

SOURCE JUSTIFICATION FORM

Bureau of Procurement

The objective of this form is to capture all relevant documentation an Agency may have to assist the Department of General Services ("DGS"), Bureau of Procurement, in expediting the source justification review process. This form must be completed electronically, signed, and submitted with all relevant documentation to DGS. If a question is neither mandatory nor applicable, please indicate "N/A". Please use standard terminology and define acronyms.

SECTION A

1. Agency Name:	Game Commission		
2. Procurement Description: This description will appear on the eMarketplace website for public viewing	Social Media, Marketing and Crisis Communication Consultant		
Materials Description:			
Services Description:	See attached statement of work		
3. Materials Shopping Cart # or Services SPR#	Estimated Cost:	\$156,000	
	Initial Contract Term:	April 2024 - April 2026	
	Renewals:		
4. Supplier - Name:	Communications Counsel Inc.		
Full Address:	203 Broadway E Unit 337, Granville, OH 43023-5527		
Contact Name:	Matt Dole		
Telephone:	740-236-0613	FAX:	
E-mail:	MATT@COMMUNICATIONSCOUNCEL.COM		
SRM Supplier #:			
5. Delivery or service location:	Pennsylvania Game Commission, 2001 Elmerton Avenue, Harrisburg, PA 17110		

SECTION B

<input checked="" type="checkbox"/> 1. Sole Source: Only known source - Not available from another supplier.
<input type="checkbox"/> 2. Material/Repair/Maintenance: Material or service MUST be compatible with existing equipment. Documentation must be provided from the manufacturer.
<input type="checkbox"/> 3. Used Equipment: Value set by 2 independent 3rd party appraisals.
<input type="checkbox"/> 4. Professional Expert: Describe in detail in Section C.
<input type="checkbox"/> 5. Exempt (Law): A federal or state statute or regulation exempts the procurement from the competitive procedure. Any applicable information precluding the procurement from competitive procedures must be attached.
<input type="checkbox"/> 6. Feasibility: Clearly not feasible to award the contract on a competitive basis.

Department of General Services

1. Describe the unique features of this procurement that prohibit a competitive environment. If applicable, attach a Statement of Work ("SOW").
2. Document and attach the research that has been conducted to date to verify the supplier is the only known source.
3. Does the supplier utilize distributors, dealers, resellers, etc.? If "Yes," please identify.
4. Are there compatibility requirements or compliance requirements with a warranty or service agreement? If "Yes," please explain.
5. How has the material or service been procured in the past? Please provide previous source justifications, contracts, & PO's for this material or service.
6. If procured through the IT ITQ process, please provide original \$ amount and contract period of order. Is this the final phase of the project?
7. If this is an upgrade, addition, alteration, etc., to an earlier procurement, please describe in detail.
8. What are the consequences of not approving this procurement?
9. If timing is a factor, what is the time factor and why?
10. List any other information relevant to the acquisition of this procurement here or as an attachment.

- See attached SOW
- No other consulting service can offer all of these specific services
- N/A
- N/A
- Communications Council has been used and procured for individual trainings for Crisis Communication Training, and First Amendment Communication Training, with emphasis on social media. It was procured for one-time training under the \$10,000 threshold.
- N/A
- N/A
- Communications Council has an extreme knowledge of the Agency, as well as our individual platforms and processes. As we progress it is important that the Agency is on-point with the ever-changing communication platforms, as well as the laws that govern our procedures.
- As we enter a new fiscal and license year, it is imperative that we use these services to communicate changes, initiatives with precision. While this service will start 04/01 it will allow the preparation time to lay out our comm plan for this new and upcoming hunting license year.
- See attached SOW

11. For requests > \$100,000, has the supplier signed cost or pricing data certification and is the pricing

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breakdown attached?

Bureau of Procurement

SECTION D

IMPORTANT*: The printed names on this form shall constitute the signatures of these individuals. Agencies must insure that these individuals review the completed form and give their consent to apply their printed name on this form. No handwritten signatures shall be required in order for the form to be considered "signed" by those individuals whose names appear in the signature section of the form.

Shopping Cart Contact Person (Person whom DGS will contact regarding the Shopping Cart):

Name:	Danielle Miller	P-Group:		Date:	3/13/24
Title:	Administrative Assistant	Telephone:		Fax:	

Agency Contact Person: Person in your agency that DGS can contact for additional information, etc.

Name:	Matt Morrett	Title:	Director of Marketing & Strategic Communications	Date:	3/13/24
Telephone:	717-787-4250 Ext 73318	Fax:		Email:	mmorrett@pa.gov

Approving Authority (Agency Head or Deputy reviewing and approving this request): Approving Authority connotes approval of the source justification and the cost or pricing data certification.

Name:	<i>Deyan Leal</i>	Title:		Date:	
Telephone:		Fax:			

Additional Approvals (if required by Agency):

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Name:		Date:
Telephone:	Fax:	Email:
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Name:	Title:	Date:
Telephone:	Fax:	Email:
Name:	Title:	Date:
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