



## 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:	Department of Public Safety, Bureau of Highway Safety		
Department Contract Administrator or Grant Coordinator:	Jaime L. Pelotte		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 537,300.00	Advantage CT / RQS #:	20210923*0780
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	10/1/2021	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:	NL Partners 1231 Shore Road Cape Elizabeth, ME 04107		
Brief Description of Goods/Services/Grant:	Increase Media Buy for TV, Radio, Digital, Print for all Highway Safety Programs		

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 checked="" type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input 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.

<b>PART III: SUPPLEMENTAL INFORMATION</b>	
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.	
Amendment to increase TV, Radio, Digital, Social Media and Print for Distracted Driving, Impaired Driving, Mature, Young Driver, Motorcycle, Occupant Protection, Speeding, Move Over and Bike/Pedestrian. With the concerning 60% increase in motor vehicle crashes and fatalities from this date last year, we hope that an increase in public education will help to reduce the lives lost.	
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.	
Vendor was selected through RFP selection on RFP # 202007111 for annual service contracts following the approval of Maine's Annual Highway Safety Plan for funding each year.	
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	
Project was identified and approved for federal grant funding by NHTSA for FFY2022.	
4. Describe the plan for future competition for the goods or services.	
This contract serves as year two (2); of four (4) possible one-year renewals periods under RFP # 202007111.	

<b>PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS &amp; RECOVERY PLAN (MJRP)</b>	
Does this request utilize ARPA/MJRP funds?	
<input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).	
<input checked="" type="checkbox"/> No – If No, proceed to Part V.	

<b>PART V: APPROVALS</b>			
The signatures below indicate approval of this procurement request.			
Signature of requesting Department's Commissioner (or designee):	<i>Michael Sauschuck</i>		
Typed Name:	Michael J. Sauschuck, Commissioner	Date:	5/19/2022

Signature of DAFS Procurement Official:	DocuSigned by: <i>Kathy Paquette</i>		
Typed Name:	41C2BA36FAF44CD... Kathy Paquette	Date:	6/22/2022






# Procurement Justification Form (PJF)

Final Audit Report

2022-05-19

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