

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)

Apr-09-2024

Via Electronic Mail: tmoore@mab.org

Maine Association of Broadcasters
Tim Moore, President/CEO
91 Auburn Street Suite J #1150
Portland, ME 04103

SUBJECT: RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Tim Moore,

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 determined that no awards will be made under the 2024 annual enrollment period as a result of this RFP.

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

Sincerely,

DocuSigned by:
Debra Downer

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Debra Downer
Deputy Director of Competitive Procurement
Division of Contract Management

STATE OF MAINE

RFP #: 202203034

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

BIDDER: Maine Association of Broadcasters

DATE: April 3, 2024

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Name of Evaluators: Debra Downer, Shawn Belanger, and Melinda Farrell

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

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| <ul style="list-style-type: none">• Maine Association of Broadcasters response to Strategic Communication Planning Development and Execution, Brand Development and Marketing, Copywriting, Video Production Services, Voice-Over Production, and Media Purchases was vague and did not follow the instructions outlined in Appendix D by discussing the scope of services and what the Bidder will offer, the methods or resources to be used or how the tasks involved would be accomplished, or how to ensure the expectations or desired outcomes as a result of the services would be achieved. In addition, The Maine Association of Broadcasters did not submit a current rate sheet providing a listing of all the typical fixed and hourly rates for all services and the positions expected to be involved in the services provided as well as all other expected expenses. As outlined in the RFP, Part IV “...failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive...”, therefore, Maine Association of Broadcasters proposal is disqualified from the evaluation process. |
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STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

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

I, Shawn Belanger 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:

Shawn Belanger

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Signature

Apr-03-2024

Date



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SERVICES

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

I, Debra Downer 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.

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DocuSigned by:

Debra Downer

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Signature

Apr-03-2024

Date



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

I, Melinda Farrell 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:

Melinda Farrell

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Signature

Apr-03-2024

Date