

**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.

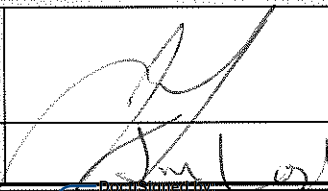

PART I: OVERVIEW				
Department Office/Division/Program:		DHHS/Maine Center for Disease Control and Prevention		
Department Contract Administrator or Grant Coordinator:		Chris Moiles /Ryan Roberts		
(If applicable) Department Reference #:		CD0-22-5240		
Amount: (Contract/Amendment/Grant)	\$60,000	Advantage CT / RQS #:	CT-10A-20211108*1173	
CONTRACT	Proposed Start Date:	11/1/2021	Proposed End Date:	6/30/2022
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:		GoodFight Media, Portland, ME		
Brief Description of Goods/Services/Grant:		Media Campaign - Creative production for campaign videos to promote vaccination across Maine.		

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 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 checked="" type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input checked="" type="checkbox"/>	L. Other Authorization: COVID 19

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 Department needs to create a holiday season campaign to promote vaccination for those Mainers who have not yet gotten their shot; those who may be waiting or who haven't gotten around to booking their appointment. The point is to normalize and encourage greater uptake of vaccination across the population as the healthy, safe thing to do; allowing us all to get back together for the holidays.
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.	The vendor, GoodFight Media, has an already-crafted take on the messaging that fits with the current campaign while building off the campaign from the summer (Upta Camp) as it was envisioned by the Communications teams in the Department, targeting the right audiences and with careful messaging. The script includes options for cut-down versions that we could use across digital and on-air media that would allow the campaign to feel consistent and coordinated – an important element of keeping the messaging consistent across the state and across media. GoodFight is a Maine-based company, with Mainers developing and producing the content, all filming will take place here in Maine, and will feature Mainers and Maine talent.
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	Due to the pandemic, funding had been set aside in principle to quickly build a campaign message to urge Mainers to get their vaccination. The driving principle here is speed and the ability to have a script written, approved, filmed (in Maine, with Mainers) and edited and ready for production in less than a month. Given the urgent need to move quickly and given the deliverables offered, the total negotiated costs for the contract with GoodFight have been deemed fair and reasonable.
4. Describe the plan for future competition for the goods or services.	Department COVID Emergency. If needed post emergency, competitive procurement options will be utilized.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)	
Does this request utilize ARPA/MJRP funds?	
<input type="checkbox"/> Yes – If Yes, please attach the approved Business Case(s).	
<input checked="" type="checkbox"/> 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:	Kathy Paquette	Date:	15-Nov-21
Signature of DAFS Procurement Official:			
Typed Name:	Kathy Paquette	Date:	11/22/2021