



### 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:		MCDCP/Disease Prevention/WIC	
Department Contract Administrator or Grant Coordinator:		Chris Moiles / Lyndsay Frank	
(If applicable) Department Reference #:		CD0-26-4671	
Agency Department Code:	10A	Advantage CT / RQS # :	RQS-20250812000000000255
Amount: (Contract/Amendment/Grant)		\$14,165.12	
CONTRACT	Proposed/Original Start Date:	10/1/2025	Proposed/Most Recent End Date: 9/30/2026
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:		Onsolve – DBA One Call Now Ormond Beach, FL	
Brief Description of Goods/Services/Grant:		WIC Texting Service	

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

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.

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 communicate effectively and timely with existing WIC participants, increase awareness to eligible WIC populations, and other populations as requested by the Commissioner and other CDC initiatives as requested.

Data is passed from the WIC Spiritweb MIS system to Onsolve DBA One Call Now to support a variety of messaging objectives. This provider delivers encouraging breast-feeding messages on a defined schedule in 10 languages interpreted at the cost of the agency plus English to increase breast feeding initiation and duration for all WIC participants statewide, reminds participants of upcoming appointments and missed appointment notifications to prompt rescheduling.

This service provide ad hoc messaging capability statewide or to targeted groups of participants to make them aware of office closures due to weather or other conditions, farmer market/nutrition, WIC clinic or State WIC outreach events, drinking water well testing requests, program performance surveys, and general outreach.

The service also offers a service that supports live, two-way chats based on a published keyword to initiate a conversation that has been invaluable to reaching participants that may be adjunctively eligible by sending a chat invitation keyword to people served by Maine's foster care program, Maine Care, TANF or SNAP. This tool has measurably increased caseload over time to meet with USDA FNS outreach and onboarding requirements. Texted recipients can click on a keyword and automatically initiate a 'chat' conversation to acquire more information and schedule an appointment.

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.

Maine WIC employs this tool to send 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, details about well testing kits available for families using well water to make formula from the Drinking Water Program, and to provide information about the Senior Farmshare Program for the Maine Department of Agriculture. Additionally, WIC assisted the Help Me Grow Program (HMG). Contact participants with a text in June to tell them about Help Me Grows's ASQ Developmental Screening availability. The result was after the text messages were sent on a Friday afternoon, HMG received a total of **250 developmental screenings**. Many parents completed both the ASQ-3 **AND** ASQ-SE-2 (focusing on social-emotional development). A total of **114 children have at least one of the screenings completed**. The program prior to the text had done 500 screenings but since the text completed 250 more in 2 weeks. This is an effective method of contacting Participants with a high response rate to acquire impressive and meaningful results for that program. This texting system adds a lot of value to the department.

WIC authorized Farmers and Grocery stores are also contacted with training requests, outage notifications, and informational sessions specific to authorized retailers via text messages.

**PART III: SUPPLEMENTAL INFORMATION**

2. 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.

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. Integrations are complete with our MIS as are one-time translations in 11 languages including English.

To replace the service, the agency would incur additional costs for requirements, coding, staff participation to verify and test resulting in significant effort and cost not considered USDA FNS grant funded allowable activities. Maine WIC is fully funded without significant resources available to implement new services that are not as mature as the current product.

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 automated services selected by WIC are fully 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 and deemed acceptable by the department.

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

The Department will coordinate competitive procurement as directed.

**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):			
Typed Name:	Todd Haber Acting Deputy Commissioner of Finance	Date:	8/27/25

**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:			
Typed Name:	Thomas Paquette	Date:	10/3/2025