

State of Maine
Master Score Sheet

RFP# 2018 07151					
Multimedia and Creative Services					
Bidder Name:		Mainstream Media (copywriting)	Mainstream Media (technical writing)	Broadreach Public Relations (copywriting)	Broadreach Public Relations (technical writing)
Proposed Cost:		Itemized based on Service	Itemized based on Service	Itemized based on Service	Itemized based on Service
Scoring Sections	Points Available				
Pass/Fail (based on submitting the complete package)	Pass/Fail	Fail	Fail	Pass	Pass
Section I: Organization Qualifications and Experience	40	NA	NA	40	40
Section II: Proposed Services	35	NA	NA	35	35
Section III: Cost Proposal	25	NA	NA	25	25
TOTAL	<u>100</u>	-	-	<u>100</u>	<u>100</u>
Bidder Name:		CONVOY (graphic design)	Jean Criss Media (copywriting, marketing, technical writing)		
Proposed Cost:					
Scoring Sections	Points Available				
Pass/Fail (based on submitting the complete package)	Pass/Fail	Pass	Fail		
Section II: Organization Qualifications and Experience	40	40	NA		
Section III: Proposed Services	35	35	NA		
Section IV: Cost Proposal	25	25	NA		
TOTAL	<u>100</u>	<u>100</u>	-		



**STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES**

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

August 4, 2023

MaineStream Media (Copywriter)
Lee L'Heureux
lee@mainestreamonline.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Lee,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. 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 (copywriting)
- Broadreach Public Relations (technical writing)
- Convoy (graphic design)

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As stated in the RFP, following the 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. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an 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).



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August 4, 2023

MaineStream Media (Voiceover)
Lee L'Heureux
lee@mainestreamonline.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

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Commissioner**

August 4, 2023

Broadreach Public Relations (Copywriting)
Linda Varrell, President
lindav@broadreachpr.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Linda,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. 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):

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Sincerely,

Jessica Crosby
Director, Talent Management Division
Bureau of Human Resources
207-624-7775
Jessica.A.Crosby@maine.gov

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August 4, 2023

Broadreach Public Relations (Technical Writing)
Linda Varrell, President
lindav@broadreachpr.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Linda,

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Commissioner**

August 4, 2023

CONVOY (Graphic Design)
Tim McDaniels, Managing Director
tmcdaniels@weareconvoy.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Tim,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. 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):

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Jessica.A.Crosby@maine.gov

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Commissioner**

August 4, 2023

Jean Criss Media
Jean Criss, Founder/CEO
Jean@jeancrissmedia.com

SUBJECT: Notice of Conditional Pre-Qualified Vendor List Award under RFP # 201807151 Multi-media and Creative Services

Dear Jean,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Multi-media and Creative Services. 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):

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- Broadreach Public Relations (technical writing)
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Bureau of Human Resources
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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER: Mainstream Media (copywriter)
DATE: 4-20-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
<ul style="list-style-type: none">Were there any missing sections/documents from the proposal?		x
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	
Section II. Proposed Services	35	
Section III. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

Evaluation Team Comments: The documentation for license, liability, and a statement concerning any litigation was not included in this bid. Did not score due to missing information.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER – MaineStream Media (Voiceover)
DATE: 04-20-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal?		x
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	
Section II. Proposed Services	35	
Section III. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

Evaluation Team Comments: The documentation for license, liability, and a statement concerning any litigation was not included in this bid. Did not score due to missing information.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Copywriter)

DATE: 04-20-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services

Name of RFP Coordinator: Jessica Crosby

Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal?	x	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40
Section II. Proposed Services	35	35
Section III. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>100</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Copywriter)

DATE: 04-20-23

Preliminary Information

Preliminary Information

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Copywriter)

DATE: 04-20-23

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes Names Provided? ☒ Yes ☐ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Copywriter)

DATE: 04-20-23

**EVALUATION OF SECTION II
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	35	35

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☐ Yes
☐ No

Additional Notes: Excellent examples, including information about working with the State and ensuring accessibility standards are met.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Copywriter)

DATE: 04-20-23

**EVALUATION OF SECTION III
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Total Points	=	Score
NA	÷	NA	x	25 points	=	25

Evaluation Team Comments: Detailed rate sheet. Rates are on the high end of industry standards, but not unexpected for the level of work.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Technical Writing)

DATE: 4-20-2023

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services

Name of RFP Coordinator: Jessica Crosby

Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal?	x	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40
Section II. Proposed Services	35	35
Section III. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>100</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Technical Writing)

DATE: 4-20-2023

Preliminary Information

Preliminary Information

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Technical Writing)

DATE: 4-20-2023

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes Names Provided? ☐ Yes ☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Technical Writing)

DATE: 4-20-2023

**EVALUATION OF SECTION II
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	35	35

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: Clear, detailed outline provided.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Broadreach Public Relations (Technical Writing)

DATE: 4-20-2023

**EVALUATION OF SECTION III
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Total Points	=	Score
NA	÷	NA	x	25 points	=	25

Evaluation Team Comments: On the higher end of industry standard, but within what is expected for this level of work.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER: Convoy (Graphic Design)
DATE: 04-20-2023

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal?	x	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40
Section II. Proposed Services	35	35
Section III. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>100</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Convoy (Graphic Design)

DATE: 04-20-2023

Preliminary Information

Preliminary Information

Evaluation Team Comments: The information provided by the bidder was complete.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Convoy (Graphic Design)

DATE: 04-20-2023

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	40	40

Evaluation Team Comments:

1. Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors- occasionally but not before checking in with the client.

Are subcontractors used?

☒ Yes Names Provided? ☐ Yes ☐ No

3. Organizational Chart-NA

☐ Yes

☐ No

4. Has there been any litigation?

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Convoy (Graphic Design)

DATE: 04-20-2023

**EVALUATION OF SECTION II
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	35	35

Evaluation Team Comments:

I. Proposed Services

A. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: Details and links to website samples are provided with the scope of services.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multimedia and Creative Services

BIDDER: Convoy (Graphic Design)

DATE: 04-20-2023

**EVALUATION OF SECTION III
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Total Points	=	Score
NA	÷	NA	x	25 points	=	25

Evaluation Team Comments: High end of industry standard.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 201807151
RFP TITLE: Multimedia and Creative Services
BIDDER: Jean Criss Media (multi-on-one)
DATE: 4-20-23

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Jessica Crosby
Names of Evaluators: Jessica Crosby & Karen Butterfield

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Preliminary Information (Eligibility)		
• were there any missing sections from the proposal? Yes		x
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	
Section II. Proposed Services	35	
Section III. Cost Proposal	25	
<u>Total Points</u>	<u>100</u>	

Evaluation Team Comments: The vendor did not include License, certification, or information about litigation and did not follow instructions from the RFP. Bidders were asked to submit a separate bid for each service they would like to be considered for this bidder selected multiple services. Did not score due to missing information.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media- Copy Writer

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes
☐ No

Reason for pass/fail: Missing prior litigation information, certificate of insurance, licensure; only two project examples were provided (instead of three). No organizational chart was provided.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☐ Yes
☒ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☐ No

3. Organizational Chart

☐ Yes
☒ No

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media- Copy Writer

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☐ No

6. Is the certificate of insurance included?

☐ Yes

☐ No

Additional Notes: N: No information on prior litigation, licensure, or certification of insurance.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: Services are outlined, but the example pointed to the website without specifying if there was a specific example we were to consider.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media- Copy Writer

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes

☐ No

Reason for pass/fail; there were multiple documents missing

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☐ Yes

☒ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☐ No

3. Organizational Chart

☐ Yes

☒ No

4. Is the licensure included?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media- Copy Writer

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☐ No

5. Is the certificate of insurance included?

☐ Yes

☐ No

Additional Notes: They did not provide all of the documentation requested.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: website, did not provide specific examples related to the request.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: standard looking

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media Voiceover

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes
☐ No

Reason for pass/fail: Missing information on prior litigation, licensure and certificate of insurance.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☐ Yes
☒ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☐ No

3. Organizational Chart

☐ Yes
☒ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media Voiceover

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☒ No

6. Is the certificate of insurance included?

☐ Yes

☒ No

Additional Notes: N: missing any prior litigation, licensure and certificate of insurance.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: Point to the website with no clear indication about which services we should be looking at as a sample.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: Rates seem to be on par with industry

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media Voiceover

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes

☐ No

Reason for pass/fail: License, certificate of insurance

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☐ Yes

☒ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☐ No

3. Organizational Chart

☐ Yes

☒ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Mainstream Media Voiceover

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☒ No

6. Is the certificate of insurance included?

☐ Yes

☒ No

Additional Notes: Missing several documents, unable to fully assess if they met the criteria.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: The website was provided, but it had a lot of promotional information on it, was not clear what we should be looking at for consideration.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: Rates are standard

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Copy Writing

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail: Proposal was thorough and detailed with examples.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☒ Yes

☐ No

☐ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Copy Writing

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: P: prior experience working with state agencies.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: referenced knowledge of ADA and state's digital accessibility standards.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: P: cost/rate sheet is detailed.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Copy Writing

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail:

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☒ Yes

☐ No

☐ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Copy Writing

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: P: has worked with the state

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: knows the state's digital accessibility criteria

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: P: Detailed cost sheet.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Technical Writing

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes
☒ No

Reason for pass/fail: Proposal is thorough and detailed. Vendor has prior experience working with state agencies.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☒ No

3. Organizational Chart

☒ Yes
☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Technical Writing

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: P: all required information was provided. Vendor's meets the state's digital accessibility standards.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: examples provided and are extensive.

III. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: examples provided and are extensive.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Technical Writing

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail:.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes

☐ No

☒ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Broadreach Public Relations Technical Writing

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: P: all required information was provided.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: detailed examples, clear understanding of level of work.

III. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P: examples provided and are extensive.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: CONVOY Graphic Design

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes
☒ No

Reason for pass/fail: Proposal included all required information and documentation.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☐ Yes
☒ No

☐ No

3. Organizational Chart

☒ Yes
☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: CONVOY Graphic Design

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: Org chart and details on the credentials of the staff are available on the vendor's website, which is provided in their proposal. Vendor indicated they occasionally use subcontractors, but would not do so without advanced discussion and approval by company.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: Vendor provided a detailed list and examples of the services they offer.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: CONVOY Graphic Design

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☐ Yes

☒ No

Reason for pass/fail:

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes

☐ No

- Qualifications?

☒ Yes

☐ No

- Were 3 project examples included?

☒ Yes

☐ No

2. Subcontractors

Are subcontractors used?

☒ Yes

Names Provided?

☐ Yes

☒ No

☐ No

3. Organizational Chart

☒ Yes

☐ No

4. Has there been any litigation?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: CONVOY Graphic Design

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes

☒ No

5. Is the licensure included?

☒ Yes

☐ No

6. Is the certificate of insurance included?

☒ Yes

☐ No

Additional Notes: Detailed org chart includes credentials for the employees.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: P-detailed list and nice examples

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: higher end of standard, but not unreasonable.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Jean Criss Media (Submitted for Copy writing, marketing, technical writing in one)

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes
☐ No

Reason for pass/fail: Did not have the certification of insurance. Did not follow instructions in RFP- submitted for three different services on one submission. The RFP instructs vendors to submit a separate bid for each service.

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☐ Yes
☒ No

2. Subcontractors

Are subcontractors used?

☐ Yes

Names Provided?

☐ Yes
☐ No

☐ No

3. Organizational Chart

☐ Yes
☒ No

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Jean Criss Media (Submitted for Copy writing, marketing, technical writing in one)

DATE: 4/19/23

EVALUATOR NAME: Jessica Crosby

EVALUATOR DEPARTMENT: Administrative and Financial Services

4. Has there been any litigation?

☐ Yes

☐ No

5. Is the licensure included?

☐ Yes

☒ No

6. Is the certificate of insurance included?

☐ Yes

☒ No

Additional Notes: N: no indication of any prior litigation which is part of the evaluation materials. Also unable to determine if any subcontractors are used. Did not provide licensure or certification of insurance. While the vendor listed three past projects, one was their own business (for which they are the contact).

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes

☐ No

Additional Notes: N: While the information is provided, I have concerns about accessibility based on the lack of color contrast on some of the documents provided.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes

☐ No

Additional Notes: Seems on par for the industry

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Jean Criss Media (Submitted for Copy writing, marketing, technical writing in one)

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

Individual Evaluator Comments:

Pass/Fail: were there any missing sections from the proposal?

☒ Yes
☐ No

Reason for pass/fail: Certification of insurance-No information about litigation

I. Organization Qualifications and Experience

1. Overview of Organization

Did the vendor provide a description of the following?

- Organization?

☒ Yes
☐ No

- Qualifications?

☒ Yes
☐ No

- Were 3 project examples included?

☒ Yes
☐ No

2. Subcontractors

Are subcontractors used? *No indication of subcontractors*

☐ Yes

Names Provided?

☐ Yes
☐ No

☒ No

3. Organizational Chart

☐ Yes
☒ No

4. Has there been any litigation? *Not indicated*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 201807151

RFP TITLE: Multi-Media and Creative Services-Video Production

BIDDER NAME: Jean Criss Media (Submitted for Copy writing, marketing, technical writing in one)

DATE: 04-20-2021

EVALUATOR NAME: Karen Butterfield

EVALUATOR DEPARTMENT: Administrative and Financial Services

☐ Yes
☐ No

5. Is the licensure included?

☐ Yes
☒ No

6. Is the certificate of insurance included?

☐ Yes
☒ No

Additional Notes: Did not provide all items requested in the contract. The vendor also selected three services instead of a single option as instructed in the RFP outline.

II. Proposed Services

1. Services to be Provided- Scope of services outlined?

☒ Yes
☐ No

Additional Notes: N: Services are outlined, but the samples were a bit difficult to read, which left me with questions concerning the consistency of the product and design.

III. Cost Proposal:

1. Did the bidder provide the current rate sheet?

☒ Yes
☐ No

Additional Notes: on par with industry standards.



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kristin Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20187151
RFP TITLE: Multimedia and Creative Services

I, Jessica Crosby accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial 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 and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. 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 award decision notices for public distribution.

Jessica Crosby
Signature

8/1/2023
Date



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kristin Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20187151
RFP TITLE: Multimedia and Creative Services

I, Karen Butterfield accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial 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 and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. 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 award decision notices for public distribution.

Karen Butterfield
Signature

03-31-2023
Date

KB