

## PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 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, Division of Elections		
Department Contract Administrator or Grant Coordinator:	Emily Cook, Director of Communications		
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 158,333	Advantage CT / RQS #:	20241031*0645
CONTRACT	Proposed Start Date:	<b>11/6/2024</b>	Proposed End Date: 9/5/2025
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:	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 radio and TV spots designed to inform the public about the upcoming New License Plate issuance and Real ID.		

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. University 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 in the New Plate Issuance (NPI), and the federal government regarding Real ID. NPI, heralding in the Pine Tree Plate, requires an array of communications. Mainers must be made aware of when the issuance is happening, what will be asked of them, and what things they cannot do. They must be informed of what plates will be available and where, the different capabilities of towns, branches, and agents, and how to reserve their current license plate numbers. They must also be shown where to direct their questions as to avoid any confusion. Real ID, a federally mandated program, also 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 will have, eligibility requirements, and who to contact should they have questions. 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 RFP 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.

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

**PART III: SUPPLEMENTAL INFORMATION**

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) – 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 signatures below indicate approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):		
Typed Name:	Bruno Inacio	Date: 11/12/24
Signature of DAFS Procurement Official:	DocuSigned by:  EA813178102243C...	
Typed Name:	Joseph Zrioka Director of IT Procurement	Date: 11/14/2024