



PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 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:	Governor's Office of Policy Innovation and the Future			
Department Contract Administrator or Grant Coordinator:	Elizabeth Gattine			
(If applicable) Department Reference #:				
Agency Department Code:		Advantage CT / RQS # :	20250729*144	
Amount: (Contract/Amendment/Grant)	\$ 25,000			
CONTRACT	Proposed/Original Start Date:	8/1/2025	Proposed/Most Recent End Date:	9/30/2025
AMENDMENT	New Effective Date:		New End Date (if Applicable):	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:	Bryant Street Public Relations, LLC; Carol Higgins Taylor Bangor, Maine			
Brief Description of Goods/Services/Grant:	Build a public service announcement (PSA) campaign addressing elder abuse and mistreatment to be deployed in August and September of 2025			

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 type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice

<input type="checkbox"/>	F. Higher Education Cooperative Project	<input type="checkbox"/>	L. Other Authorization
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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 Governor’s Office of Policy Innovation and the Future (GOPIF) supports the work of Maine’s Elder Justice Partnership, a public/private partnership established by Executive Order of Governor Mills that developed the Maine Elder Justice Roadmap (Roadmap) published in 2021. The Governor’s Cabinet on Aging, housed in GOPIF, successfully applied for a grant to help implement and update the Roadmap’s recommendations. This grant ends 9/30/2025 and until recently, there was a reasonable expectation of a no-cost extension (NCE), but an NCE is no longer anticipated due to changes at the federal level.

As part of implementing one of the recommendations in Maine’s Elder Justice Roadmap, the purpose of this contract is to provide funding to run a campaign of public service announcements (PSAs) over the months of August and September 2025. These PSAs will focus on common forms of financial exploitation and explain to older Mainers where they can obtain free legal assistance. Past campaigns have been able to reach 96% or more of adults 55 and older in Maine’s two major market areas.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number and the date of award notification, if applicable.

Bryant Street Public Relations LLC is uniquely positioned to do this work as it has previously worked with the State and Legal Services for Maine Elders (LSE) to run similar Public Service Announcement (PSA) campaigns raising awareness about elder abuse and exploitation. This campaign will be similar to prior campaigns, including re-using the previously created PSAs developed by this vendor. Bryant Street Public Relations assisted in the creation of those PSA and has expertise in developing, implementing and evaluating effectiveness of the PSA campaign. When Bryant Street Public Relations, LLC ran the previous PSA campaign for Legal Services for Maine Elders (LSE), LSE saw increases of as much as twenty percent in calls for help related to elder abuse. This speaks to the efficacy of Bryant Street’s ability to coordinate such a campaign. Given the short timeframe for execution of this campaign, they are uniquely and solely qualified to complete this scope of work.

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

The rates are considered fair and reasonable. This conclusion was reached through contacting others who have purchased similar services and confirming that the rates and costs offered by the

PART III: SUPPLEMENTAL INFORMATION

Vendor are consistent and appropriate. Costs include purchased media buys for dissemination as television PSAs which are outside the control of the Vendor.

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

When services and expertise are available via multiple vendors for more extended services, GOPIF will obtain these services by the most appropriate means, including a competitive process such as releasing an RFP.

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 signature below indicates approval of this procurement request.

Signature of requesting
Department's Commissioner
(or designee):

Sarah Curran

Typed Name:

Sarah Curran


Date:

7/25/2025

PART VII: EMERGENCY – Required only if selecting E. Emergency Justification

The signature below indicates approval by the Commissioner or designee of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

Signature of DAFS Procurement Official:	 <p>Signed by: Sterling Doiron 4C537C52B586437...</p>		
Typed Name:	sterling	Date:	7/29/2025

Certificate Of Completion

Envelope Id: C9753FE3-886A-484F-A412-CB464BEFEA58	Status: Completed
Subject: Complete with Docusign: Bryant Street Public Relations PJF.pdf	
Source Envelope:	
Document Pages: 4	Signatures: 1
Certificate Pages: 1	Initials: 0
AutoNav: Disabled	Envelope Originator:
Envelopeld Stamping: Disabled	Sterling Doiron
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	77 State House Station
	111 Sewall Street
	Augusta, ME 04333
	Sterling.Doiron@maine.gov
	IP Address: 198.182.163.121


Record Tracking

Status: Original	Holder: Sterling Doiron	Location: DocuSign
07/29/2025 14:52	Sterling.Doiron@maine.gov	

Signer Events

Sterling Doiron
 Sterling.Doiron@maine.gov
 Security Level: Email, Account Authentication (None)

Signature

Signed by:

 Sterling Doiron
4C537C52B586437...
 Signature Adoption: Pre-selected Style
 Using IP Address: 198.182.163.121

Timestamp

Sent: 07/29/2025 | 14:52
 Viewed: 07/29/2025 | 14:52
 Signed: 07/29/2025 | 14:53
 Freeform Signing

Electronic Record and Signature Disclosure:
 Not Offered via Docusign

In Person Signer Events

Signature

Timestamp

Editor Delivery Events

Status

Timestamp

Agent Delivery Events

Status

Timestamp

Intermediary Delivery Events

Status

Timestamp

Certified Delivery Events

Status

Timestamp

Carbon Copy Events

Status

Timestamp

Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

Status

Timestamps

Envelope Sent	Hashed/Encrypted	07/29/2025 14:52
Certified Delivered	Security Checked	07/29/2025 14:52
Signing Complete	Security Checked	07/29/2025 14:53
Completed	Security Checked	07/29/2025 14:53

Payment Events

Status

Timestamps