



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:		Office of the Public Advocate		
Department Contract Administrator or Grant Coordinator:		Heather B. Sanborn, Public Advocate		
(If applicable) Department Reference #:		Sole-Source CT for Media Relations & Public Outreach		
Amount: (Contract/Amendment/Grant)		\$ 80,000.00	Advantage CT / RQS #:	20250528000000002864
CONTRACT	Proposed Start Date:	6/9/2025	Proposed End Date:	5/31/2026
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:		Kevin Kelley, Principal		
Brief Description of Goods/Services/Grant:		Unique, expert consulting services assisting the Office of the Public Advocate in education and outreach for awareness by communicating its purpose to the public and other entities, all to advance its mission of representing Maine's utility ratepayers.		

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 checked="" 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.

As set forth in its authorizing statute, 35-A M.R.S. § 1702, the Office of the Public Advocate's (OPA) primary responsibility is to "represent the interests of Maine utility consumers."

The Provider shall serve as the public relations consultant of record for the Maine Office of the Public Advocate by raising public awareness and support for the OPA through various media and public outreach. These services shall include, but not be limited to, messaging framework, launching digital and social media campaigns, community engagement, and press outreach.

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

The Provider has unique and specific skill sets along with decades of media, government, public affairs, and communications experience. Such experience will effectively carry out OPA's mission it needs to communicate strategically with its various audiences.

Time is of the essence in engaging a consultant to assist the Office with news related to legislative initiatives as the session ends; therefore, an expert consultant is needed to begin immediately.

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

The Provider's rate compares favorably to other expert witness consultants that the Office has engaged in similar matters.

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

The Office of the Public Advocate routinely puts contracts for expert consulting services out to bid through the competitive RFP solicitation process. In this instance, the experience of the vendor and its prior work in similar matters, the reasonable price offered by the vendor, the lack of availability of other vendors contacted by the OPA, and the need to retain the consultant quickly supported the use of a single source contract.

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:	Heather Sanborn, Public Advocate	Date:	5/28/2025
Signature of DAFS Procurement Official:	 <small>41C2BA36FAF44CD...</small>		
Typed Name:	Kathy Paquette	Date:	5/30/2025