



## PROCUREMENT JUSTIFICATION FORM (PJF)

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 intranet site (Forms page) for additional instructions.*

PART I: OVERVIEW			
Department Office/Division/Program:	Administrative and Financial Services/Maine Revenue Services (MRS)		
Department Contract Administrator or Grant Coordinator:	Vicki Roy		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ \$81,756.00	Advantage CT / RQS #:	20220422*2590
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	<b>4/20/2022</b>	Effective Date:
	Previous End Date:	<b>4/19/2023</b>	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Broadreach Public Relations Portland, ME		
Brief Description of Goods/Services/Grant:	Public relations/communication services for promotion of Maine Tax Portal		

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 checked="" type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input 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.

MRS has contracted with Broadreach Public Relations for services to promote and advertise the Maine Tax Portal. MRS and Broadreach have determined that supplementing the current promotional strategy with a paid media strategy that includes digital video and streaming ads, digital banners, and trade publication print ads will help promote the Maine Tax Portal and reach the targeted audience.

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

Broadreach was the selected vendor through RFP#202109135; the contract expires on 4/19/2023.

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

The cost for the paid media plan is comparable to what was provided in Broadreach's proposal submitted for RFP#202109135.

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

The contract provides for an initial period of performance of one year with two, one year renewal periods. If MRS finds the services unsatisfactory or needs services beyond the renewal periods, a new RFP will be issued.

### PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)


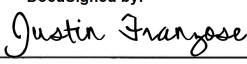
Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

### PART V: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Kirsten LC Figueroa, Commissioner	Date:	10/24/2022
Signature of DAFS Procurement Official:	DocuSigned by: 		
Typed Name:	AEED9C7B3A8044E... Justin Franzose	Date:	10/25/2022