



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Office of State 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 Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW			
Department Office/Division/Program:		Professional Financial Regulation / Bureau of Insurance	
Department Contract Administrator or Grant Coordinator:		Robert L Carey	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 100,000	Advantage CT / RQS #:	20250513 2681
CONTRACT	Proposed Start Date:	7/1/2025	Proposed End Date: 6/30/2027
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:		Charles Mercer PO Box 5401 Augusta ME 04332	
Brief Description of Goods/Services/Grant:		LD1 "An Act to Increase Storm Preparedness for Maine's Communities, Homes and Infrastructure" implementation	
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 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 132nd Maine Legislature SP 29 - LD 1 "An Act to Increase Storm Preparedness for Maine's Communities, Homes and Infrastructure" was signed into law by the Governor on April 22, 2025. SP 29 LD PART A Chapter 101 created the Home Resiliency Program ("MHRP"). This contract will engage a seasoned professional to assist the Maine Bureau of Insurance ("MBOI") Superintendent to establish the MHRP. The Provider will work with the Superintendent to develop and implement a grant program to help fund climate resiliency projects undertaken by Maine resident homeowners.

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

The Provider's professional career includes significant experience working with Maine State Government. The Provider's experience includes positions serving as Special Assistant to the Senate Majority Leader, Special Assistant to the Senate President, Director of Marketing & Communications for the Finance Authority of Maine (FAME), Director of External Affairs for the Finance Authority of Maine (FAME), Director of Government Affairs and Higher Education Finance for the Finance Authority of Maine (FAME). In the private sector, the Provider held senior positions in financial services companies where market research, product development, market development were key responsibilities. Positions included service as Senior Vice President of Financial Institutions Service Corp. (FISC) in Lewiston, ME, and Senior Vice President of the Financial Institutions Group for PowerPay in Portland, ME.

Specific unique, germane experience includes but is not limited to the following:

- FINANCE AUTHORITY OF MAINE – Program Development - drafted legislation, developed partnerships, oversaw agency rulemaking, developed a marketing plan;
- NEXTGEN 529 PROGRAM – Program Development - drafted legislation, oversaw agency rulemaking, developed program marketing plan;
- MAINE DEPARTMENT OF EDUCATION – Program Development - drafted legislation, oversaw agency rulemaking, developed program marketing plan.

Engaging this Provider allows for immediate project commencement; a Provider with intimate knowledge of Maine's government structure, operations, and nuances; a Provider with deep knowledge of Maine's private sector; and a Provider with demonstrable germane skills

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

The negotiated \$125.00 hourly rate compares favorably to several contracts that resulted from MBOI requests for proposals. Specifically, the proposed \$125.00 hourly compares favorably to RFP 201802016, and RFP 202406119 rates.

PART III: SUPPLEMENTAL INFORMATION

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

While the MBOI will develop an action plan at the end of the final renewal period, an RFP may be pursued on or before the expiry.

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: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

☒ The requesting department signatory understands and acknowledges Maine's Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

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



Typed Name:

Joan Cohen

Date:

05/ 16 /2025

Signature of DAFS
Procurement Official:

DocuSigned by:
Thomas Paquette
249502C7B71A49A...

Typed Name:

Thomas Paquette

Date:

5/19/2025