



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
STATE OF MAINE

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:		Agriculture, Conservation and Forestry, Division of Animal and Plant Health, CAPS Program	
Department Contract Administrator or Grant Coordinator:		Karen Coluzzi	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)	\$ 29,285	Advantage CT / RQS #:	01A 20250306*02045
CONTRACT	Proposed Start Date:	5/5/2025	Proposed End Date: 11/1/2025
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:		Outfront Media	
Brief Description of Goods/Services/Grant:		Vendor would provide advertising space on billboards in MA and NH for a firewood awareness outreach campaign	

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 checked="" 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 CAPS Program in the Department of Agriculture, Conservation and Forestry was awarded a grant through USDA's Plant Protection Act to promote firewood awareness to out-of-state travelers. The bulk of the funding awarded is earmarked to rent billboard space in Massachusetts and New Hampshire for the 2025 summer to fall travel season. The billboards will warn Maine-bound travelers of Maine's out-of-state firewood ban. Other states have adopted this strategy over the years. https://www.dontmovefirewood.org/resource-library/?_sft_item_type=billboard

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

The State Horticulturist and State Survey Coordinator of the CAPS Program researched highway billboards in Massachusetts and New Hampshire that face drivers bound for Maine. We contacted Outfront Media, a company that operates a static billboard in Seabrook, NH, and digital billboards in Massachusetts on busy rt.1 entering I95. Based on billboard maps and personal driving experience, these billboards are strategically placed to provide maximum awareness as well as to fill in the gap of time we cannot use the first ranked billboard (Lamar). All the quotes we received for digital billboards were similar. See attached..

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

Because there are limited billboard spaces in adequate sites for this purpose, price negotiations were attempted, but the rate is competitive and we were unable to procure a lower rate.

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

If in the future we receive another grant to advertise outreach messages in other states, we would likely follow the same procedure - research the optimal locations, find out the companies that are in those locations, request quotes, and if all things are equal, go with the most economical.

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.

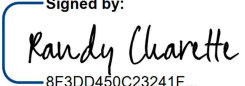
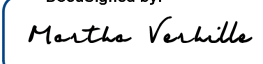
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

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):	Signed by:  8F3DD450C23241F...		
Typed Name:	Randy Charette	Date:	3/25/2025
Signature of DAFS Procurement Official:	DocuSigned by:  891CE7A1493D45B...		
Typed Name:	Martha Verhille	Date:	3/31/2025