

State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:	DAFS/Office of Marijuana Policy			
Department Contract Administrator or Grant Coordinator:	Erik Gundersen			
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$120,000	Advantage CT / RQS #:	20220413000000002442	
CONTRACT	Proposed Start Date:	05/01/2022	Proposed End Date:	04/30/2024
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, City, State:	Advocates for Human Potential, Inc. Corporate Office 490-B Boston Post Road Sudbury, MA 01776			
Brief Description of Goods/Services/Grant:	Scientific data collection and analysis to assist the Office of Marijuana Policy (OMP) in the continuation of work to better understand the impact and dynamics of the cannabis markets in Maine.			

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)			
	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
X	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

PART III: SUPPLEMENTAL INFORMATION
Please respond to ALL of the following:
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

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PART III: SUPPLEMENTAL INFORMATION

Subsection 107 of the Marijuana Legalization Act (MLA) directs the department to collect and analyze public health and safety data.

§107. Collection and analysis of public health and safety data

The department shall develop programs or initiatives to facilitate the collection and analysis of data regarding the effects of the use of marijuana in the State...

In 2021, OMP partnered with Advocates for Human Potential (AHP), who in turn administered a scientifically rigorous population-representative survey of cannabis use among Maine residents to provide the first empirically determined demand assessments across adult use stores, medical stores, caregivers without a store, home grow, illicit, and gifting sources. AHP leveraged this data to provide OMP with individualized insights into 1) the prevalence of illicit cannabis use relative to other states; 2) the role of adult use stores (by zip code) in increasing access to adult use cannabis relative to illicit cannabis; and 3) used predictive modeling to establish initial evidence that consumers who sourced cannabis from adult use stores showed lower risks of negative public health outcomes (driving under the influence of cannabis and cannabis use disorder) relative to those who sourced from illicit sources.

Now that OMP has this baseline data, the success of the ongoing work largely depends on clean and consistent continuation of data collection and analysis.

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

Advocates for Human Potential (AHP) provided data collection and analysis services, as a subcontractor, through an original contract that went through the competitive process (see RFP#201901014 for full bid). The data collection and analysis conducted by AHP has provided significant value to DAFS/OMP as the State continues to understand the dynamics of cannabis in Maine and the real-life impact on Mainers from Kittery to Fort Kent. Continuity in the data collected and analysis are imperative to the success of the project.

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

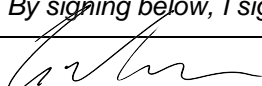
The cost of \$60,000 per year is a fair value as this includes labor for three senior staff members. Other costs include: material costs for the survey distribution across no less than three time periods, over a two-year period. Additionally, survey participants are provided a financial incentive to complete surveys. These incentives promote honest and generous participation, aiding in the gathering of legally defensible and accurate answers.

AHP's average senior staff rates are on par (if not lower) than the market average at \$175 an hour for the tasks performed. The average hourly billable rate for senior consultants at a boutique management consulting firm similar to AHP range between \$250 - \$400 an hour (<https://ceriusexecutives.com/management-consultants-whats-the-difference-costs/>). Additionally, AHP senior staff include different advanced degrees (PhD, MPH and JD) ensuring that rates are fair and not oversaturated in one area of expertise.

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

After the 24-month term of the contract, OMP will reevaluate and determine if submission of a request for proposal (RFP) for these services are needed.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	Erik Gundersen	Date:	04/13/2022
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> <i>Joseph Zrioka</i>		
	<small>EA813178102243C...</small>		
Printed Name:	Joseph Zrioka	Date:	4/28/2022

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