



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
 STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 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:		DHHS/OCFS/Early Care and Education	
Department Contract Administrator or Grant Coordinator:		Shawn Belanger	
(If applicable) Department Reference #:		ECE-26-5057	
Amount: (Contract/Amendment/Grant)	\$ 99,000.00	Advantage CT / RQS #:	RQS 10A 20250701000000000008
CONTRACT	Proposed Start Date:	7/1/2025	Proposed End Date: 6/30/2026
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:		DSSV Inc., dba Brightwheel San Francisco, CA	
Brief Description of Goods/Services/Grant:		Brightwheel Child Care Management Software/Preschool Development Grant (PDG)	

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. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

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 Department’s Office of Child & Family Services (OCFS) Early Care and Education (ECE) Team is piloting an effort to support providers, enhance business operations, streamline provider access, and gather crucial data needed to continue to support Child Care Providers in Maine. OCFS has partnered with DSSV, Inc., dba Brightwheel and will purchase a one (1) year license subscription to Brightwheel Child Care Management Software and technical support for one hundred (100) Administrators of licensed Family Child Care and Center Based programs throughout the state.

Through this pilot this tool will provide OCFS with critical data used to implement early interventions and stabilize the early childhood education sector in Maine. OCFS will have access to a dashboard set up for Maine that will provide when and how often business and programmatic features are being used. The goal of this project is to enhance business operations to ensure sustainability and long-term success.

The Brightwheel tool offers both web based and mobile applications, providers can use one system to manage multiple components of their early Child Care business. Brightwheel has created a dedicated dashboard for OCFS to obtain real-time data, reporting on which feature of the software the providers access and how often they are engaging with that part of the program. This data will enable OCFS to identify risks, address areas of weakness and provide support for early intervention. Additionally, Brightwheel offers an individually assigned engagement specialist who is assigned to each provider, they will educate providers on best business practices, supporting them throughout the contract period. The engagement specialist will have working knowledge of the providers child care business and help guide them through the use and operation of the platform.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Brightwheel was selected over the other vendors because of their superior program offering more services through AI components that allows Brightwheel the unique ability to provide business management data in real-time for the Preschool Development Grant Manager to track usage and success. OCFS has learned that this vital information is not easily obtained through surveys or interviews, when previously attempted by OCFS staff and contracted evaluators. Surveys can be time-consuming, data collected may be inaccurate, or no longer relevant. Providers are unable to recall how often they access various supportive platforms to provide feedback. Providers are burdened with administrative tasks and are challenged to respond to email or surveys to understand program practices and needs. Utilization of Brightwheel can reduce and isolate data necessary for state licensing, reducing administrative costs, allowing providers the ability to focus on serving the children. Through this pilot this tool will provide OCFS with critical data used to implement early interventions and stabilize the early childhood education sector in Maine. OCFS will have access to a dashboard set up for Maine that will provide when and how often business and programmatic features are being used. The goal of this project is to enhance business operations to ensure sustainability and long-term success.

PART III: SUPPLEMENTAL INFORMATION

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

The ECE Workforce team researched Child Care Business Management programs that included software components. We compared ProCare, Playground and Brightwheel and found that the fees for Family Child Care Centers were similar, but the rate for Center Based Providers was higher in costs, as outlined below.

	ProCare	Playground	Brightwheel
Family Child Care	\$50/month	\$50/month	\$50/month
Center Based Child Care	\$150/month	\$140/month	\$100/month

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

Presently, the funding for this contract comes from one-time Preschool Development Grant funding. The Program manager will evaluate the results of the pilot and determine if future opportunities will be warranted. The Department does not intend to RFP this service at this time.

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.

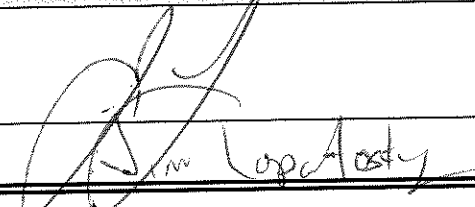
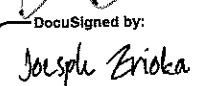
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

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 signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	David Lopodasty	Date:	4-Aug-25
Signature of DAFS Procurement Official:	DocuSigned by: 		
Typed Name:	Joseph Zrioka, IT Procurement Director	Date:	7/24/2025