

## 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:		State of Maine Judicial Branch, Administrative Office of the Courts	
Department Contract Administrator or Grant Coordinator:		Richard E. Record, Jr.	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 9,000	Advantage CT / RQS #:	20200817*0500
CONTRACT	Proposed Start Date:	August 10, 2020	Proposed End Date: Sept. 21, 2020
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:		Sputnik Animation, South Portland, ME	
Brief Description of Goods/Services/Grant:		Production of animated video for traffic cases	

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

PART III: SUPPLEMENTAL INFORMATION
Please respond to ALL of the following:
<b>1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.</b>
The purpose of this Contract is to develop an animated video that explains the rights and responsibilities of defendants participating in court hearings related to traffic tickets they have received. Due to Covid-19, the MJB has a backlog of 7,000 traffic tickets and plans to conduct these hearings via Zoom in order to reduce the backlog.
In order to reduce the backlog, there is a pressing need to conduct hundreds of hearings. The information presented in the video is critical to ensuring that defendants understand their rights and responsibilities during the process, especially since the vast majority of defendants represent themselves in court and do not retain counsel.

# State of Maine Procurement Justification Form

## PART III: SUPPLEMENTAL INFORMATION

Using video, rather than having a judge give this speech hundreds of times, will speed up the process and ensure consistent messaging. It will also allow the judge to engage in other meaningful tasks during the introductory and housekeeping portion of the hearing.

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

I wanted the video to be produced in Maine because we had a short timeframe to get this done and I wanted the contractor to understand the culture, language, and values of people in Maine when translating the topic into a video. Also, with the COVID related social distancing requirements, doing a video with live shots and people was not a viable option.

Animated video production is a specialized field and a Google search verified there were very few organizations in Maine with experience in producing a video with animated characters. I contacted five (5) companies/contractors that could do this type of work, however, only one (1) company, Sputnik Animation, had examples of similar work, provided a fair and reasonable price, and could complete the job in 4-6 weeks, which is a requirement of this contract.

One company, P3 videos, could have completed the task, but their workload was such that they could not accept this task until later in the year. I asked the president of P3 for other companies/contractors that could do this job and he provided me with the following names: One contractor, Stephen Turcotte.com has gone out of business.

Another contractor, Jacob Robert, has produced commercials with some animation, but has never produced a "fully" animated video similar to the type we are expecting and another contractor, Jamie Munro, also has not produced videos in the style we are seeking.

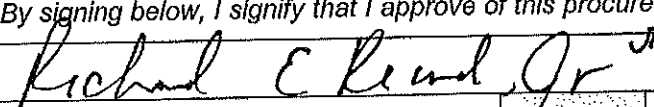
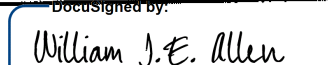
### 3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Unlike doing a video with live actors in a real setting, animated video is a specialized art form that requires hours of drawing scenes, along with transferring the drawing to a computer application. It is labor and time intensive. The price quoted is well aligned with industry standards and consistent with similar recent video productions.

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

The Maine Judicial Branch will again conduct rigorous market research to identify potential vendors.

## 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>		
			
<b>Printed Name:</b>	Richard E. Record, Jr.	<b>Date:</b>	8/10/20
<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small> 		
<b>Printed Name:</b>	william J.E. Allen	<b>Date:</b>	8/19/2020