

## 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:	DPFR / Office of Securities		
Department Contract Administrator or Grant Coordinator:	Judith M. Shaw 624.8555		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$103,000	Advantage CT / RQS #:	20190412 2926
<b>CONTRACT</b>	Proposed Start Date:		Proposed End Date:
<b>AMENDMENT</b>	Original Start Date:	05/01/2019	Effective Date:
	Previous End Date:	06/30/2020	New End Date: 06/30/2021
<b>GRANT</b>	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Legal Services for the Elderly 5 Wabon Street Augusta, ME 04330		
Brief Description of Goods/Services/Grant:	Production and airing of public service announcements on elder investment fraud and financial exploitation.		

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
X	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

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**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.**

This project represents a partnership between the Maine Office of Securities and Maine Legal Services for the Elderly ("LSE"). It involves the development of public service announcements ("PSA") on elder investment fraud and financial exploitation. The production and airing of the PSAs are part of an existing elder abuse awareness project, previously launched by LSE. This project will involve adding PSAs to LSE's existing production arrangement with producers and getting those PSA's into an airing rotation with various media outlets. By partnering with LSE, an organization with a mission and project aligned with that of the Office of Securities, the Office of Securities is able to leverage existing production relationships and reduce the overall cost of production and airing of the PSAs.

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

The production capabilities and airtime arrangement provided in connection with the Office of Securities' partnership with LSE presents a unique opportunity. The partnership allows the Office to produce and air PSAs through a variety of notable media outlets at a reasonable cost. If the Office were to attempt to negotiate this type of arrangement on its own, it would take a considerable amount of time and the cost would likely be higher.

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

The partnership between LSE and the Office of Securities has made it possible for the Office to utilize existing production equipment and staff that has been set up for use by LSE. The airtime for the PSAs is available at a more cost-effective rate as a result of this partnership.

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

The Office of Securities would be willing to consider similar future opportunities with other potential partners in order to provide this type of service to the investing public.

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**PART III: SUPPLEMENTAL INFORMATION**

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**PART IV: APPROVALS**

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
	<i>Anne L. Head</i>		
<b>Printed Name:</b>	Anne L. Head	<b>Date:</b>	8/14/2020
<b>Signature of DAFS Procurement Official:</b>	DocuSigned by: <i>Debbie Jacques</i>		
<b>Printed Name:</b>	1DFA565D481F42E... Debbie Jacques	<b>Date:</b>	8/18/2020