



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 \$10,000 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:		MCDTCP/Division of Disease Prevention		
Department Contract Administrator or Grant Coordinator:		Shawn Belanger		
(If applicable) Department Reference #:		OIT-26-B100		
Agency Department Code:	10A	Advantage CT / RQS #:	CT 10A 20260313000OIT26B100	
Amount: (Contract/Amendment/Grant)		\$29,568.00		
CONTRACT	Proposed/Original Start Date:	10/1/2025	Proposed/Most Recent End Date:	9/30/2026
AMENDMENT	New Effective Date:		New End Date (if Applicable):	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		JPMA, Inc. Wheat Ridge, CO.		
Brief Description of Goods/Services/Grant:		WIC Shopper mobile application used by WIC participants while shopping for WIC approved products and other WIC mission critical functions.		

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 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. Higher Education Cooperative Project	<input type="checkbox"/>	L. Other Authorization
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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.

This application fulfills a need for WIC participants to be able to verify vendor locations, contact WIC for help, request WIC allowable products be added to the WIC approved food list (APL) find a WIC office, be notified of product recalls, timely push notification and messaging for scheduled and missed WIC appointments, and have access to educational materials for nutrition and meal preparation. The application is configured to consume output files from the Maine WIC’s MIS, SpiritWeb application. The mobile application has the ability to display custom messages provided by WIC as static broadcast message of special events/dates and considerable other Commissioner led initiatives have been included over time.

This system has the advantage of being a smart phone application, so it can be used anywhere and is not dependent upon accessing via a computer.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

A survey of the market indicates that there are no like products commercially available either in the Apple iTunes App Store or the Google Play Store that would serve the same purpose and requirements. This application has been translated in full at Maine’s request for five (5) additional languages in the past agreement year and supported four (4) major program changes with customizable banners and FAQ pages for ongoing COVID procedure updates, Farmers Market Nutrition Program and Cash Value Benefit program changes, formula shortages, recalls and other WIC and or Commissioner initiatives included as functional updates.

This is a niche market that serves only WIC Participants and is used in many other states across the country including the Maine Pleasant Point WIC office. All WIC participants residing in Maine will be provided with a consistent look and feel and application regardless of which WIC program provides services.

This is not an application or service that is widely available as a stand-alone mobile application not offered by an EBT Processor. Services provided by this app include the following features that are extremely valuable to Maine WIC and participants which include: WIC food balances updated hourly, WIC approved food list, turn by turn directions and displayed maps to authorized retailers and farmer sale sites and local agencies. This service provides recipes with WIC approved and targeted nutrition education required for continued participation and benefit issuance with helpful tips and recipes using WIC issued foods. This service provides cereal, produce and whole grain calculators which are helpful for WIC participants to determine what they can buy. This service provides the WIC participant with a copy of the Rights and Responsibilities and the Non-Discrimination statement which complies with FNS noticing requirements. Lastly, this service offers WIC participants a button to report food products they couldn’t buy with their WIC card but that they think qualifies.

PART III: SUPPLEMENTAL INFORMATION

Additional enhancements have been integrated at program cost to continue to send scheduled batch files from our newly updated MIS system Spiritweb to provide appointment reminders, benefit expiration notifications, detailed food list updates and individualized food balances updated each day on a schedule.

The app has a barcode reader that will read the product UPC or produce PLU code to confirm if the item is authorized for WIC, provides cereal, produce, and baby food conversion calculations that improve a participant’s store checkout experience. Foods that should be added to the State’s approved product list can be reported using this app further enhancing the participant’s experience. WIC has invested in providing this mobile application in multiple languages. Multi-lingual translation investments from Maine and other participating states have resulted in this mobile application being translated fully in twenty-two (22) languages supporting USDA FNS Civil Rights requirements and inform people of nondiscrimination requirements.

Additional outreach and funded research requests from USDA and State of Maine DHHS have been continually added at no additional cost to the product. “Today’s Baby” education programs and research studies containing parent resources on a variety of baby care information topics and inclusion in research projects and outcomes. This is a very specific app with limited competition. CDC’s Learn the Signs. Act Early program was also added this contract year at no additional cost to the grant. This CDC initiative informs parents of important development milestones with a convenient tracker app for parents to record developmental milestones and other information that may be presented at the next healthcare provider appointment should there be progress or any cause for concern.

As a result, there is not a readily available product available on the market that would immediately replace this product in the WIC portfolio. There are new offerings that provided pieces or parts, but not a fully integrated, interpreted to meet vulnerable WIC participation where they are and in their own language that is flexible enough to add other CDC initiatives upon request without significant customization costs and team investment to clarify requirements to make and standard product offering check all the boxes that the current Provider and Product currently fulfill.

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

Contract pricing includes WICShopper products, service, and support. The cost for this product delivers services valuable to WIC Participants while meeting federal requirements fully integrated with our new MIS system result in the Department determining that the cost is fair and reasonable

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

The Department will complete an RFP for this service with a 10/1/2026 anticipated start-date.

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

Does this request utilize ARPA/MJRP funds?

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<input type="checkbox"/> Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).
<input type="checkbox"/> Yes, ARPA funds (025) or (026) – If Yes, please be aware of the requirements from awarding federal agencies.
<input checked="" type="checkbox"/> No – If No, proceed to Part V.

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

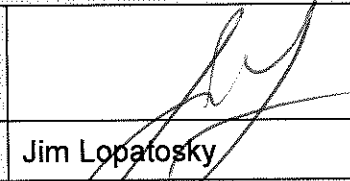
Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS Title 5, §18 and §18-A, in harmony with MRS Title 17, §3104.

The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee

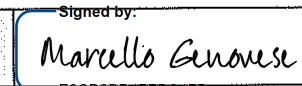
1. The signature below indicates approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):		
Typed Name:	Jim Lopatosky	Date: 9-Feb-26

2. Additional signature required **ONLY** if box E (Emergency) is selected in PART II. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

Signature of requesting Department's Commissioner (or designee):		
Typed Name:		Date:

****OSPS Section Only****

Signature of DAFS Procurement Official:	Signed by: 	
Typed Name:	Marcello Genovese	Date: 3/4/2026