



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES  
**OFFICE OF STATE PROCUREMENT SERVICES**  
 STATE OF MAINE

**PROCUREMENT JUSTIFICATION FORM (PJF)**

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 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 Procurement Services intranet site (Forms page) for additional instructions.*

<b>PART I: OVERVIEW</b>			
Department Office/Division/Program:		Department of Public Safety, Bureau of Highway Safety	
Department Contract Administrator or Grant Coordinator:		Kristen Morin	
(If applicable) Department Reference #:		N/A	
Agency Department Code:	16A	Advantage CT / RQS # :	20250825*0323
Amount: (Contract/Amendment/Grant	\$245,000.00		
<b>CONTRACT</b>	Proposed/Original Start Date:	<b>10/1/2025</b>	Proposed/Most Recent End Date: <b>9/30/2026</b>
<b>AMENDMENT</b>	New Effective Date:		New End Date (if Applicable):
<b>GRANT</b>	Project Start Date:	<b>10/1/2025</b>	Grant Start Date: 10/1/2025
	Project End Date:	<b>9/30/2026</b>	Grant End Date: 9/30/2026
Vendor/Provider/Grantee Name, City, State:		VS0000019433 Travelers Marketing LLC 209 W Central St. Suite 101 Natick, MA 01760	
Brief Description of Goods/Services/Grant:		Branded Program: Community Voices	

<b>PART II: JUSTIFICATION FOR VENDOR SELECTION</b>			
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 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. Higher Education Cooperative Project	<input type="checkbox"/>	L. Other Authorization
--------------------------	---	--------------------------	------------------------

Please respond to ALL of the questions in the following sections.

<b>PART III: SUPPLEMENTAL INFORMATION</b>	
<b>1.</b>	Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.
	The Community Voices initiative is a branded program by Traveler’s Marketing LLC. This initiative enhances road safety in a vulnerable community through education, awareness, and resource provision. By engaging the community, whether geographically defined or specific to a population, the project will encourage active participation to address and improve data-driven road safety issues. The focus is on changing unsafe behaviors, prioritizing safety for individuals, families, friends, and the overall community. Community collaboration and public engagement is required for NHTSA (National Highway Traffic Safety Administration) grant programs.
<b>2.</b>	Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number and the date of award notification, if applicable.
	Under the Community Voices for Road Safety initiative, Travelers Marketing would be working with MeBHS to address road safety issues in designated geographic regions. This project will engage residents, business owners and community influencers to address a road safety focus area: Pedestrian Safety. Community Voices is a groundbreaking initiative that empowers communities where data indicates a road safety problem. Community Voices was created by Traveler’s Marketing LLC and is branded by their organization. Travelers Marketing was founded in 1998 and is a leading transportation sponsorship and marketing agency with partnerships in 35 states. Two of the employees within Travelers Marketing have personal experience as the Director of the Massachusetts Highway Safety Office and have extensive experience working with National Highway Traffic Safety Administration (NHTSA) and Governor’s Highway Safety Association (GHSA). The leadership team at Travelers Marketing brings over 100 years of combined experience in road safety, policy, and communications. The history, knowledge, and experience that the team at Travelers Marketing will provide is insurmountable.
<b>3.</b>	Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.
	The amount negotiated is based on previous year’s cost and scope and has been approved through Maine Bureau of Highway Safety’s approved Annual Grant Application for federal funding from NHTSA. Market research indicates that Travelers Marketing has a contract with Nebraska Highway Safety Office and Massachusetts DOT for the same Community Voices project. The scope of services remains uniform from state to state for this project. The contract amount is fair, reasonable and consistent with Community Voices agreements in other states.
<b>4.</b>	Describe the plan for future competition for the goods or services.
	If the vendor fails to meet the performance requirements, then the State would issue an RFP to seek a new vendor/program that is not branded.

**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**

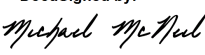
The signature below indicates approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):			
	<a href="#">Michael Sauschuck (Oct 2, 2025 14:57:49 EDT)</a>		
Typed Name:	Michael J. Sauschuck	Date:	Oct 2, 2025

**PART VII: EMERGENCY – Required only if selecting E. Emergency Justification**

The signature below indicates approval by the Commissioner or designee of this procurement request.

Signature of requesting Department’s Commissioner (or designee):			
Typed Name:		Date:	

Signature of DAFS Procurement Official:			
	<small>DocuSigned by: 7008796FB36A449...</small>		
Typed Name:	Michael McNeil	Date:	10/2/2025








# FFY2026 Travelers Marketing - PJF

Final Audit Report

2025-10-02

Created:	2025-10-02
By:	Lauren Stewart (lauren.v.stewart@maine.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAyPGzsocz_DdYHPBXZBrpi90Z9T4Wv6_E

## "FFY2026 Travelers Marketing - PJF" History

-  Document created by Lauren Stewart (lauren.v.stewart@maine.gov)  
2025-10-02 - 6:54:24 PM GMT
-  Document emailed to Michael Sauschuck (michael.sauschuck@maine.gov) for signature  
2025-10-02 - 6:54:38 PM GMT
-  Email viewed by Michael Sauschuck (michael.sauschuck@maine.gov)  
2025-10-02 - 6:57:33 PM GMT
-  Document e-signed by Michael Sauschuck (michael.sauschuck@maine.gov)  
Signature Date: 2025-10-02 - 6:57:49 PM GMT - Time Source: server
-  Agreement completed.  
2025-10-02 - 6:57:49 PM GMT