



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.

PART I: OVERVIEW			
Department Office/Division/Program:	Secretary of State, Bureau of Motor Vehicles		
Department Contract Administrator or Grant Coordinator:	Kate McBrien, Chief of Staff		
(If applicable) Department Reference #:			
Agency Department Code:	29B	Advantage CT / RQS #:	20250924*00539
Amount: (Contract/Amendment/Grant)	\$160,000.00		
CONTRACT	Proposed/Original Start Date:	10/1/2025	Proposed/Most Recent End Date: 11/30/2026
AMENDMENT	New Effective Date:		New End Date (if Applicable):
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:	Maine Association of Broadcasters 91 Auburn Street, Suite J #1150, Portland, ME 04103 VC1000061717		
Brief Description of Goods/Services/Grant:	Development, placement, and broadcast of public education radio and TV spots designed to inform the public about BMV and other campaigns		

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 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
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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.

The Secretary of State / Bureau of Motor Vehicles (BMV) is responsible for informing and serving the great state of Maine, the Mainers within it, and those who choose to travel to it. In this instance, that responsibility is handed down to BMV by the state legislature in the form of the federal government regarding Real ID.

Real ID, a federally mandated program, asks much of BMV. Mainers must have the purpose of Real ID explained to them how it will affect their travel, the different options they have, eligibility requirements, and who to contact should they have questions.

In 2026, the BMV will also offer a new, expanded service in the form of a mobile BMV unit. This will allow Maine residents in rural areas to access BMV services closer to their homes. Notice and education of this service and how to find the mobile unit’s schedule will be key to making residents aware of this accessible service.

Public radio and TV broadcasts will allow BMV to expand the reach of its communication campaigns. This cost-effective and equitable tool will fulfill a vital role in BMV’s responsibilities to its state and federal partners, alongside Mainers.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

There is only one association of broadcasters in Maine, so they are the only ones authorized to offer the Public Education Program. Advertising services are not available through local, state, or federal agencies. In addition, broadcast media (TV and radio stations) are not owned or operated by public agencies in Maine.

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

a. Through Public Education Partnership broadcasters in Maine donate airtime to Maine Association for Broadcasters (MAB) in exchange for grant funding. MAB makes the airtime available to nonprofits and government agencies and guarantees for every \$1 invested at least \$4 value of airtime.

b. The Public Education Partnership includes radio and TV coverage for the entire state and provides a significant discount on advertising costs.

c. As mentioned above, MAB works with multiple radio and TV stations around the state. This approach to distributing public information messages saves the Department time in that it deals with one entity rather than each broadcaster individually. MAB then works with the individual stations and manages the activity across the various locations.

PART III: SUPPLEMENTAL INFORMATION

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

The Public Education Program offered by Maine Association for Broadcasters is a consequence of there being an affiliate/member of the National Association of Broadcasters which is the originator of the PEP. MAB is the only affiliate in Maine (every state has just one) so it is the only vendor to offer this service in Maine. If the professional associations for broadcast media ever broadened, we would open this up for an RFP.

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) or (026) – 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](#).

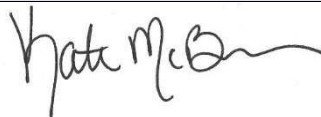
The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee

1. The signature below indicates approval of this procurement request.

Signature of requesting
Department's Commissioner
(or designee):



Typed Name:

Kate McBrien, Chief Deputy
Secretary of State

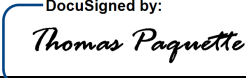
Date:

9/25/2025

2. Additional signature required **ONLY if box E (Emergency) is selected in PART II**. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

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

****OSPS Section Only****

Signature of DAFS Procurement Official:			
Typed Name:	Thomas Paquette	Date:	10/3/2025