



### 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:		DHHS/ CDC/MCH	
Department Contract Administrator or Grant Coordinator:		Chris Moiles / Brianne Carrero	
(If applicable) Department Reference #:		CD0-24-4241B	
Amount: (Contract/Amendment/Grant)	Original:\$77,759.00 Amd: \$24,675.00 Revised: \$102,434.00	Advantage CT / RQS #:	CT 10A 20240104000000001881
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	12/1/2023	Effective Date:
	Previous End Date:	7/31/2025	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Eileen Forlenza Highlands Ranch, Colorado	
Brief Description of Goods/Services/Grant:		Eileen Forlenza, a consultant, will provide coaching and technical assistance to our Maternal and Child Health team. The coaching will focus on family engagement, developing a common language, building best practices, parent compensation, and guidance on policies and procedures.	

### 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.

Through the Early Childhood Comprehensive System SAGA, Maine identified equity and family engagement as two of three areas to focus more on in the Strategic Plan. The ECCS team has initiated and co-facilitates a family engagement cross-agency workgroup with the goal of establishing a family engagement framework with collectively developed and agreed-upon language and best practices. The family engagement cross-agency workgroup's goal is the development of a family engagement framework tool and offering training and technical assistance for the family engagement framework and implementation of best practices for internal programs and agencies as well as early childhood community partners.

Consultant, Eileen Florenza, will advise MCH Staff and the ECCS family engagement & equity cross-agency workgroup on the development of a targeted, equity-focused family engagement model and strategies to identify and address inequities in access to P-3 services, resources, and supports. The consultant will provide support in monthly meetings with MCH staff to advance the equity and family engagement project. Eileen will also participate in monthly ECCS family engagement cross-agency workgroup sessions as needed and provide expert vetting of framework and assessments for a family engagement tool and assist with the design of an MCH Family Engagement technical assistance program and training modules.

**Amendment B is being implemented as Maine received ECCS Carryover (exp 7/30/25) funds which will allow Eileen to travel to Maine to be a keynote presenter for the Elevating Family Voice Summit and will provide in person TA and Coaching while in Maine for three days.**

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

As a parent of an adult child with disabilities, Eileen Florenza is a motivational speaker, author, and trainer who has effectively represented the family perspective at conferences and public policy discussions at the federal, state, and local levels. Eileen has advocated for quality systems of care for over 30 years and served as Medical Home Initiative Director of the Colorado Title V agency, anchoring patient/family-centered care through healthcare reform in Colorado. Dedicated to broader diversity, equity, and inclusion issues, Eileen founded the Colorado Family Leadership Training Institute, equipping over 2,000 families statewide to increase their civic engagement. Eileen has served on many state and national advisory councils and as President of the Association of Maternal and Child Health Programs (AMCHP).

Eileen Florenza offers lived experience and professional expertise working with organizations and state governments. The rare combination of Eileen's experience, expertise, and advocacy work has been recognized nationwide and resulted in an invitation from President Barack Obama to join him at the White House to mark the 20th anniversary of the Americans with Disabilities Act, as well as receiving the prestigious Woman of the Year Award from the National Association of Professional Women.

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

The provider has determined the price of consulting and preparation time, materials, and ongoing technical assistance using pricing in like contracts to implement and advance similar initiatives in other states.

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

The State of Maine was awarded additional "supplemental" funds through the Early Child Comprehensive Grant for year 4. Because of the support Eileen is providing to not only the MCH staff but upper leadership and cross department staff, we want to use some of the supplemental funds to enhance the work on this project.

**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.

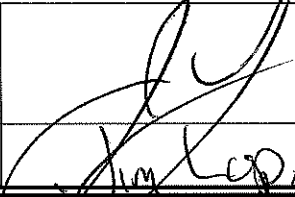
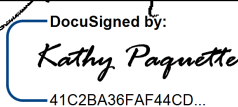
**PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE**

*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):			
Typed Name:	Jim Ledatosky	Date:	17-Mar-25
Signature of DAFS Procurement Official:	DocuSigned by:  41C2BA36FAF44CD...		
Typed Name:	Kathy Paquette	Date:	3/24/2025