

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.

PART I: OVERVIEW

Department Office/Division/Program:		Maine Center for Disease Prevention and Control/Division of Disease Prevention	
Department Contract Administrator or Grant Coordinator:		Chris Moiles/Debbie Weston	
(If applicable) Department Reference #:		CD0-21-4426A	
Amount: (Contract/Amendment/Grant)	Original: \$3,576,087.00 Amend: \$2,270,587.00 Revised: \$5,846,674.00	Advantage CT / RQS #:	CT 10A 202008250*0703
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	10/1/2020	Effective Date:
	Previous End Date:	9/30/2021	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Rinck Advertising Auburn, ME	
Brief Description of Goods/Services/Grant:		Statewide communication of health-related messages focusing on tobacco and substance use, prevention, and control and adolescent health prevention.	

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	X	L. Other Authorization - RFP Extension

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.

This amendment is to extend and expand the evaluation services of the Maine Prevention Services (MPS) Initiative for the tobacco-related work for the Tobacco and Substance Use Prevention and Control Program (TSUPC) within the Maine CDC. The purpose of this Agreement is to provide Mass-Reach Health Communications for tobacco, substance use, and suicide prevention. The Provider shall manage, oversee, develop, and administer Mass-Reach Health Communication efforts to achieve measurable results in the prevention of opioid/substance misuse, prevention of suicide, and prevention and treatment of tobacco use and exposure, of which, are planning to be extended until 6/30/2022, through an RFP extension. Below is further information on the MPS contract extensions:

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PART III: SUPPLEMENTAL INFORMATION

The work of this agreement focuses these state and community efforts in the areas of tobacco and substance use prevention and control to:

1. Ensure that Maine has the lowest smoking rates in the nation.
2. Reduce opioid use and abuse and decrease substance exposed infants.
3. Prevent the development and progression of chronic disease related to, or affected by, tobacco and substance use.
4. Reduce suicide and suicide attempts.

A thoughtful and comprehensive planning process was put into motion four (4) months ago to address aligning the services for a longer-term plan and being diligent about ensuring the model is appropriate and complete. Maine CDC is looking at two (2) facets of these services: 1) the administration structure of the work and 2) the allocation of funding for the services being provided. As such, the Department has determined in order to align the services to the new model, the nine month extension is required.

It is necessary the Department takes the critical steps to ensure these services are right and build on what has been learned over the past 20 years of local level prevention investment in the State. Using the data and assessments, the team will build the future of the State of Maine's Prevention initiatives.

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

The vendor was chosen through a competitive award process under RFP 201608169.

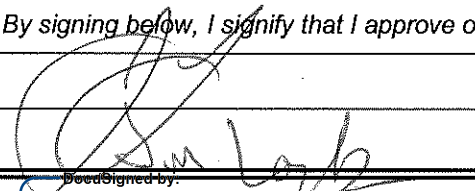

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The rates are based upon the negotiated costs as a result of the RFP 201608169.

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

The Department intends to competitively bid these services with a contract start date of 7/1/2022.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	By signing below, I signify that I approve of this procurement request.		
Printed Name:		Date:	28-Aug-21
Signature of DAFS Procurement Official:			
Printed Name:	Jaime Schorr <small>6D6437754DD0459...</small>	Date:	5/24/2021