

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:	Department of Public Safety – Bureau of Highway Safety			
Department Contract Administrator or Grant Coordinator:	Ann Wood			
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$ 37,190.51	Advantage CT / RQS #:	20190911000000000951	
CONTRACT	Proposed Start Date:	10/01/2019	Proposed End Date:	12/31/2020
AMENDMENT	Original Start Date:	10/01/2019	Effective Date:	10/01/2019
	Previous End Date:	9/30/2020	New End Date:	12/31/2020
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:	NL Partners 1231 Shore Road Cape Elizabeth, ME 04107			
Brief Description of Goods/Services/Grant:	Media and Marketing Services – Amendment to add contractual cost and run time for Motorcycle PSA's and extend the contract dates to have media buy moved from spring/summer for our HVE - High Visibility Enforcement campaigns and CIOT - Click It or Ticket Campaign to the fall. Increase funds for the Impaired Driving Media Campaigns. Provide Fall Critical Insights Survey.			

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
x	B. Amendment		H. State Statute/Agency Directed
	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.

**State of Maine
Procurement Justification Form**

PART III: SUPPLEMENTAL INFORMATION

On April 9, 2020, the Acting Administrator of the National Highway Traffic Safety Administration released a Notice of Waiver of certain programmatic requirements on States due to COVID-19. As part of this waiver, required participation in High Visibility Enforcement and paid media in support of national campaigns was pushed out to the fall of 2020, into a new federal fiscal year. In order for Maine to meet the fall of 2020 requirements, extending this contract to December 31st and adding sufficient funds to cover the media buy are necessary and essential.

- NL Partners will provide Media & Marketing Services promoting MeBHS Safety Programs. Modify the Service Contract to increase contract amount and contractual run times for Motorcycle PSA's for May, June, July and August to enhance Motorcycle media campaigns during the spring/summer months, use of expiring federal funding.
- Extend contract period to 12/31/2020 to move HVE High Visibility Enforcement campaigns and Click It or Ticket Campaigns from spring/summer to the fall due to COVID-19.
- Increase funds for Impaired Driving Media Campaigns through December 31, 2020.
- Increase funds to cover Fall Critical Insights Survey to determine reach and recognition (recall) of media campaigns for the Bureau of Highway Safety.

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

NL Partners was awarded RFP 2019091100000000951 - \$468,645.00, we are currently in year 4 of this contract. NL Partners was identified in the FFY2020 Maine Highway Safety Plan as the approved subgrantee for the FFY2020 Media and Marketing Service organization to administer these projects.

- We wish to add scoop of work to increase contractual run times for Motorcycle PSA's and add an additional \$33,940.51 (expiring on 09/30/2020) to cover these media buy services.
- We wish to extend this contract to have media buy moved from spring/summer for our HVE High Visibility Enforcement and Click It or Ticket Campaigns to the fall ending in 12/31/2020 (due to COVID-19).
- An additional \$3,250.00 will be used to increase funds for Impaired Driving Media Campaigns through December 31, 2020. The Critical Insights Survey will also be completed in the fall with these funds.

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

**State of Maine
Procurement Justification Form**


PART III: SUPPLEMENTAL INFORMATION

The proposed rate of pay for these services are reasonable and acceptable based on the scope of services proposed.

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

Competition for the next RFP is being developed at this time and will be submitted to Procurement Services early fall of 2020.

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:	Michael J. Sauschuck	Date:	5-7-2020
Signature of DAFS Procurement Official:	<small>Digitally signed by:</small> <i>Kathy Paquette</i>		
	<small>41C2BA36FAF44CD...</small>	<small>Kathy Paquette</small>	Date: