



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:		Department of Public Safety, Maine State Police	
Department Contract Administrator or Grant Coordinator:		Major Scott Gosselin Starla Dorval	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 12,600	Advantage CT / RQS #:	CT 16A 20231107*1338
<b>CONTRACT</b>	Proposed Start Date:		Proposed End Date:
<b>AMENDMENT</b>	Original Start Date:	<b>1/1/2024</b>	Effective Date:
	Previous End Date:	<b>12/31/2024</b>	New End Date:
<b>GRANT</b>	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Warp and Weft Auburn, ME 04210	
Brief Description of Goods/Services/Grant:		Marketing campaign for recruitment and rebranding	

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 Maine State Police require these services to help offset the challenges with recruiting coupled with a large numbers of retirements. 25 Years ago, the Maine State Police was seeing over 1000 people apply and test to become Maine State Police troopers. At that time our agency graduated very large academy classes each year. It is estimated that between 1994 and 2000, more than 150 troopers graduated the Maine State Police academy. As a result, and due to many forces beyond our control to retain these troopers beyond their 25-year special retirement, many of those troopers have retired and many more expect to retire within the next two years. Those retirements are far outpacing our ability to add and graduate new troopers to replace them. Today we have been lucky to graduate 15 troopers per year and cannot keep up with the pace of the large classes of troopers retiring. We currently have 47 vacancies with one more large class left to retire within the next year. During the last legislative session, we asked the legislature for funding for a renewed recruiting and marketing campaign, and we received partial funding for this proposed effort.

Warp & Weft are under current contract to develop a recruitment and marketing campaign. Warp & Weft had originally proposed to develop a new recruitment website that would contain the new marketing material that would be advertised on Meta channels and internet advertising. There is a need for a specific Maine State Police recruitment website due to the design limitations of the current Maine State Police website. This is an essential part of the marketing strategy and campaign and could limit the Maine State Police in their recruitment efforts. The new recruitment website is essential for the Maine State Police to maximize the cost of the previous contract

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

Recognizing the need for a renewed recruiting effort, our agency spent a limited amount of funds with a Marketing firm for consultation and a study which included research and small focus groups and help us put together a plan for rebranding and recruiting into the future and to help solve our retention problem. Warp & Weft is the professional marketing firm from Auburn, Maine that was hired by the Maine State Police in the fall of 2022 to develop an advertising and marketing campaign for recruiting and hiring new personnel.

Warp and Weft was recommended to us by a trusted and reliable industry partner and creator of our current recruiting video which we have been using for a couple of years. After being hired for this minor consultation, Warp & Weft specifically conducted a study of the Maine State Police that included examination of current staffing, recruitment efforts, website review and interviews of current and prospective members on college campuses. This yearlong study combined with the current MSP staffing levels necessitate Warp & Weft to be the selected vendor for this campaign.

Warp & Weft is currently under contract to develop a recruitment strategy and campaign for the Maine State Police. This new recruitment website was part of their original proposal in 2023. Warp & Weft developed the marketing strategy and material, which makes them the best suited to use that material in the new website they create.

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

Warp & Weft provided the following break-down of costs for the website design and development cost of \$12,600.

**Custom Recruitment Website Cost**

**WEBSITE DESIGN**

- Custom website design
- Mockups for up to 2 strategically-important pages in desktop view and 2 pages in mobile view

**PART III: SUPPLEMENTAL INFORMATION**

- Website visual style guide, including type styles, and interface elements
- Includes one round of revisions to the designs

WEBSITE DEVELOPMENT I Domain research and set up, includes 2 url options for selection\*

- Mobile-first, responsive build on WordPress
- SEO optimized I Includes one integration with a 3rd party software and one custom post type (such as an online application or staff page with headshots and bios)
- Includes one contact form I Standard SEO setup (meta titles and site crawl)

Cross-browser testing before launch I 1-hour website training

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

This contract is for one year of advertising and any website, produced video and photographs will be owned by the MSP at the end of this contract period. At the end of this contract period, the MSP will evaluate the effectiveness of the advertising campaign as it relates to job applications and hiring.

Because this is the Maine State Police’s first foray into branding, marketing and advertising we sought a reliable and trusted vendor to use as a baseline for future competition.

The research and focus group data acquired by this company will be too old to be effective to use beyond this one-time proposal effort and a new study will need to be conducted into the future for any additional marketing or recruiting efforts which would open the door for competitive proposals.

**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.


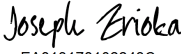
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

*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):	 <a href="#">Michael Sauschuck (Nov 25, 2024 09:20 EST)</a>		
Typed Name:	Michael Sauschuck	Date:	Nov 25, 2024
Signature of DAFS Procurement Official:	<div style="border: 1px solid #ccc; padding: 5px;"> <p>DocuSigned by:</p>   <small>EA813178102243C...</small> </div>		
Typed Name:	Joseph Zrioka Director of IT Procurement	Date:	3/13/2025




# PJF for Warp and Weft Amendment

Final Audit Report

2024-11-25

Created:	2024-11-25
By:	Starla R Dorval (Starla.R.Dorval@maine.gov)
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## "PJF for Warp and Weft Amendment" History

-  Document created by Starla R Dorval (Starla.R.Dorval@maine.gov)  
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