

State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

PART I: OVERVIEW

Department Office/Division/Program:		DHHS / Commissioner's Office – Jackie Farwell	
Department Contract Administrator or Grant Coordinator:		Nancy Tan/Lora Blackwell	
(If applicable) Department Reference #:		OSA-18-4034H	
Amount: (Contract/Amendment/Grant)	Current: \$1,424,111.86 Amend: \$ 100,000.00 Revised:\$ 1,514,111.86	Advantage CT / RQS #:	10A 20180228*2563
CONTRACT	Proposed Start Date:		Proposed End Date:
AMENDMENT	Original Start Date:	3/01/2018	Effective Date:
	Previous End Date:	09/30/2020	New End Date:
GRANT	Project Start Date:		Grant Start Date:
	Project End Date:		Grant End Date:
Vendor/Provider/Grantee Name, City, State:		Results Marketing & Design, dba Ethos	
Brief Description of Goods/Services/Grant:		Marketing Campaign for Public Service Announcements related to COVID-19 Civil Emergency	

PART II: JUSTIFICATION FOR VENDOR SELECTION

Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)

	A. Competitive Process		G. Grant
X	B. Amendment		H. State Statute/Agency Directed
X	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project	X	L. Other Authorization: COVID-19

PART III: SUPPLEMENTAL INFORMATION

Please respond to ALL of the following:

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 amendment is to develop and execute a multi-platform public education and outreach campaign to increase awareness about public health initiatives and guidance in the face of the COVID-19 pandemic. The marketing campaign shall include bold visual concepts, compelling narratives, and innovative techniques to deliver key messages across multiple channels. The goal of the campaign is to advance the Keep It Maine campaign by promoting awareness, understanding and adoption of measures designed to protect public health, including but not limited to physical distancing, avoiding gatherings, and wearing of cloth face coverings. The campaign's primary audience is Maine residents of a variety of ages, income levels, and geographies, with a focus on audiences who are skeptical or weary of the public health measures.

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PART III: SUPPLEMENTAL INFORMATION

2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The provider has current experience working on marketing and advertising campaigns focused on promoting public health, including during the COVID-19 pandemic. The Department's existing relationship would provide the necessary rapid creation of the campaign, and the vendor has previously demonstrated ability to work on extremely expedited timelines.

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

The rates are consistent with the current contract and the bulk of the funding will be used to purchase digital, social media, and streaming or other advertisements, and some funding will potentially be used for the development and printing of promotional/educational materials.

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

The Department does not plan to RFP this service in the future, it is a one-time procurement for an urgent need specific to the COVID-19 pandemic.

PART IV: APPROVALS

**Signature of requesting
Department's Commissioner
(or designee):**

By signing below, I signify that I approve of this procurement request.

DocuSigned by:



Printed Name:

Jim Lopatosky

Jim Lopatosky

**Signature of DAFS
Procurement Official:**

Kathy Paquette

Printed Name:

Kathy Paquette

12/9/2020