



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
**DIVISION OF 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 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:                     |                      | MCDCP/Disease Prevention/WIC                   |                       |                      |
| Department Contract Administrator or Grant Coordinator: |                      | Chris Moiles/Shawn Belanger                    |                       |                      |
| (If applicable) Department Reference #:                 |                      | CD0-22-4671                                    |                       |                      |
| Amount:<br>(Contract/Amendment/Grant)                   |                      | \$ 21,163.09                                   | Advantage CT / RQS #: | RQS 10A 20211214*667 |
| CONTRACT  | Proposed Start Date: | 1/1/2022                                       | Proposed End Date:    | 9/30/2023            |
| 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,<br>City, State:           |                      | OnSolve – DBA One Call Now<br>Ormond Beach, FL |                       |                      |
| Brief Description of<br>Goods/Services/Grant:           |                      | WIC Texting Services                           |                       |                      |

| PART II: JUSTIFICATION FOR VENDOR SELECTION   |                                   |                          |                                  |
|---|-----------------------------------|--------------------------|----------------------------------|
| Mark an "X" before 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.

Current WIC grant funding is determined by participation/headcount. This service is federally funded by USDA Food and Nutrition Services to support the mission of Maine's Women, Infants and Children Program. The purpose of this service is to increase awareness to eligible WIC populations.

Data is passed from the WIC MIS system to Onsolve DBA One Call Now. This provider delivers encouraging breast feeding messages to increase breast feeding initiations for all WIC participants statewide. Additional services include appointment reminders, missed appointment messages and ad hoc messages statewide or to targeted groups of participants to make them aware of office closures due to weather or other conditions, COVID procedures, and farmer market/nutrition general messaging. WIC sends texts to participants on behalf of other offices and/or agencies including CDC to deliver the annual Pregnancy Risk Assessment Monitoring System (PRAMs) survey and at the request of the Commissioner.

New functionality is planned for the new contract period which is aimed at increasing WIC enrollment through "adjunct eligibility". WIC eligible people eligible for WIC provided by the Office of Family and Child Services will be crossmatched against WIC data to determine families that are eligible for WIC services, but not enrolled in the WIC program. Once this step is completed, a text message will be sent, or voicemail message if the phone number is not text enabled, informing them they are eligible for WIC with a hashtag (#) two way text/return message. This message includes a link that automatically connects them directly with the WIC Local Service Agency that serves their geographic area to learn more. No other texting program is offering this service.

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

This contract with OnSolve, doing business as (DBA) One Call Now, is the current texting service provider for WIC.

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

The costs are reasonable to WIC which is fully Federally Funded with grants approved by Food and Nutrition Services (FNS).

The rates for these services are based on WIC participant caseload. The vendor provides these services to other state WIC agencies and costs are consistent nationwide.

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

The Department will coordinate competitive procurement with the RFP Team in 2023 prior to the end of the agreement period.

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


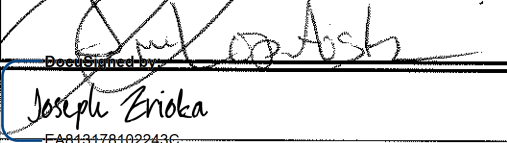
Does this request utilize ARPA/MJRP funds?

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:  | <i>[Handwritten Name]</i>  | Date: | 17-Mar-22 |
| Signature of DAFS Procurement Official:                          |  |       |           |
| Typed Name:  | Joseph Zrioka  | Date: | 3/18/2022 |