



## Sole Source Application and Determination Form

A sole source determination is not effective until the sole source application for determination has been posted on the Purchasing website for thirty (30) calendar days without protest and is subsequently approved in writing by the Vice President of Administration and Finance.

1. Name of Department: Bureau of Geology  
Contact Name: Stacy Timmons  
Phone: 575-835-6951  
Email: stacy.timmons@nmt.edu
2. Name of Prospective Vendor: MoxieCran Media  
Contact Name: Christi Bode  
Phone: 720-665-5650  
Email: christi@moxiecranmedia.com  
Estimated Cost: \$40,000  
Duration (for Services or Professional Services – limited to four years): June 30, 2026
3. Purpose/need for purchase and detailed list of items of tangible property, services, or professional services:

Services needed are imagery, footage and video production to explain the work of mapping aquifers in New Mexico and why it matters. Deliverables include:

- 10-minute short form story on the Estancia Basin
  - Imagery and footage of state landscapes, geology, and hydrology features
  - Multiple 30-90 second clips for social media, e-newsletters, public presentations, etc. to engage viewers to dig deeper and review reports or other available materials.
4. Detailed explanation of criteria developed for this purchase:

The Aquifer Mapping Program is in the process of mapping aquifers in several regions of New Mexico using airborne electromagnetic surveys, and other data. Helping people understand why we're doing this work and how they can engage on it in their region is an important aspect of our service to New Mexico.

Moxiecran Media has been collecting imagery and footage to help describe these research projects in several regions of the state, and has begun interviewing individuals in regions of research and impact. For the past 6 years, Moxiecran Media has been collecting visuals and developing contacts with land owners which would take substantial time and energy to recreate. This sole source justification allows more time to complete this project to showcase one region (the Estancia Basin) and the impacts of water scarcity and how this research can inform decision making. The project will be completed by June 2026.

5. Provide a detailed, sufficient explanation of the reasons, qualifications or unique capabilities of the prospective vendor that make that prospective vendor the one source for providing the items of tangible property, services, or professional services:

Moxiecran Media is a full-service media production company specializing in natural resource content in the Southwestern US for the past decade. This company possesses an innate understanding of New Mexico's water issues across multiple sectors, and has worked with a wide spectrum of organizations, state agencies, water providers and local governments across the state. Moxiecran has worked with the Bureau of Geology since 2019. Their video and photography services played an important role in generating interest and building consensus around the Water Data Act. Additionally, their expertise in visual storytelling helped elevate the NM Water Leaders Program in 2024. Moxiecran Media has developed broad knowledge, solid working relationships, and trust throughout the New Mexico water realm, which shows in the high quality videos they've produced. Their ability to tackle challenging subject matter and create visually compelling stories that are relatable is a unique skill in this field. Finally, the fact that they have already collected numerous images and footage of the work that is being done for NMBGMR / water programs, provides a quick start to next projects.

6. Provide a detailed, sufficient explanation of how the items of tangible property, services, or professional services is/are unique and how this uniqueness is substantially related to the intended purpose of the department/grant:

Moxiecran Media's familiarity with New Mexico's groundwater issues and their ability to unpack complex subject matter for a general public makes them a valuable resource for the Aquifer Mapping Program. Their ability to build rapport and relationships in rural communities allows Moxiecran to gather insight on localized issues that a state agency may not be able to access otherwise. The company's combined skillset of conducting quality interviews, capturing dynamic visuals specific to the region and editing content into an impactful message makes them a reliable one-stop shop. Moxiecran Media works collaboratively with department staff and other media outlets in an effort to bolster the Bureau of Geology's work in front of larger audiences.

7. Please provide a narrative description department's due diligence in determining a basis for the procurement. Include:
  - a. method used to research and review other available sources (i.e. list of potential vendors from Purchasing, internet, state pricing agreements, purchasing cooperatives) Other vendors do similar work, but do not have the currently established relationships with content experts (i.e. land owners) nor the developed / already collected imagery /footage.
  - b. list of vendors contacted, the date and method of contact (i.e. email, phone call)

Other vendors have not been contacted, we need to use already existing materials collected by Moxiecran Media and existing relationships with content experts. This is more cost effective and efficient to reuse existing materials, rather than starting over with new vendor at this point in the fiscal year.

- c. documentation explaining why:
  - i. those vendors cannot provide the required items of tangible property, services, or professional services
  - ii. other similar items of tangible property, services, or professional services cannot meet the intended purpose of department/grant:

Other vendors do not have the helicopter footage / imagery, and numerous other water / landscape features that have been developed by Moxiecran Media. Several interviews We are working under 1 year funding, and cannot restart work with new vendor and finish by June 30.

I certify I have performed thorough and diligent research and analysis to determine that Moxiecran Media is the only source capable of providing the required New Mexico-centered visuals and media to explain science and public issues on water / natural resources. I understand that violations of the New Mexico Procurement Code (Chapter 13, Article 1 NMSA 1978) can carry severe penalties. I affirm that the information provided in this Sole Source Determination is true and accurate to the best of my knowledge and belief.

Name, Title:

AdobeSign/Date



2/18/26

Review: Purchasing Services: Lisa Majkowski, Director *Lisa Majkowski* 02.23.2026

Website Posting Date: 02/24/2026

Posting Expiration Date: 03/27/2026

Protested (Yes/No):

Approval: Delilah A. Walsh

Vice President of Administration and Finance

  
Delilah Walsh (Feb 23, 2026 17:47:02 MST)

23-Feb-2026

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