



**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/OADS/Workforce Development		
Department Contract Administrator or Grant Coordinator:		Althea Harris/ Melinda Farrell		
(If applicable) Department Reference #:		ADS-23-9455		
Amount: (Contract/Amendment/Grant)		\$450,080.00	Advantage CT / RQS #:	CT 10A 20220928000000000931
CONTRACT	Proposed Start Date:	10/01/2022	Proposed End Date:	03/31/2023
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:		Bangor Publishing Company dba Pulse Marketing Agency Bangor, Maine		
Brief Description of Goods/Services/Grant:		Create a targeted recruitment effort to bolster the recruitment of workers into direct care entry-level employment		

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 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. University 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.

The purpose of this Contract is to create a targeted recruitment effort designed to bolster the recruitment of workers into direct care entry-level employment with the promise for career, job skill and sustainable wage advancement. The campaign will promote the value/importance of the profession as well as generate interest in this field as a "foot in the door" to an industry with significant growth opportunities. The campaign shall include:

1. A dedicated website;
2. Social media strategy;
3. Traditional paid and earned media strategy;
4. Branded materials and promotional items; and
5. Other outreach strategies (e.g., events) that will resonate most with target audiences (general statewide audience, new Maine residents, racial and ethnic minorities, men, younger persons (including high school students), older persons, and persons with disabilities.

The Provider shall develop and execute on agreed upon campaign strategy to reach target audiences and promote direct care workforce opportunities as steppingstone to healthcare career pathways.

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

This vendor is unique because it has been providing services under the "Caring for ME" campaign (previously under contract with the Maine Department of Labor - DOL). This contract would allow for the continuance of this campaign, since the target group and services are exactly the same. There is currently a shortage of direct care workers in Maine, and therefore the continuation of this media campaign is strategically important for the ongoing delivery of direct care services across the state.

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

The Department has a limited (one-time) period for funding under this campaign. Pulse marketing won the original DOL contract through the mini-bid process. They have been transparent in their billing and have produced outstanding deliverables working closely with DOL staff. Negotiated costs and rates for this engagement are exactly in line with their original proposal response to the State of Maine and the cost is lower than comparable services. They are the obvious choice for short-term funding allocation since they have created the successful marketing campaign we aim to continue.

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

HCBS FMAP 9817 marketing funds have a total budget of \$3M shared between OADS and OBH. This sole source contract is intended to continue the successful marketing momentum created by DOL with Pulse. The remaining \$2.4M will be sent for RFP in Fall 2022.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**

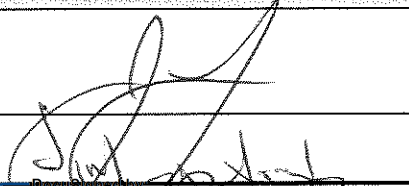

Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

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:		Date:	17-02-22
Signature of DAFS Procurement Official:			
Typed Name:	Kathy Paquette	Date:	11/7/2022