



## 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:		DECD/ Office of Outdoor Recreation		
Department Contract Administrator or Grant Coordinator:		Carolann D. Ouellette		
(If applicable) Department Reference #:		N/A		
Amount: (Contract/Amendment/Grant)		\$ 10,000.00	Advantage CT / RQS #:	CT19A2024041000000002795
CONTRACT	Proposed Start Date:	Click or tap to enter a date.	Proposed End Date:	Click or tap to enter a date.
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:	5/2/2024	Grant Start Date:	3/1/2024
	Project End Date:	9/13/2024	Grant End Date:	9/30/2024
Vendor/Provider/Grantee Name, City, State:		Kennebec Estuary Land Trust (fiscal agent and support staff for Maine Trails Coalition), Brunswick, ME		
Brief Description of Goods/Services/Grant:		Production of a long-form video (2-3 minutes) as well as 3-4 short video clips for promotion via social media as well as a photo library and the development of digital story content.		

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 checked="" 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.

The purpose of this grant is to support the Love Maine Trails campaign of the Maine Trails Coalition (MTC) through funding assistance for the development of “evergreen” photo and digital assets that can be used for multiple years of the campaign.

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

The Kennebec Estuary Land Trust (KELT) led the effort to organize a statewide trails coalition through the convening of stakeholders committed to the formation of a single coalition dedicated to trails in Maine. As the original organizing entity, KELT continues to be the fiscal agent for the network of trails organizations now known as the Maine Trails Coalition. MTC continues to work through assessment of best structure for future work. For the moment, KELT is uniquely positioned to continue to be the fiscal agent.

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

The MTC steering committee will issue a request for quotes for services of a professional videographer/photographer to complete this work. On average a project of this scope, depending upon the rights negotiated for the assets, the amount of production time & other project tasks, can cost up to \$50,000.

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

At this point in time, the Maine Trails Coalition is the only statewide collective organization representing trails organizations across Maine that is focused solely on messaging the importance of trails as well as trails development, advocacy and stewardship.

**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: APPROVALS**

The signatures below indicate approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):




Typed Name:

Heather Johnson, Commissioner

Date:

04/10/2024

Signature of DAFS Procurement Official:			
Typed Name:	Kathy Paquette	Date:	4/29/2024