

**State of Maine**  
**Master Score Sheet**

RFP# 202203034 (May 2023)			
Pre-Qualified Vendor List for Marketing and Communication Services			
Bidder Name:		Broadreach Public Relations	Mishmash
Scoring Sections	Points Available	*Refer to the Team Consensus Notes for the Specific List each Vendor has qualified to be listed on.	
Section I: Preliminary Information	N/A		
Section II: Organization Qualifications and Experience	35.00	32.00	33.00
Section III: Proposed Services	40.00	33.00	36.00
Section IV: Cost Proposal	25.00	23.00	22.00
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>88.00</u></b>	<b><u>91.00</u></b>

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

May-31-2023

Via Electronic Mail: [lindav@broadreachpr.com](mailto:lindav@broadreachpr.com)

Broadreach Public Relations  
Linda Verrell, President  
19 Commercial Street  
Portland, ME 040101

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-  
Qualified Vendor List for Marketing and Communication

Dear Ms. Verrell,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broadreach Public Relations (Lists 1, 2, 3, 4, 5, 6, and 14)
- Mishmash (Lists 1, 2, 3, 4, 5, 6, 8, 9, 12, and 13)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Contract Award and dissolve the Pre-Qualified Vendor List at any time.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
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Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

May-31-2023

Via Electronic Mail: [michelle@mishmashmaine.com](mailto:michelle@mishmashmaine.com)

Mishmash  
Michelle Philbrook, President  
386 Bridgton Road, Suite C  
Westbrook, ME 04092

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-  
Qualified Vendor List for Marketing and Communication

Dear Ms. Philbrook,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broadreach Public Relations (Lists 1, 2, 3, 4, 5, 6, and 14)
- Mishmash (Lists 1, 2, 3, 4, 5, 6, 8, 9, 12, and 13)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Contract Award and dissolve the Pre-Qualified Vendor List at any time.


As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

Any person aggrieved by this award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

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**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** David Pied, Adrienne Leahey, Jackie Farwell, and Heather Thompson

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>33.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>
<u><b>Total Points</b></u>	<u><b>100.00</b></u>	<u><b>88.00</b></u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

\*\*\*\*\*

**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>

**Evaluation Team Comments:** Proposal had a number of grammatical errors throughout the entire document

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Women owned business based in Maine for 16 years</li><li>• Provided strong examples of experience including State agencies, examples did not provide for public health projects</li><li>• 40 industry awards</li><li>• Indicates providing mitigation to severe crises ranging from Maine's first COVID-19 cases, it is unclear who these services have been provided for</li><li>• Mentioned the importance of "cut to the core messages and earned media abilities"</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Indicated none</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided and valid</li></ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

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**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>33.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• Offer automated alert emails when subject matters are mentioned in the media</li><li>• Staff are certified in google analytics</li><li>• Noted the importance of understanding the broader DHHS landscape when planning communication efforts</li><li>• Mentioned a “communications audit” which may not be necessary for providing mini bid services</li><li>• Developing products that are culturally relevant and can reach a diverse group of audience members, collaborate on language translation</li><li>• Unclear if Bidder would be able to measure impact beyond analytic numbers</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Formal survey and focus groups are led by partner (Market Decisions)</li><li>• Response does not address brand positioning, equity, or assets</li><li>• Provided a detailed process for branding development</li><li>• Did not provide much focus of feedback from Stakeholders</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• Have an accredited and dedicated crisis response team</li><li>• Intend to utilize Cision Communication Cloud which seems like a useful tool, daily email alerts, identify and track media contacts.</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Use Microsoft OneDrive</li><li>• Itemized and explained the Maine Tax Portal Tool Kit</li><li>• Can develop templates to be used for a variety of content</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Have 2 journalist and 1 published author</li><li>• Have experience with rule making (Maine Board of Pharmacy)</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

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- |  |
|--|
| <ul style="list-style-type: none"><li>• Referenced accessibility standards</li><li>• Understand need for a definitive call to action</li><li>• Response to this section had grammatical errors and inconsistencies</li></ul> |
|--|

<b>6. Graphic Design</b>
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Unclear if info graphics are part of the services to be offered</li><li>• Minimally responsive</li><li>• Did provide visual examples of projects</li></ul> |
|--|

<b>14. Special Event Planning and Execution</b>
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Demonstrated ability to execute a large event</li><li>• Demonstrated ability to measure outcomes of an event</li></ul> |
|--|

<b>B. General Requirements</b>
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- |   |
|---|
| <ul style="list-style-type: none"><li>• Met overall general requirements</li><li>• Did not address understanding the Department mission</li></ul> |
|---|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broadreach Public Relations

**DATE:** May 25, 2023

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**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Unclear how crisis communications would be invoiced</li><li>• Have a rate sheet by role and activity</li><li>• 12% mark-up on paid media when allowed</li></ul> |
|---|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

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**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** David Pied, Adrienne Leahey, Jackie Farwell, and Heather Thompson

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>36.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>
<u><b>Total Points</b></u>	<u><b>100.00</b></u>	<u><b>91.00</b></u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

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**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

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**EVALUATION OF SECTION II  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Experience working with multiple organizations including DHHS</li><li>• Women owned business for 10 years</li><li>• Currently on a PQVL for Maine DOT and IF&amp;W</li><li>• Have limited staff but are able to bring on partners as needed for quick turnaround or large projects</li><li>• Based in Maine</li><li>• Understand accessibility and other type standards</li><li>• Provided relevant examples</li><li>• Have a nice writing style, easy to read, with accuracy</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Indicated none</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided and valid</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

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**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>36.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Did not mention engagement with news media</li> <li>• Understands the need for awareness of related campaigns and provided a relevant example</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Will present at least 3 logos and tagline options</li> <li>• Create an entire brand guide</li> <li>• Demonstrated the ability to provide services within the State infrastructure</li> <li>• Seems to assume brand development would be needed for DHHS as a whole, this is not the case these services would be procured on a case by case basis</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Provided sufficient detail but no evidence of proving this type of service in the past</li> <li>• Will conduct follow up after a crisis communication to assess how to improve</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Demonstrated ability to copywrite with an online example</li> <li>• Based on volume would hire additional copywriter as needed</li> <li>• Website content for converting “casual browsers into customers and savings fans” doesn’t account for audience of program participants and health providers</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Will ensure grade level reading levels (grade 6-8) and includes a verification</li> <li>• Indicates skill in organizing, distilling, and polishing longform writing</li> <li>• Will subcontract or hire staff as needed</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Met overall requirement and could provide graphic design services</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Registered with State of Maine as a reseller</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

\*\*\*\*\*

<ul style="list-style-type: none"><li>• Have wholesale relationships with multiple print companies</li><li>• Provided an example of the Options rack card</li></ul>
<b>9. Video Production Services</b>
<ul style="list-style-type: none"><li>• Shooting and editing is outsourced</li><li>• Video partners may be used as needed</li><li>• Video production for multiple formats, broadcast TV, YouTube, and Streaming</li></ul>
<b>12. Media Purchase</b>
<ul style="list-style-type: none"><li>• Provided a detailed response and would subcontract service out</li><li>• Identified ways to ensure media would be delivered in full</li><li>• Discussed a variety of platforms for purchases</li></ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Demonstrated ability to provide promotional/amenity items.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Overall met general requirements</li><li>• Will supply editable files upon request</li></ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Mishmash

**DATE:** May 25, 2023

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**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Rate card is based on activity</li><li>• 8% mark-up on paid media</li></ul> |
|---|

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** 5/24/23

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – experience with government agencies and DHHS stakeholders</li><li>• Q – “we have mitigated severe crises ranging from Maine’s first COVID-19 cases...” How so?</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met the requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met the requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** 5/24/23

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
<ul style="list-style-type: none"><li>• I -- "communications audit" may not be necessary for providing mini bid services</li><li>• P -- Developing products that are culturally relevant and can reach a diverse group of audience members, collaborate on language translation</li></ul>
2. Brand Development and Marketing
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
3. Crisis Communication Planning and Execution
<ul style="list-style-type: none"><li>• P – dedicated Crisis Response Team within the agency</li></ul>
4. Copywriting
<ul style="list-style-type: none"><li>• P – uses Microsoft OneDrive, Maine Tax Portal toolkit itemized and explained</li></ul>
5. Technical Writing
<ul style="list-style-type: none"><li>• P – ensuring compliance with state accessibility standards</li></ul>
6. Graphic Design
<ul style="list-style-type: none"><li>• Q – are infographics part of this suite of services?</li></ul>
14. Special Event Planning and Execution
<ul style="list-style-type: none"><li>• P – New England Craft Brew Summit</li></ul>
B. General Requirements
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none"><li>• Q – crisis communications listed as both a specific service within this RFP and out-of-scope</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** May 23, 2023

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Based in Maine</li><li>• Government relations</li><li>• P: 40 industry awards</li><li>• Ampersands, inconsistent Oxford comma, some long sentences, some nongrammatical and/or passive writing.<ul style="list-style-type: none"><li>○ "of the issues that DHHS will be communicating about."</li><li>○ "creating opportunities for them to sound in on mental and behavioral health issues impacting Mainers."</li><li>○ "Of note, is Broadreach's work and collaboration."</li><li>○ "Cutting through the ambiguity to provide clarity and get things done is one of our values."</li><li>○ "Clients rely on us to provide clear, concise language around their unique opportunities and if it needs to be further tailored for specific audiences."</li><li>○ "Connecting with audiences where they are is vital in today's digital world whether it is Facebook, LinkedIn, Twitter, Instagram, TikTok, and YouTube, Broadreach has the experience in developing content strategies and implementing across a wide array of outlets."</li></ul></li><li>• "work is delivered on time and at length"</li><li>• P: Experience working with State of Maine offices / agencies</li><li>• "Vendors are closely managed"; "our research firm partners"</li><li>• Good examples of work conducted</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Current</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** May 23, 2023

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• P: Each day, clients receive an automated email containing a roundup of media mentions; supplemented by manual monitoring</li><li>• Response not structured to address these bullets. Not all of these topics is addressed.</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• “formal surveys and focus groups led by our partner Market Decisions”</li><li>• Typo: “After we have agreed upon the words who move to visuals.”</li><li>• full brand platform</li><li>• Response addresses i and ii, not iii, iv, or v.</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• “accredited and experienced crisis communication professionals.”</li><li>• Detailed answer. Energy in their response.</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Typo: We use several digital platforms, like Gantt charts Asana, and Ninety, to manage initiatives and keep projects on track.</li><li>• “The Toolkits were distributed to over 80 separate organizations around the state, with a good percentage incorporating the materials.” I’d value more precision in outcomes measurement.</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Use of ampersands</li><li>• Ungrammatical: “We have written statements that mitigated severe crises from the first COVID-19 cases in Maine, fatal accidents; as well as communicated corporate change, technology conversions, mergers &amp; acquisitions, layoffs, public information, events, new product, and website rollouts, and so much more.”</li><li>• Passive voice: “Over the course of her 25-year career, writing customer letters, customer proposals, and promotional copy were regular occurrences.”</li><li>• P: Accessibility standards</li><li>• Detailed answer. Energy in their response.</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• Short response.</li></ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"><li>• P: Focus on outcome measurement</li></ul>
<b>B. General Requirements</b>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** May 23, 2023

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health

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<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<ul style="list-style-type: none"><li>• “At the outset of our work together, Broadreach will establish a team to work with the Department throughout our work together.”</li></ul>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none"><li>• Detailed.</li><li>• Rate sheet by role and activity</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** May 21, 2023

**EVALUATOR NAME:** David Pied

**EVALUATOR DEPARTMENT:** Maine Department of Health and Human Services

\*\*\*\*\*

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – Shared examples of a variety of experience (work types/focus/clients), including with state agencies.</li><li>• P – Mention importance of “cut to the core” messages and earned media abilities.</li><li>• Examples of work: Maine Public Utilities Commission, Maine Brewers Guild, South Portland Housing Authority.</li><li>• Q – including an example that was more health/public health focused would have been a plus.</li><li>• I – Focus on reputation management and crisis communication.</li><li>• I – Variety of staff background and experience.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided and current</li></ul>

# STATE OF MAINE INDIVIDUAL EVALUATION NOTES

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**DATE:** May 21, 2023

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**EVALUATOR DEPARTMENT:** Maine Department of Health and Human Services

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Identify timeline and reporting needs from the start.</li> <li>• P – Understanding the broader DHHS communication landscape as part of the Research and Discovery seemed like an important step.</li> <li>• Overall process made sense for strategic communication planning development and execution. A couple areas I hoped to see more on are mentioned below.</li> <li>• Q – Research and discovery were focused mostly on DHHS. Ideas about how to engage the target audience or research the target audience were limited.</li> <li>• Q – Measurement/Evaluation Analytics vs. Impact. Analytics will be shared to show the reach of messaging. Not sure the impact of efforts will be measured/clear.</li> <li>• N – Visual on “Our Proven Process” difficult to read when printed due to small white font on a dark background. Not ideal given focus of this work.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – Good process identified</li> <li>• Q – More focus/recommendation on returning to the stakeholders/audience for feedback vs if time/budget allow</li> <li>• N – Minor error “After we have agreed upon the words who move to visuals.”</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• P – Process seems thorough and well planned</li> <li>• I – Cision Communication Cloud seems like a useful tool – set daily email alerts, identify/track media contacts, etc.</li> <li>• Q – Curious what would be done to address media from other sources</li> <li>• Q – Wonder how/if this process may be different if it was focused on a certain project vs all of Maine DHHS</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• P – Template development</li> <li>• Variety of examples listed</li> <li>• Q – There are a few times in this document when they did not follow what they say they do – grammatical errors, extra words such as some/that, use of acronyms without clearly connecting it to the full work/term, layout inconsistency. Limited and minor though.</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• P – Provide overview of skills &amp; experience for some staff, examples of deliverables created, and potential process.</li> </ul>



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<ul style="list-style-type: none"><li>• P – In all copies, there exists a definitive call to action.</li><li>• Q – Some of the examples and experience shared did not seem to be examples intended for public dissemination.</li><li>• Q – “For technical writing, we may also adopt the following:” Not clear when this process would be used, when it would not be used, and what the process would be if it was not used.</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• P – Indicates ability to create content for a variety of platforms, shares organizations worked with, and includes examples.</li></ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"><li>• P – Provided explanation of early planning steps, examples of events done, more detailed example of New England Craft Brewers Summit, and talked about the importance of accessing success.</li><li>• Q – While the example shared was good and highlighted a wide variety of event planning abilities, a public health example would have been good since the audience and purpose of events are quite different.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met</li></ul>
<ul style="list-style-type: none"><li>• Acknowledged</li></ul>
<ul style="list-style-type: none"><li>• Met</li></ul>
<ul style="list-style-type: none"><li>• Indicate it will be done</li></ul>

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Q - \$150 per hour for retainer work, discount to \$125 and hour applied for volume. Not clear what volume of work would result in the discount.</li><li>• P – Clearly describe services that are considered out of scope.</li><li>• I – Mark-up on paid media/other pass through = 12% (when contractually allowed)</li><li>• I – Principal Rate identified as \$300 per hour. Not clear when this rate would be used.</li></ul>

**STATE OF MAINE  
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**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broadreach Public Relations

**DATE:** 04/11/2023

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS- OADS

\*\*\*\*\*

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• In business for 16 years.</li><li>• Woman-owned business</li><li>• Based in Maine</li><li>• Retained over 300 clients and completed over 400 unique projects</li><li>• Current contract with Maine Public Utilities Commission, provided ad examples</li><li>• Worked with Maine Brewers Guild for the last 8 years, provided ad examples</li><li>• South Portland Housing Authority project for 6 months.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

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**DATE:** 04/11/2023

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\*\*\*\*\*

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
<ul style="list-style-type: none"><li>• I- Automated alert emails with media mentions</li><li>• I- Staff are certified in Google Analytics</li></ul>
2. Brand Development and Marketing
<ul style="list-style-type: none"><li>• Met</li></ul>
3. Crisis Communication Planning and Execution
<ul style="list-style-type: none"><li>• Met.</li></ul>
4. Copywriting
<ul style="list-style-type: none"><li>• Maine Revenue Services Maine Tax Portal, created a toolkit with 15 deliverables.</li></ul>
5. Technical Writing
<ul style="list-style-type: none"><li>• Has 2 journalists and 1 published author.</li><li>• Has experience with rulemaking for Maine Board of Pharmacy</li></ul>
6. Graphic Design
<ul style="list-style-type: none"><li>• Met. Provided examples.</li></ul>
14. Special Event Planning and Execution
<ul style="list-style-type: none"><li>• Met.</li></ul>
B. General Requirements
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Did not address understanding the Department's mission.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none"><li>• Provider a blended rate for retainer work and hourly rates per service and per subject matter expert. Provided other services rates that are not included in the RFP.</li></ul>

**STATE OF MAINE  
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**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Mishmash

**DATE:** 5/24/23

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – experience with government agencies, including DHHS; certified as a SOM pre-qualified vendor; created OPTIONS campaign</li><li>• I – two-person team</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

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**DATE:** 5/24/23

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• Q – news media engagement?</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• N – brand development needed may not be for the Department as a whole, as assumed</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• N – website content for converting “casual browsers into customers and ravings fans” doesn’t account for audience of program participants and health providers</li><li>• P – radio and video scripts and songs</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• N – types of graphic design products produced not included</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• P – printing of OPTIONS rack cards</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• I – video production outsourced</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• I -- delegate all paid media planning, buying, and measurement to GoodQ Media</li></ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li><li>• Bidder met requirements</li><li>• P – three years’ experience collaborating with DHHS</li><li>• Bidder met requirements</li></ul>
<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

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**BIDDER NAME:** Mishmash

**DATE:** May 24, 2023

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health (DHHS)

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Experience working with SOM and DHHS</li><li>• P: Maine-based</li><li>• P: Accessibility and other standards</li><li>• Use of "etc." many times</li><li>• P: Focus on outcome measures</li><li>• P: Nice writing style, easy to read, flows well.</li><li>• Typo: "remotely (save for a couple of in-person meetings Tim and Katie)," "to leverage events and nonprofit sponsorships"</li><li>• Good examples</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Current</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• P: “option of leveraging those resources wherever possible instead of re-creating the wheel so that we can focus our creative/original efforts on the white space”</li><li>• Typo: “considerations, such as how political season will impact ad rates for broadcast”</li><li>• Response not structured to specifically address i-vii. Some of the content is there but not discreet.</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• P: Experience doing this within the State of Maine</li><li>• Subcontractors may be involved</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• P: Good detail</li><li>• No examples or discussion of prior work in this area</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• P: Hot Lunch Summer song is awesome</li><li>• Addressed each of the categories requested</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• P: Grade-level considerations</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• Response not as energetic or detailed for this activity</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• Outcome measures a bit generic, not especially measurable</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• They are creative leads, outsource the production</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• Managed by a subcontractor</li><li>• Detailed response</li></ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Generic response, low energy</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Meets expectations</li><li>• Meets expectations</li><li>• Meets expectations</li><li>• Meets expectations</li></ul>

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- |  |
|--|
| <ul style="list-style-type: none"><li>• P: Person-first language</li></ul> |
|--|

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Rate card based on activity</li><li>• No mark-up except on media buys</li></ul>



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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P - Highlight experience working with several organizations, including two areas of Maine DHHS – OBH and CDC.</li><li>• I - Limited staff but work with “top-tier partners” for high volume or quick turnaround projects or some specialty areas.</li><li>• P – Certified as a State of Maine pre-qualified vendor for multimedia and creative services in several different categories.</li><li>• I - Have launched over 40 website and currently manage 20.</li><li>• I – Use Weglot for automatic/manual translation of websites into multiple languages.</li><li>• P – Sample projects: Options with OBH, IFW work, and HM Payson. Highlighted a variety of different work from technical writing/copy writing to full campaign process. Also highlighted previous work with the State and the Department and focus on public health.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Property and Commercial General Liability provided and current</li><li>• Resale Certificate (for print and promotional items)</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• P – Past experience with public health campaigns. Overall process made sense.</li><li>• P – Mention potential for pre/post test or alternative, other audience input is not clear.</li><li>• P – Discussed need for awareness of related campaigns, gave relevant example.</li><li>• Q – Will metric success indicate impact?</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• P – Process for work is explained clearly.</li><li>• I – Like the categories in simple, plain language. The “What we’ll do” section covers experience but not what they will do.</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• P – Plan and process described makes sense.</li><li>• I – Management team for proactive planning, includes high level members.</li><li>• P – Proactively identify stakeholders.</li><li>• I – Google Alerts and Cision used for monitoring and distribution.</li><li>• P – Conduct follow up after crisis communication situation to assess and improve</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• P – Write, edit, and proofread content for print, electronic, and broadcast media.</li><li>• Q – Identify a variety of core copywriting services offered. Some sections mention work/expertise in that area, others do not.</li><li>• I – Turn casual website browsers into customers and raving fans.</li><li>• Q – Success impact beyond no edits and conversion rate?</li><li>• Potential for subcontractor if high volume of work.</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Process similar to Copywriting work with more up front research and review.</li><li>• P – Indicate skill in organizing, distilling, and polishing long-form writing.</li><li>• P – Success when grade level 8 or lower</li><li>• I – Potential for subcontracting/hire new staff when needed – who is not clear.</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• P – When designing, consider how it fits with the bigger goal and “everything else.”</li><li>• P – Use Mac and PC systems and Adobe Creative Cloud Suite and full Microsoft 365.</li><li>• Q – Not clear how Department, Stakeholders, or Audience are involved in the process.</li></ul>

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<ul style="list-style-type: none"> <li>I – Potential subcontractor involvement. Michelle seems to be the primary and maybe only staff person for several areas of work but subcontractors are mentioned possible.</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>P – Have a wholesale relationship with several printing companies. Options rack card example given.</li> <li>Q – Not clear what type of savings the “wholesale relationship” results in.</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>P – Develop and produce videos pre → post for broadcast TV, YouTube, Streaming.</li> <li>I – While Mishmash has direct involvement, video production is outsourced to two video production companies and a composer and a motion graphics editor. The who is worked with for the latter is not clear.</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>P – Draw insights from latest Nielsen research on consumer behavior, age, ethnic cohorts.</li> <li>P – Variety of platforms identified for use: TV, Radio, digital, social, and more.</li> <li>P – Identify ways they will ensure media was delivered in full</li> <li>I – Media planning, buying, and measurement delegated to GoodQ Media (Leah).</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>Indicate they can do it and have wholesale relationship with several print companies.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>Indicate they will meet this requirement.</li> </ul>
<ul style="list-style-type: none"> <li>P – Indicate they will meet this requirement and provide options for how it will be met.</li> <li>P – Upon request, will provide editable files for all creative materials.</li> </ul>
<ul style="list-style-type: none"> <li>P – Outline the basic process to meet this requirement, it is based on successful plan from work with Maine CDC and Maine OBH.</li> <li>I – “Teamwork” project management software will be used and the Department will have access to it</li> </ul>
<ul style="list-style-type: none"> <li>P – Identify several ways this requirement will be met. Person first language, use of multiple languages, ADA and 508 compliance, active voice, clear/concise/jargon free for all.</li> </ul>

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>I – Hourly rate is similar for most services.</li> <li>I – Media purchase has the highest hourly rate, plus 8% of the buy amount.</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Mishmash

**DATE:** 5/11/2023

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS-OADS

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• In business for 10 years.</li><li>• Woman-owned.</li><li>• Worked with DHHS OBH and CDC</li><li>• Already on a PQVL for Multimedia and creative services for MDIFW and MEDOT</li><li>• Has launched over 40 websites.</li><li>• Has knowledge of 508 compliance</li><li>• Uses Weglot for translation</li><li>• 2 year project with OBH, provided example logo</li><li>• Worked with Inland Fisheries since 2016 on dozens of projects, provided examples.</li><li>• HM Payson since 2018.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Will present at least three logo and tagline options</li><li>• Creates a brand guide.</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• Gave examples of scenarios that may become crisis issues.</li><li>• Identified staff from DHHS that may need to be involved.</li><li>• Identified stakeholders</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Willing to hire another employee rather than subcontract if the need is there.</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Proposes using an app to filter the written text for grade level</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• Registered with State of Maine as a reseller.</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• Video Production, shooting and editing, is outsourced.</li><li>• Black Fly Media and Grain Digital may be used.</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met.</li><li>• Will supply editable files upon request.</li><li>• Met.</li><li>• Met.</li></ul>
<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided an hourly rate per service.</li></ul>



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Jackie Farwell accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.**

DocuSigned by:

*Jackie Farwell*

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**Signature**

Apr-06-2023

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Adrienne Leahey accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

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DocuSigned by:

*Adrienne Leahey*

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**Signature**

Apr-11-2023

**Date**





**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, David Pied accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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DocuSigned by:

*David Pied*

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**Signature**

Apr-06-2023

**Date**





**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
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I, Heather Thompson accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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DocuSigned by:

*Heather Thompson*

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**Signature**

Apr-06-2023

**Date**