


State of Maine Waiver of Competitive Bidding Request Form

Form Instructions: Please provide the requested information in the white boxes below. This form is to precede all contract requests that are not the direct result of a competitive bid process.

DHHS/DCM Contract Administrator:	Chris Moiles/Debbie Weston	Office/Division/Program of Contract Administrator:	Maine Center for Disease Prevention and Control /Division of Disease Prevention
Est. Contract Amount:	Original \$810,618.00	Contract or RQS Number:	10A 20180911*0929
	Amendment \$1,129,681.00	Purchasing Maine ID:	
	New total \$1,940,299.00	DHHS Agreement Number:	CD0-19-4426B
Proposed Start Date:	10/01/2018	Proposed End Date:	09/30/2019
Vendor/Provider Name, City, State	Rinck Advertising Auburn, ME		
Short Description of Good or Service:	Statewide communication of health-related messages focusing on tobacco and substance use prevention and control and other media campaigns.		
Please note, for transparency purposes, Waivers of Competitive Bidding will be publicly posted. Public postings are placed on the Division of Procurement Services' website for a period of seven consecutive calendar days.		To be completed by the Division of Procurement Services Posting dates on Division of Procurement Services' website: From: <u>5/31/2019</u> To: <u>6/6/2019</u>	
Notice of Intent to Waive Competitive Bidding Number:		NOI# 0520190793	
1. Statutory Justification			
State of Maine statute (5 M.R.S. §1825-B (2)) allows waivers of competitive bidding only for the specific reasons listed below. Please mark the appropriate box (X) next to the justification which applies to this specific request.			
X	<p>A. The procurement of goods or services by the State for county commissioners pursuant to Title 30-A, section 124, involves the expenditure of \$2,500 or less, and the interests of the State would best be served;</p> <p>B. The Director of the Bureau of General Services is authorized by the Governor, or the Governor's designee, to make purchases without competitive bidding because, in the opinion of the Governor or the Governor's designee, an emergency exists that requires the immediate procurement of goods or services;</p> <p><i>If citing the above justification for this Waiver of Competitive Bidding request, please have the requesting Department's Commissioner or Chief Executive (as the Governor's "designee") sign and date on the right.</i></p> <p style="text-align: right;"><i>By signing below, I signify as the Governor's designee there is an emergency that necessitates this non-competitive procurement.</i></p> <p>Signature: </p> <p>Printed Name: JEANNE H. LABREW Date: 5-30-19</p>		
	C. After reasonable investigation by the Director of the Bureau of General Services, it appears that any required unit or item of supply, or brand of that unit or item, is procurable by the State from only one source;		
	D. It appears to be in the best interest of the State to negotiate for the procurement of petroleum products;		
	<p>E. The purchase is part of a cooperative project between the State and the University of Maine System, the Maine Community College System, the Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State involving:</p> <p>(1) An activity assisting a state agency and enhancing the ability of the university system, community college system, Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State to fulfill its mission of teaching, research, and public service;</p> <p>(2) A sharing of project responsibilities and, when appropriate, costs;</p> <p><i>If citing the above justification for this sole source request, please note that the specific approval of the Governor's Office is required, in accordance with Executive Order 26 FY 11/12, "An Order to Enhance Competitive Bidding". The approval must be documented on DAFS/BGS/Division of Procurement Services "GOVCOOP" form, found here: http://www.maine.gov/purchases/info/forms/govcoop.doc.</i></p>		
	F. The procurement of goods or services involves expenditures of \$10,000 or less, in which case the Director of the Bureau of General Services may accept oral proposals or bids;		
	G. The procurement of goods or services involves expenditures of \$10,000 or less, and procurement from a single source is the most economical, effective and appropriate means of fulfilling a demonstrated need.		
	If a different authorization specifically allows for this non-competitive procurement, please provide that reference here:		

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Please note that the following four points below (#2 through 5) all require a response.

2. Description of Specific Need

Please identify, and fully describe, the specific problem, requirement, or need the resulting non-competitive contract would address and which makes the goods or services necessary. Explain how the requesting Department determined that the goods or services are critical and/or essential to agency responsibilities or operations.

This amendment is to provide additional emergency funding for Mass Media Health Communications targeting substance abuse with a focus on the Opiate Prevention Campaign and to expand the scope of services to include the Safe Sleep Campaign and Maine Crisis Line awareness for suicide prevention. This is in response to the Commissioner's call to address the opioid crisis in Maine and the troubling recent increase in baby deaths caused by unsafe sleeping practices, a significant number of which involved opiate dependent parents. Following several years of unsafe sleep related infant deaths trending downward in the state, the number spiked to ten (10) in 2018 – a 67% increase over the previous year. This demands an immediate response to increase public awareness of the issue and promote safe sleeping practices across Maine. This agreement was originally the result of a competitive award under RFP #201608169.

3. Availability of other Public Resources

Please explain how the requesting Department concluded that sufficient staffing, resources, or expertise is not available within the State of Maine's government, or other governmental entities (local, other state, or federal agencies) external to the requesting Department, which would be able to address the identified need more efficiently and effectively than the identified vendor.

The Department does not have sufficient staff or expertise to provide these services, which is why they were competitively awarded through an RFP process.

4. Cost

Since a waiver of competitive bidding is being requested for this procurement, please explain how the requesting Department concluded the negotiated costs, fees, or rates are **fair and reasonable**.

These costs are consistent with the existing rates in the current contract for campaigns of this nature. The original costs were based upon the competitive award process through RFP # 201608169.

5. Future Competition

Please describe potential opportunities which may be available to foster competition for these goods or services in the future.

The Department will competitively bid these services for a new contract start date of 1/1/2022.

Please note that only one of the two points below (“Uniqueness” or “Timeframe”) requires a response. Requesting Departments are not required to respond to both points.

6. Uniqueness

Please explain if the goods or services required are unique to a specific vendor. Describe the unique qualifications, abilities, and/or expertise of the vendor and how those particular unique factors address the specific need identified above. If the vendor has unique equipment, facilities, or proprietary data, also explain the necessity of these particular unique assets.

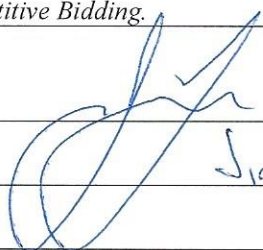
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As these services were awarded to this provider through a competitive award process, they were chosen as a qualified vendor for these services and we are asking that they increase the number of campaigns that these services provide.

7. Timeframe (Complete only if B. is the Statutory Justification marked on Page 1)

Please explain if time is of the essence and an emergency exists which requires the immediate procurement of goods or services. Describe the nature of this emergency, provide the date by which the goods or services must be delivered, and explain how that date was determined and its significance (i.e. impact if delayed beyond this date). Also, provide information as to how it was determined this vendor is the best option to address this time-sensitive procurement.

The recent increases in opioid abuse and infant deaths caused by unsafe sleeping practices (many of which involved opiate addicted caregivers) demand an immediate response to increase awareness of these issues, provide education on safe sleeping habits, and save lives. Rinck Advertising has the requisite expertise and resources to respond quickly to this critical need.

<p>Signature of requesting Department's Commissioner or Chief Executive (or designee within the Commissioner's Office):</p>	<p><i>By signing below, I signify that my Department requests, and I approve of, this Waiver of Competitive Bidding.</i></p>
<p>Printed Name:</p>	 <p>Jim Lopatech</p>
<p>Date:</p>	<p>30 - May - 19</p>