



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

Table with 4 columns: Department Office/Division/Program, Department Contract Administrator or Grant Coordinator, (If applicable) Department Reference #, Amount: (Contract/Amendment/Grant), Advantage CT / RQS #, Proposed Start Date, Proposed End Date, Original Start Date, Effective Date, Previous End Date, New End Date, Project Start Date, Grant Start Date, Project End Date, Grant End Date, Vendor/Provider/Grantee Name, City, State, Brief Description of Goods/Services/Grant.

PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

Table with 4 columns: A. Competitive Process, B. Amendment, C. Single Source/Unique Vendor, D. Proprietary/Copyright/Patents, E. Emergency, F. University Cooperative Project, G. Grant, H. State Statute/Agency Directed, I. Federal Agency Directed, J. Willing and Qualified, K. Client Choice, L. Other Authorization.

Procurement Justification Form (PJF)

Please respond to ALL of the questions in the following sections.

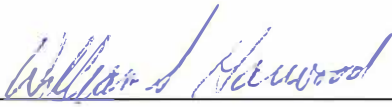
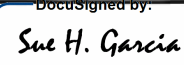
PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.
As set forth in its authorizing statute, 35-A M.R.S. § 1702, the Office of the Public Advocate’s (OPA) primary responsibility is to “represent the interests of Maine utility consumers.” In the realm of public relations, which it needs transparent, informative, and steady lines of communication of its purpose to the public, the Maine Public Utilities Commission (PUC), the legislature, federal agencies, the media, and several stakeholder organizations – all to advance its mission of representing Maine utility ratepayers.
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.
The Vendor has unique and specific skillsets along with decades of media, government, public affairs, and communications experience. Such experience will effectively carry out OPA’s mission it needs to communicate strategically with its various audiences.
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.
The cost is consistent with the budget narrative provided by the vendor.
4. Describe the plan for future competition for the goods or services.
In the future, the Office of the Public Advocate will seek services through competitive procurement.

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

Does this request utilize ARPA/MJRP funds?
<input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).
<input checked="" type="checkbox"/> 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:	William S. Harwood, Public Advocate	Date:	3/9/2022
Signature of DAFS Procurement Official:			
Typed Name:	Sue H. Garcia	Date:	3/14/2022