



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

DIVISION OF 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 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:		MCDCP/Disease Prevention/WIC		
Department Contract Administrator or Grant Coordinator:		Chris Moiles / Melanie Boucher		
(If applicable) Department Reference #:		CD0-24-4671		
Amount: (Contract/Amendment/Grant)		\$12,320.01	Advantage CT / RQS #:	RQS 10A 20230406000000001235
CONTRACT	Proposed Start Date:	10/1/2023	Proposed End Date:	9/30/2024
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:		OnSolve – DBA One Call Now Ormond Beach, FL		
Brief Description of Goods/Services/Grant:		WIC Texting Services		

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before 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.

Current WIC grant funding is determined by participation/headcount. This service is federally funded by USDA Food and Nutrition Services to support the mission of Maine's Women, Infants and Children Program. The purpose of this service is to increase awareness to eligible WIC populations.

Data is passed from the WIC MIS system to Onsolve DBA One Call Now. This provider delivers encouraging breast feeding messages to increase breast feeding initiations for all WIC participants statewide. Additional services include automated message to adjunctively eligible people, appointment reminders, missed appointment messages and ad hoc messages statewide or to targeted groups of participants to make them aware of office closures due to weather or other conditions, COVID procedures, and farmer market/nutrition general messaging and outreach. WIC sends texts to participants on behalf of other offices and/or agencies including CDC to deliver the annual Pregnancy Risk Assessment Monitoring System (PRAMs) survey and at the request of the Commissioner.

New functionality implemented in the product during the last contract period in now is use and streamlines outreach to adjunctively eligible people to increase awareness and enrollment. This feature has eliminated all manual processes previously needed to deliver the list of contacts to local agencies along with local agency staff calling people to complete outreach and attempt onboarding. Participants can find out more about WIC with a variety of service delivery area keywords to get more information with a hashtag (#) two way text/return message. This message includes a link that automatically connects them directly with the WIC Local Service Agency that serves their geographic area to learn more. No other texting program is offering this service.

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

This low cost contract with OnSolve, doing business as (DBA) One Call Now, is the current texting service provider for WIC. This service was acquired through the competitive Request for Quote (RFQ) process RFQ 10A 2008250000000000051 in 2020.

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

This is a sole source procurement extended to the only texting provider that responded to a public Request for Quote (RFQ) process to provide this critical WIC service. The costs are reasonable to WIC which is fully Federally Funded with grants approved by Food and Nutrition Services (FNS).

All new features selected by WIC in the prior term have been implemented. As a result, the program is benefitting from an increase in outreach connections to potentially eligible people, a labor cost reduction in manual data processes to complete outreach initiatives to people who may not be aware that they are eligible for WIC and reduced product contract costs from prior contract period.

Rates are based on WIC participant caseload. Services are in use by other state WIC agencies. Costs are consistent nationwide.

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

The Department will coordinate competitive procurement.

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:	BEN MANN	Date:	5/18/22
Signature of DAFS Procurement Official:	DocuSigned by: 		
Typed Name:	Joseph Zrioka <small>EAB13178102243C... Joseph Zrioka Director of IT Procurement</small>	Date:	10/27/2023