



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:	Permanent Commission on the Status of Racial, Indigenous, and Tribal Populations		
Department Contract Administrator or Grant Coordinator:	Hunter Cropsey, Operations Director		
(If applicable) Department Reference #:	N/A		
Amount: (Contract/Amendment/Grant)	\$ +5,000.00	Advantage CT / RQS #:	94R 20220919*0838
CONTRACT	Proposed Start Date:	9/1/2022	Proposed End Date: 6/30/2023
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:	Sunrise Strategies, LLC Bangor, ME		
Brief Description of Goods/Services/Grant:	The purpose of services is to lead communications for the Department as well as to support public policy efforts.		

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 checked="" 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 purpose of this contract is to support the Department through: (1) execute communications strategies to support the Permanent Commission's mission and work, (2) Support the Policy Director in continuation and expansion of a statewide public policy program designed to fulfill priorities and outcomes outlined in the Permanent Commission's strategic plan, and 3) support the Policy director in communications related to the advisement to and collaborate with representatives of all three branches of Maine government regarding policies that impact racial, Indigenous, and tribal populations.

The Department was established under Maine law in 2019 (P.L. 2019, ch. 457, § 2.) and recently funded. To allow for continued growth and development while staff positions are being aligned, the Department requires leadership and support building, managing, and scaling systems and structures associated with Communications and Policy. The Provider has expertise in developing and executing communications and policy systems and procedures and has done so for the Department very successfully to date.

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

The Department selected this Provider as a single source hire for several reasons. Prior to contracting with the Department, the Provider demonstrated a clear understanding and commitment to the Department's vision for the future and theory of change, and how these translate into strong communications and policy advising. The Provider has expertise in Maine public policy, media relations, communications as a public organization, branding, data visualization, and other core skills necessary to be a success in this role. Additionally, the Provider has provided exemplary services towards these ends in their previous contract with the Department, showcasing their ability to successfully achieve the work. For these reasons, the Provider is uniquely positioned to support the Department.

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

The negotiated costs are fair and reasonable based on calculations to build equity into contracted hiring processes and are standard for most Commission contracted positions, current and forthcoming.

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

The Department anticipates that the communications services associated with this contract will no longer be required after October 2023 (10/2023) as the Department has a pending budget request to receive a "Communications Director" state position whose job will encompass these and other functions. As such, this contract assists filling a communications services gap until such a time as a Communications Director can be onboarded to the Department.

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

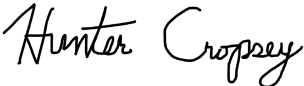

Does this request utilize ARPA/MJRP funds?

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:	Hunter Cropsey	Date:	5/30/2023
Signature of DAFS Procurement Official:	 <small>DocuSigned by: Thomas Paquette 249502C7B71A49A...</small>		
Typed Name:	Thomas Paquette	Date:	6/1/2023