



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 Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW

Table with 5 columns and 10 rows containing procurement details such as Department Office/Division/Program, Amount, Start/End Dates, and Vendor/Provider/Grantee Name.

PART II: JUSTIFICATION FOR VENDOR SELECTION

Check the box below for the justification(s) that applies to this request. (Check all that apply.)

Table with 4 columns and 7 rows for justification options A through L, including checkboxes for Competitive Process, Amendment, Single Source, etc.

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.

Amendment A adds the notice that the Maine Immunization Program will broadcast PSAs to promote the launch of the new Docket app. The Maine Association of Broadcasters will now provide a minimum of \$680,000 worth of television and radio airtime for a cost to the program of \$170,000 for the period beginning 7/1/2024 through 6/30/2026.

The public is not generally well educated on the need for children to receive all their immunizations on time, nor the need for adult vaccination. This results in children and adults not being vaccinated and not being protected from vaccine-preventable diseases, especially COVID-19. The Public Service Announcements (PSAs) intend to educate the public about the importance of receiving vaccines on time and encourage parents to bring their children to a health care provider to get vaccinated. The Maine Immunization Program (MIP) has limited funds available for the PSAs and needs to maximize the return on every dollar. The Maine Association of Broadcasters will provide a minimum of \$524,000 worth of television and radio airtime for a cost to the program of \$130,000 for the period beginning 7/1/2024 through 6/30/2026.

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

The vendor is the only entity representing and serving all radio and television stations of Maine and is part of a unique professional partnership that allows for the cost-effective delivery of public service messaging to a statewide audience.

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

The total cost of this contract is \$130,000. The total market value of the number of broadcast announcements being run is a minimum of \$524,000 in broadcast time, provided by television and radio stations licensed to the State of Maine. The value of the broadcast time is determined by each station's prevailing rate per announcement at the time of broadcast.

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

Currently, the vendor is the only state entity with the capacity to deliver these specific services. In the future, the program plans to again review program needs for other possible partners, including the RFP process, if needed.

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:	Julie Laporte	Date:	25-Sep-24
Signature of DAFS Procurement Official:	 <small>DocuSigned by:</small> <i>Kathy Paquette</i> <small>41C2BA36FAF44CD</small>		
Typed Name:	Kathy Paquette	Date:	10/8/2024