



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:		Maine Department of Labor- BES	
Department Contract Administrator or Grant Coordinator:		Angelina Klouthis Jean	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ \$31,595.69	Advantage CT / RQS #:	CT 12A 20241030000000001125
CONTRACT	Proposed Start Date:	11/1/2024	Proposed End Date: 10/31/2025
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:		Broadreach Public Relations Portland, ME	
Brief Description of Goods/Services/Grant:		Creation of a statewide video campaign featuring direct care workers with day-in-life experiences to lift up direct care work career opportunities.	

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.

Broadreach Public Relations in partnerships with the Maine Long-Term Care Ombudsman will create 3 day-in-life videos featuring direct care career opportunities including Personal Support Specialist, Direct Support Professional, and Home Makers. The videos will be integrated in their already existing marketing campaign called Careers with Purpose and expand outreach to community members across the State of Maine. The videos will serve as “evergreen” content that can live beyond the life of the current marketing contracts.

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

Broadreach Public Relations won RFP 202305108 with DHHS to lift up direct care careers. Through their partnership with DHHS and the Maine Long-Term Ombudsman they are the only group in the State of Maine with access to the direct care workforce across both the aging and disability populations needed for the video production. Broadreach Public Relations has robust experience creating marketing and outreach content for Statewide audiences.

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

Broadreach Public relations outlined the project need and provided a detailed budget necessary to support the project. The content will reach at least 75,000 people and the cost per person is considerably lower than other marketing and outreach campaigns.

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

The Business Case (H.25.1- ARPA Direct Care Positions Campaign) approving use of these one-time MJRP/ARPA funds was approved on December 5, 2022. At this time there is no plan to continue this funding/project beyond the contract period.

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.


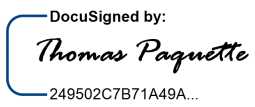
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

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:	Kimberly A. Smith, Deputy Commissioner	Date:	11/1/2024
Signature of DAFS Procurement Official:	 <small>DocuSigned by: Thomas Paquette 249502C7B71A49A...</small>		
Typed Name:	Thomas Paquette	Date:	11/15/2024