide problem and Cates LLC developed a solution to increase positive engagement in education, promoting a storyline that Maine is innovative, has talent, and that the education system provides a foundation for sustained economic growth.

Given this extensive background, Cates has built upon original research and evaluation to build a concept and design to address a need the Department has for the development of the Maine Learning Technology Initiative student conference UBER session. This creative design is a product based on prior research conducted by Cates LLC and Harvard Graduate School of Education. This is an opportunity to utilize Cates expertise and background and unique skill-set to reasonably and quickly develop the UBER session for the May 2020 deadline.

This is an opportunity that creates a partnership in which Maine DOE is able to complete the implementation of the UBER session with one vendor that has the skill set and background to deliver the UBER session to students. In 2019 the UBER session was delivered by Maine DOE employees.

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

Cates LLC has provided a detailed budget that outlines reasonable costs for the delivery of the UBER session, including content development based on educational research, development of a teacher’s guide, example video content, promotional materials, video editing, web platform/application development, session implementation and delivery. CATES LLC is charging an hourly rate of \$40.00. Maine DOE has done an online comparison of this hourly rate to application developers and CATES LLC’s, is providing more than application development, at an hourly rate that is 42% of the market rate of application developers.


# State of Maine Procurement Justification Form

## PART III: SUPPLEMENTAL INFORMATION

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

The Department will follow competitive bidding requirements for future sessions.

## 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 Chuhta, Deputy Commissioner	<b>Date:</b>	2/25/2020
<b>Signature of DAFS Procurement Official:</b>			
<b>Printed Name:</b>		<b>Date:</b>	

### Certificate Of Completion

Envelope Id: AF10352E930043DEA6AC43B00B4DE9AF	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 3	Signatures: 1
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: 162.248.184.11


### Record Tracking

Status: Original 2/25/2020 2:48:11 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

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

### Signature



Signature Adoption: Uploaded Signature Image  
Using IP Address: 198.182.163.102

### Timestamp

Sent: 2/25/2020 2:48:13 PM  
Viewed: 2/25/2020 2:48:26 PM  
Signed: 2/25/2020 2:49:03 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	2/25/2020 2:48:13 PM
Certified Delivered	Security Checked	2/25/2020 2:48:26 PM
Signing Complete	Security Checked	2/25/2020 2:49:03 PM
Completed	Security Checked	2/25/2020 2:49:03 PM

### Payment Events

### Status

### Timestamps