



## 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:	Department of Public Safety, Bureau of Highway Safety		
Department Contract Administrator or Grant Coordinator:	Jaime L. Pelotte		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ \$204,029.00	Advantage CT / RQS #:	CT 16A 20220803*0368
CONTRACT	Proposed Start Date:	<b>10/1/2022</b>	Proposed End Date: <b>9/30/2023</b>
AMENDMENT	Original Start Date:		Effective Date:
	Previous End Date:		New End Date:
GRANT	Project Start Date:	<b>10/1/2022</b>	Grant Start Date: <b>10/1/2022</b>
	Project End Date:	<b>9/30/2023</b>	Grant End Date: <b>9/30/2023</b>
Vendor/Provider/Grantee Name, City, State:	NL Partners 1231 Shore Road Cape Elizabeth, ME 04107		
Brief Description of Goods/Services/Grant:	Media and Marketing Services		

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.

To increase Media Buy Services for Maine Bureau of Highway Safety (MeBHS). This amendment will fund paid media (television, radio, print, digital, social) associated with all of the MeBHS programs.

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

Vendor was selected through RFP selection on RFP # 202007111 for annual service contracts following the approval of Maine's Annual Highway Safety Plan for funding each year. The vendor was identified and approved by the National Highway Traffic Safety Administration (NHTSA) for federal funding approved in the FFY2023 Maine Highway Safety Plan.

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

The project period for this grant is October 1, 2022 to September 30, 2023. The project was identified in the FFY2023 Maine Highway Safety Plan and approved by NHTSA for the FFY2023 federal fiscal year.

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

This contract serves as contract # three (3); of four (4) possible one-year renewals periods under RFP # 202007111.

### 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):	 <a href="#">Michael Sauschuck (Sep 7, 2023 15:57 EDT)</a>		
Typed Name:	Michael J. Sauschuck	Date:	Sep 7, 2023
Signature of DAFS Procurement Official:	 <small>41C2BA36FAF44CD...</small>		
Typed Name:	Kathy Paquette	Date:	10/23/2023






# NLP Amendment FFY2023 PJF (003)

Final Audit Report

2023-09-07

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