



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:		CORRECTIONS		
Department Contract Administrator or Grant Coordinator:		Tim Sardano		
(If applicable) Department Reference #:		Click or tap here to enter text.		
Amount: (Contract/Amendment/Grant)		\$ 22,000	Advantage CT / RQS #:	03A 20220602*3194
CONTRACT	Proposed Start Date:	6/13/2022	Proposed End Date:	8/31/2022
AMENDMENT	Original Start Date:	Click or tap to enter a date.	Effective Date:	Click or tap to enter a date.
	Previous End Date:	Click or tap to enter a date.	New End Date:	Click or tap to enter a date.
GRANT	Project Start Date:	Click or tap to enter a date.	Grant Start Date:	Click or tap to enter a date.
	Project End Date:	Click or tap to enter a date.	Grant End Date:	Click or tap to enter a date.
Vendor/Provider/Grantee Name, City, State:		Destination Occupation, 27 Tremont St, Portland, ME 04106		
Brief Description of Goods/Services/Grant:		Recruitment / Career-Exploration Video Production Services		

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.

With Maine's tight labor market and the Department's facility staffing levels in critical need, it is essential that the Department secure video production services with this career-exploration-focused Provider in a timely manner to help ensure the safety and security of residents and staff through improved staffing levels. These videos will add flexibility to our marketing methods for recruiting Correctional Officer (CO) and Juvenile Program Worker (JPW) positions that have a minimum age requirement to apply of 18 years old.

The Provider shall work with facilities to identify critical employment needs and plan filming projects at Long Creek Youth Development Center, Maine Correctional Center, Maine State Prison, and Mountain View Correctional Facility. Provider will develop career-exploration videos in custom packages selected by the respective facility, including: Virtual Job Profile Video, Virtual Tour Video, a :15-Second ad(s) and/or a :30-second ad(s).

Provider shall hold an initial consult and planning with each facility, film on-location for 5-8 hours over 1 day and create and edit the videos. Provider will supply the Department with the completed videos as they become available during the contract for immediate use in the Department's recruitment-marketing for CO and JPW positions.

Provider will also host the Department's career exploration videos on their website for 1 year, used by 400 Maine educators in their classrooms and by job seekers from the public. Provider will sponsor a Facebook ad campaign for 1 month. Provider will share the Department's career-exploration videos and related lesson plans with Maine educators, Maine's 27 Career and Technical Education (CTE) schools, Jobs for Maine's Graduates (JMG) programs, job coaches, and guidance counselors.

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

The purpose of this contract is to develop career videos that the Department will use in recruitment-marketing efforts in time to recruit security personnel for the August 1, 2022, Basic Corrections Training Program (BCTP) and/or shadow program, as well as to introduce Maine's youth to careers within our facilities.

The Provider specializes in developing career-exploration videos for education and job seeking needs. The Provider has prior experience with our facilities and their populations through tours and/or by delivering career-transitioning workshops to residents preparing for their release. The Provider's experience with these populations and in navigating our facilities, increase the efficiency of the filming session and the awareness of how to film without identifying those incarcerated in our care, thus reducing costs and the editing/approval timeline for completed videos. The Provider also has established relationships with Maine's CTE Schools, JMG programs, job coaches, and guidance counselors.

By developing these videos in various formats, the Department will begin to start using them in July to recruit and onboard qualified applicants for the August 1, 2022, BCTP or August shadow program.

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

PART III: SUPPLEMENTAL INFORMATION

The Provider's offerings are traditionally a la carte. The Department negotiated package rates per facility (avg. \$5,000 per facility plus \$2,000 total for vendor travel, meals, and lodging) and will coordinate on-site filming for 1 day at each location to keep vendor costs and reimbursements low. The Department feels the packages are fair and reasonable given costs would be greater if purchased individually and filming spread out over multiple days per location.

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

Should longer term services be necessary, the Department will consider options and seek competitive bids.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

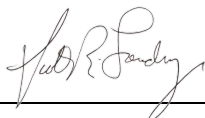
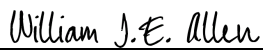
Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

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:	Scott Landry, Associate Commissioner	Date:	6/6/2022
Signature of DAFS Procurement Official:	DocuSigned by: 		
Typed Name:	Click or tap here to enter text.	Date:	Click or tap to enter a date.

William J.E. Allen

6/9/2022

NOI 0620220574 06/10/2022 - 06/16/2022