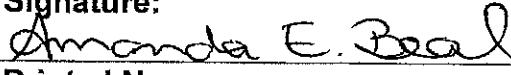


**State of Maine  
Waiver of Competitive Bidding Request Form**

**Form Instructions:** Please provide the requested information in the white boxes below. This form is to precede all contract requests that are not the direct result of a competitive bid process.

<b>Requesting Department's Contract Administrator:</b>	Leigh Hallett	<b>Office/Division/Program of Contract Administrator:</b>	DACF/ARD
<b>Est. Contract Amount:</b>	\$ 12,000.00	<b>Contract or RQS Number:</b>	20190903*0304
<b>Proposed Start Date:</b>	9/25/19	<b>Proposed End Date:</b>	12/31/20
<b>Vendor/Provider Name, City, State:</b>	Maine Public Broadcasting		
<b>Short Description of Good or Service:</b>	Summer 2020 promotional campaign, "Road Trip Games Bicentennial Edition" with print, online, radio, tv, and social media advertising for Get Real, Get Maine.		
<b>Please note, for transparency purposes, Waivers of Competitive Bidding will be publicly posted. Public postings are placed on the Division of Procurement Services website for a period of seven consecutive calendar days.</b>	<p><b>To be completed by the Division of Procurement Services</b></p> <p>Posting dates on Division of <i>Procurement Services</i> website:          From: <u>10/08/19</u> To: <u>10/14/19</u></p>		
<b>Notice of Intent to Waive Competitive Bidding Number:</b>	NOI# 1020191668		
<b>1. Statutory Justification</b>			
State of Maine statute (5 M.R.S. §1825-B(2)) allows waivers of competitive bidding only for the specific reasons listed below. Please mark the appropriate box (X) next to the justification which applies to this specific request.			
<input type="checkbox"/>	A. The procurement of goods or services by the State for county commissioners pursuant to Title 30-A, section 124, involves the expenditure of \$2,500 or less, and the interests of the State would best be served;		
<input type="checkbox"/>	B. The Director of the Bureau of General Services is authorized by the Governor, or the Governor's designee, to make purchases without competitive bidding because, in the opinion of the Governor or the Governor's designee, an emergency exists that requires the immediate procurement of goods or services;		
<input checked="" type="checkbox"/>	C. After reasonable investigation by the Director of the Bureau of General Services, it appears that any required unit or item of supply, or brand of that unit or item, is procurable by the		
<p><i>If citing the above justification for this Waiver of Competitive Bidding request, please have the requesting Department's Commissioner or Chief Executive (as the Governor's "designee") sign and date on the right.</i></p>		<p><i>By signing below, I signify as the Governor's designee there is an emergency that necessitates this non-competitive procurement.</i></p> <p><b>Signature:</b>  </p> <p><b>Printed Name:</b>            Amanda E. Beal</p> <p><b>Date:</b>            9/19/19</p>	

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	State from only one source;	
	D. It appears to be in the best interest of the State to negotiate for the procurement of petroleum products;	
	E. The purchase is part of a cooperative project between the State and the University of Maine System, the Maine Community College System, the Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State involving: (1) An activity assisting a state agency and enhancing the ability of the university system, community college system, Maine Maritime Academy, or a private, nonprofit, regionally accredited institution of higher education with a main campus in this State to fulfill its mission of teaching, research, and public service; (2) A sharing of project responsibilities and, when appropriate, costs;	
	<i>If citing the above justification for this sole source request, please note that the specific approval of the Governor's Office is required, in accordance with Executive Order 26 FY 11/12, "An Order to Enhance Competitive Bidding". The approval must be documented on DAFS/BGS/Division of Procurement Services "GOVCOOP" form, found here: <a href="http://www.maine.gov/purchases/info/forms/govcoop.doc">http://www.maine.gov/purchases/info/forms/govcoop.doc</a>.</i>	
	F. The procurement of goods or services involves expenditures of \$10,000 or less, in which case the Director of the Bureau of General Services may accept oral proposals or bids;	
	G. The procurement of goods or services involves expenditures of \$10,000 or less, and procurement from a single source is the most economical, effective and appropriate means of fulfilling a demonstrated need.	
	If a different authorization specifically allows for this non-competitive procurement, please provide that reference here:	

**Please note that the following four points below (#2 through 5) all require a response.**

**2. Description of Specific Need**  
Please identify, and fully describe, the specific problem, requirement, or need the resulting non-competitive contract would address and which makes the goods or services necessary. Explain how the requesting Department determined that the goods or services are critical and/or essential to agency responsibilities or operations.

Each year, the Department promotes Maine agricultural products through our Get Real, Get Maine program. The goal is to raise awareness of Maine agricultural products among both Maine residents and visitors, and to thereby increase sales for producers. Maine Public Broadcasting has proven to be an effective way to reach both residents and visitors, since the radio and television stations reach all parts of the state.

In 2020 Maine Public is publishing a Road Trip Games Bicentennial Edition booklet to be distributed to 80,000 tourists June-August. For \$12,000, we wish to participate in the package of promotion associated with the Road Trips Game publication, which includes:

- An advertisement in the printed guide, which contains games and activities for kids
- 78 underwriting ads on the Create TV channel (which is cooking-focused), the Maine Public Television, Maine Public Radio, and Maine Public Classical (total of 312 ads)
- Placement on the mainepublic.org website
- Sponsor mention on social media (10 posts each reaching an average of 40,000)

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- Sponsor logo in Experience magazine in June and August 2020
- Opportunity to celebrate Maine's bicentennial, to contribute agricultural-related information to the overall campaign, and to collaborate with the Maine Department of Transportation (the other Road Trip Games sponsor).

**3. Availability of other Public Resources**

Please explain how the requesting Department concluded that sufficient staffing, resources, or expertise is not available within the State of Maine's government, or other governmental entities (local, other state, or federal agencies) external to the requesting Department, which would be able to address the identified need more efficiently and effectively than the identified vendor.

The state does not have television and radio stations, nor staff to generate television and radio promotions.

**4. Cost**

Since a waiver of competitive bidding is being requested for this procurement, please explain how the requesting Department concluded the negotiated costs, fees, or rates are **fair and reasonable**.

We have compared the cost of advertising on other radio stations (none of which offer the statewide reach of Maine Public) and found that the price available through this package is highly competitive. Additionally, we have purchased other advertising from Maine Public, and it has proven to be very effective for outreach.

**5. Future Competition**

Please describe potential opportunities which may be available to foster competition for these goods or services in the future.

DACF does put marketing projects out to bid from time to time.

**Please note that only one of the two points below ("Uniqueness" or "Timeframe") requires a response. Requesting Departments are not required to respond to both points.**

**6. Uniqueness**

Please explain if the goods or services required are unique to a specific vendor. Describe the unique qualifications, abilities, and/or expertise of the vendor and how those particular unique factors address the specific need identified above. If the vendor has unique equipment, facilities, or proprietary data, also explain the necessity of these particular unique assets.

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Maine Public Broadcasting is without peer in the state in terms of the nature of the organization, its affordability, and particularly its coverage of the state via multiple media (the array of print, radio, tv, web, and social media is unmatched). For a campaign such as the Bicentennial, when we wish to reach residents and visitors across the state with a message celebrating the history of agriculture in Maine's 200 years, Maine Public is uniquely positioned to support that campaign.

**7. Timeframe (Complete only if B. is the Statutory Justification marked on Page 1)**

Please explain if time is of the essence and an emergency exists which requires the immediate procurement of goods or services. Describe the nature of this emergency, provide the date by which the goods or services must be delivered, and explain how that date was determined and its significance (i.e. impact if delayed beyond this date). Also, provide information as to how it was determined this vendor is the best option to address this time-sensitive procurement.

**Signature of requesting Department's  
Commissioner or Chief Executive  
(or designee within the  
Commissioner's Office):**

*By signing below, I signify that my Department requests,  
and I approve of, this Waiver of Competitive Bidding.*

*Amanda E. Beal*

**Printed Name:**

*Amanda E. Beal*

**Date:**

*10/2/19*