

State of Maine Procurement Justification Form

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 website (Forms page) for additional instructions.

PART I: OVERVIEW

Department Office/Division/Program:		Office of the Public Advocate			
Department Contract Administrator or Grant Coordinator:		Barry J. Hobbins			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)		\$ 36,000.00	Advantage CT / RQS #:	20200722000000000251	
CONTRACT	Proposed Start Date:		Proposed End Date:		
AMENDMENT	Original Start Date:	8/1/2020	Effective Date:		
	Previous End Date:	7/31/2021	New End Date:	7/31/2022	
GRANT	Project Start Date:		Grant Start Date:		
	Project End Date:		Grant End Date:		
Vendor/Provider/Grantee Name, City, State:		Robinson Public Relations & Outreach			
Brief Description of Goods/Services/Grant:		Continued expert consultant services assisting the Office of the Public Advocate (OPA) in public outreach for awareness and education and continue developing and launching special website for the Portland Region Electricity Project.			

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)

	A. Competitive Process		G. Grant
X	B. Amendment		H. State Statute/Agency Directed
	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

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PART III: SUPPLEMENTAL INFORMATION

Continue providing the Office of the Public Advocate in public outreach for awareness and education to Maine people and ratepayers in order for them to have a broader understanding of the role and function of the office. (Title 35-A, Part 1, Chapter 17 §1702)

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The Vendor is a 35-year advertising and PR veteran and is an accomplished writer and strategists with an understanding of how technology continues to change the public relations industry and with that specific expertise will be able to provide certain consultation services to the OPA.

The Vendor has completed prior work with regard to the Portland Region Electric Project and has specific knowledge with regarding the project.

The Vendor had a previous State of Maine – Agreement for Special Services with the OPA and is familiar with the workings of the OPA.

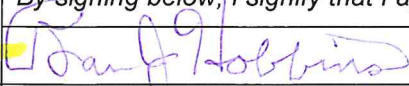
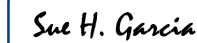
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The cost is consistent with the budget narrative provided by the vendor.

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

The OPA anticipates primarily using competitive solicitation processes to select vendors to assist in future similar proceedings. In this instance, the experience of the vendor, the low price offered by the vendor, the lack of availability of other vendors contracted by the OPA, supports the continued use of a single source contract for these services.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
Printed Name:	Barry J. Hobbins	Date:	7/14/2021
Signature of DAFS Procurement Official:	<small>DocuSigned by:</small> 		
Printed Name:	<small>E5DB92AC0F8D490...</small> Sue H. Garcia	Date:	7/16/2021