


State of Maine Waiver of Competitive Bidding Request Form

DHHS/DCM Contract Administrator:	Shawn Belanger / Lisa Munster	Office/Division/Program of Contract Administrator:	Office of MaineCare Services
Est. Contract Amount:	\$500,000	Contract or RQS Number:	10A 20190712*150
		Purchasing Maine ID:	
		DHHS Agreement Number:	OMS-20-5000
Proposed Start Date:	8/12/19	Proposed End Date:	6/30/21
Vendor/Provider Name, City, State	Burgess Advertising & Marketing 1290 Congress St Portland, ME 04102		
Short Description of Good or Service:	Media services for MaineCare Expansion		
Please note, for transparency purposes, Waivers of Competitive Bidding will be publicly posted. Public postings are placed on the Division of Procurement Services website for a period of seven consecutive calendar days.		To be completed by the Division of Procurement Services Posting dates on Division of <i>Procurement Services</i> website: From: <u>7/22/2019</u> To: <u>7/28/2019</u>	
Notice of Intent to Waive Competitive Bidding Number:		NOI# 0720191244	
1. Statutory Justification			
State of Maine statute (5 M.R.S. §1825-B(2)) allows waivers of competitive bidding only for the specific reasons listed below. Please mark the appropriate box (X) next to the justification which applies to this specific request.			
<input type="checkbox"/>	A. The procurement of goods or services by the State for county commissioners pursuant to Title 30-A, section 124, involves the expenditure of \$2,500 or less, and the interests of the State would best be served;		
<input type="checkbox"/>	B. The Director of the Bureau of General Services is authorized by the Governor, or the Governor's designee, to make purchases without competitive bidding because, in the opinion of the Governor or the Governor's designee, an emergency exists that requires the immediate procurement of goods or services;		
<input checked="" type="checkbox"/>	<i>If citing the above justification for this Waiver of Competitive Bidding request, please have the requesting Department's Commissioner or Chief Executive (as the Governor's "designee") sign and date on the right.</i>	<i>By signing below, I signify as the Governor's designee there is an emergency that necessitates this non-competitive procurement.</i> Signature:  Printed Name: <u>Jeanne M. Lambrew</u> Date: <u>7-17-19</u>	
<input type="checkbox"/>	C. After reasonable investigation by the Director of the Bureau of General Services, it appears that any required unit or item of supply, or brand of that unit or item, is procurable by the State from only one source;		
<input type="checkbox"/>	D. It appears to be in the best interest of the State to negotiate for the procurement of petroleum products;		
<input type="checkbox"/>	E. The purchase is part of a cooperative project between the State and the University of Maine System, the Maine Community College System, the Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State involving: (1) An activity assisting a state agency and enhancing the ability of the university system, community college system, Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State to fulfill its mission of teaching, research, and public service; (2) A sharing of project responsibilities and, when appropriate, costs;		
	<i>If citing the above justification for this sole source request, please note that the specific approval of the Governor's Office is required, in accordance with Executive Order 26 FY 11/12, "An Order to Enhance Competitive Bidding". The approval must be documented on DAFS/BGS/Division of Procurement Services "GOVCOOP" form, found here: http://www.maine.gov/purchases/info/forms/govcoop.doc.</i>		
<input type="checkbox"/>	F. The procurement of goods or services involves expenditures of \$10,000 or less, in which case the Director of the Bureau of General Services may accept oral proposals or bids;		
<input type="checkbox"/>	G. The procurement of goods or services involves expenditures of \$10,000 or less, and procurement from a single source is the most economical, effective and appropriate means of fulfilling a demonstrated need.		
	If a different authorization specifically allows for this non-competitive procurement, please provide that reference here:		

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Please note that the following four points below (#2 through 5) all require a response.

2. Description of Specific Need

Please identify, and fully describe, the specific problem, requirement, or need the resulting non-competitive contract would address and which makes the goods or services necessary. Explain how the requesting Department determined that the goods or services are critical and/or essential to agency responsibilities or operations.

In August, the Department of Health and Human Services anticipates being awarded a grant from the Maine Health Access Foundation (MeHAF) to conduct outreach efforts that include an extensive advertising/media campaign to reach individuals who are potentially eligible for MaineCare expansion. The campaign is scheduled to coincide with open enrollment (November) and the time leading up to open enrollment in order to connect individuals with resources that are available to them. The outreach campaign will coincide with locally-based enrollment activities (organizations providing direct enrollment assistance) so as to maximize its effect.

This urgent work will help ensure that individuals who are eligible for MaineCare are connected with information and resources that will help them receive healthcare coverage and the physical and mental healthcare services such coverage will provide access to. Based on the State's experience and current understanding of our expansion efforts, the Department anticipates enrolling a total of 71,500 individuals through MaineCare expansion, which was implemented on January 2, 2019, as one of Governor Mills' highest priorities. As of June 28, 2019, there were approximately 27,176 people who have been enrolled through expansion. Our intention is to utilize the expertise and services of a media firm to target our outreach efforts in the most effective and efficient manner that will reach as many potentially eligible people as possible.

Outreach activities will include TV, radio, digital (cable), transit, print, social media advertising, and the promotion of a new state website (MaineCare.gov).

3. Availability of other Public Resources

Please explain how the requesting Department concluded that sufficient staffing, resources, or expertise is not available within the State of Maine's government, or other governmental entities (local, other state, or federal agencies) external to the requesting Department, which would be able to address the identified need more efficiently and effectively than the identified vendor.

Staffing and expertise related to this work and these services currently do not exist within the Department. The Vendor provides services to specifically assist government agencies in delivering public health media messaging.

4. Cost

Since a waiver of competitive bidding is being requested for this procurement, please explain how the requesting Department concluded the negotiated costs, fees, or rates are **fair and reasonable**.

The rates and fees for these services negotiated through this agreement are reasonable based on costs for similar projects conducted by the Maine CDC.

5. Future Competition

Please describe potential opportunities which may be available to foster competition for these goods or services in the future.

The Department does not intend to RFP this one-time service.

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Please note that only one of the two points below ("Uniqueness" or "Timeframe") requires a response. Requesting Departments are not required to respond to both points.

6. Uniqueness

Please explain if the goods or services required are unique to a specific vendor. Describe the unique qualifications, abilities, and/or expertise of the vendor and how those particular unique factors address the specific need identified above. If the vendor has unique equipment, facilities, or proprietary data, also explain the necessity of these particular unique assets.

7. Timeframe (Complete only if B. is the Statutory Justification marked on Page 1)

Please explain if time is of the essence and an emergency exists which requires the immediate procurement of goods or services. Describe the nature of this emergency, provide the date by which the goods or services must be delivered, and explain how that date was determined and its significance (i.e. impact if delayed beyond this date). Also, provide information as to how it was determined this vendor is the best option to address this time-sensitive procurement.

In August 2019, the Department of Health and Human Services anticipates being awarded a grant from the Maine Health Access Foundation (MeHAF) to conduct outreach efforts that include an extensive advertising/media campaign to reach individuals who are potentially eligible for MaineCare expansion. The goal is to respond the Governor's priorities regarding MaineCare by initiating a campaign to increase enrollment from the current 21,176 individuals through outreach to the estimated 71,500 potentially eligible population.

The campaign is scheduled to coincide with open enrollment (November) and the time leading up to open enrollment in order to connect individuals with resources that are available to them. This tight timeline will require the Department to begin planning and developing outreach material during August/September to be ready for a late-October launch. There is not sufficient time between the notice of grant award and the November open enrollment to complete the RFP process and conduct the needed media campaign. The vendor was selected because of the past experience conducting educational and awareness campaigns for the Department.

Signature of requesting Department's Commissioner or Chief Executive (or designee within the Commissioner's Office):

By signing below, I signify that my Department requests, and I approve of, this Waiver of Competitive Bidding.

Printed Name:

Jeanne M. Lambrew
Jeanne M. Lambrew

Date:

7-17-19