

State of Maine
Master Score Sheet

RFP# 202305106					
Clean Energy Partnership – Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development					
Bidder Name:		Blaze Partners	Dirigo Collective	Doer/ Maker	E2Tech
Proposed Cost:		\$222,775	\$250,000	\$250,025	\$250,000
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	N/A	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	35	35	33	25	33
Section III: Proposed Services	40	38	32	28	36
Section IV: Cost Proposal	25	25	22.28	22.28	22.28
TOTAL	<u>100</u>	<u>98</u>	<u>87.28</u>	<u>75.28</u>	<u>91.28</u>
Bidder Name:		Energy Circle	Essense Partners	Ethos	Karp Strategies
Proposed Cost:		\$249,825	\$249,900	\$249,100	\$250,000
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	N/A	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	35	34	30	33	35
Section III: Proposed Services	40	38	30	37	37
Section IV: Cost Proposal	25	22.29	22.29	22.36	22.28
TOTAL	<u>100</u>	<u>94.29</u>	<u>82.29</u>	<u>92.36</u>	<u>94.28</u>
Bidder Name:		Kelliher Samets			
Proposed Cost:		\$249,565			
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	N/A			
Section II: Organization Qualifications and Experience	35	33			
Section III: Proposed Services	40	32			
Section IV: Cost Proposal	25	22.32			
TOTAL	<u>100</u>	<u>87.32</u>			

Award Justification Statement
RFP# 202305106 Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

I. Summary

The Governor's Energy Office issued RFP # 202305106 Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development on May 30, 2023. The purpose of the RFP was to seek proposals for developing and executing a communications/marketing plan to increase the awareness of the Clean Energy Partnership workforce and innovation efforts, including clean energy opportunities and initiatives in the State of Maine and creating a clearinghouse website for clean energy careers, workforce development efforts, resources, and funds in the State. A Question and Answer Summary was posted on June 21, 2023 and responses were due on June 30, 2023. Nine entities responded to the RFP.

II. Evaluation Process

Responses were provided to the RFP Coordinator on July 5, 2023 and on July 12, 2023, and then distributed by the RFP Coordinator to the three additional members of the evaluation team for individual review. The evaluation team members met for Team Evaluation two different days on the week of July 17 (July 18 and 19) and again on July 25. Evaluators were selected for their qualifications and expertise related to Clean Energy and Energy Efficiency, Workforce Development, Communications, Information Technology, and related programs and program budget & finance.

III. Qualifications & Experience

The conditionally-awarded Bidder received high scores for the Organization Qualification & Experience based on their experience working within Maine's clean energy industry, experience working with stakeholders in Maine's workforce development system, and experience working with State agencies and quasi-State agencies already engaged in the initiatives of the Clean Energy Partnership program. The conditionally-awarded Bidder also provided examples of relevant project experience building products specific to workforce development and jobseeker resources.

IV. Proposed Services

The conditionally-awarded Bidder received a high score for their Proposed Services by demonstrating an understanding of target audiences and strategies to reach them, including strategies to strengthen and capitalize on current partnerships between State agencies, industry, labor, and education and training providers, and including a detailed (but flexible) work plan for the clearinghouse development. The conditionally-

awarded Bidder included a detailed (but flexible) work plan for the clearinghouse development that discussed operations and maintenance costs and approach and did not include significant long-term software licensing obligations and cost.

V. Cost Proposal

The conditionally-awarded Bidder provided a cost-efficient proposal that received the highest score for the Cost Proposal.

Bidder	Total Funds Requested
Blaze Partners	\$118,425 – \$222,775*

*It is important to note that the higher proposed cost for this Bidder was used for the purpose of scoring the Cost Proposals.

VI. Conclusion

The GEO received high quality proposals that were responsive to the offering and included a variety of proposed architectures for the clearinghouse development that each required careful consideration. For this offering, the RFP evaluation team has selected Blaze Partners as the conditionally awarded Bidder.



STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Blaze Partners
Attn: Jim Hauptman
106 Lafayette St, Ste 1B,
Yarmouth, ME, 04096

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Jim,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Blaze Partners

The bidder listed above received the evaluation team's highest rankings. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the 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 Conditional Contract Award at any time prior to the execution of a written contract.

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. 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,

A handwritten signature in black ink, appearing to read 'Tagwongo Obomsawin', with a horizontal line extending from the end of the signature.

Tagwongo Obomsawin (she/her/hers)
Clean Energy Partnership Program Manager
Governor's Energy Office
(207)-707-2001
Tagwongo.obomsawin@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).



STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Dirigo Collective
Attn: Brittany Angelo
81 Bridge Street, Suite 301,
Yarmouth, ME, 04096

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Brittany,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

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Tagwongo.obomsawin@maine.gov

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Attn: Ashley Nicholls
Doer/Maker

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Ashley:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

- Blaze Partners

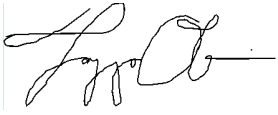
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Clean Energy Partnership Program Manager
Governor's Energy Office
(207)-707-2001
Tagwongo.obomsawin@maine.gov

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Environmental and Energy Technology Council of Maine
Attn: Rylee Ewald
40 Main St,
Biddeford, ME, 04005

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Rylee:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

- Blaze Partners

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Tagwongo.obomsawin@maine.gov

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Energy Circle
Attn: Stephen Kelly
622 Congress Street, Suite 301,
Portland, ME, 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Stephen:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Workforce Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

- Blaze Partners

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Essense Partners
Attn: Geoff Wyatt
216 E 45th Street, 15th Floor,
New York, NY, 10017

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Geoff:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

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(207)-707-2001
Tagwongo.obomsawin@maine.gov

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Results Marketing and Design, d.b.a. Ethos
Attn: Chris Bonacci
17 Ash Street,
Westbrook, ME, 04092

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Chris:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Karp Strategies
Attn: Rebecca Karp
26 Broadway, 3rd Floor,
New York, NY, 10004

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Rebecca:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

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STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

August 7, 2023

Kelliher/Samets, Ltd d.b.a. KSV
Attn: Erin Fagnant
212 Battery St,
Burlington, VT 05401

SUBJECT: Notice of Conditional Contract Award under RFP #202305106, Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

Dear Erin:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Governor's Energy Office for Clean Energy Partnership Communications and Clearinghouse Development. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract awards to the following bidder:

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Blaze Partners

DATE: 7/18/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35
Section III. Proposed Services	40	38
Section IV. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>98</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Blaze Partners

DATE: 7/18/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification - included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Blaze Partners

DATE: 7/18/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	35

Evaluation Team Comments:

- I. Overview of the Organization
 - Intra-agency renewable energy team, relevant experience (MOWI, MEDOL, MOB), familiar with Maine renewable energy industry, familiarity/experience working with Maine state agencies
 - Experience working within workforce development system, relationships already developed also positive.
 - Maine-based
 - Experience with energy and workforce valuable for achieving objectives of the RFP, experience working with state agencies and quasi-state agencies engaged in the Clean Energy Partnership program also positive.
- II. Subcontractors
 - Three listed: design, PR, web
 - Relevant experience on prior projects (data Maine, State/Federal gov. affairs, development of clearinghouses and renewable energy websites)
- III. Organizational Chart
 - Project team listed with specific project roles discussed in detail, provides clear understanding of who project team would be and credentials provided
 - Extensive experience in clean energy among team members listed
- IV. Litigation
 - Provided
- V. Licensure/Certification
 - Provided
 - B Corp
- VI. Certificate of Insurances
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Blaze Partners

DATE: 7/18/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	38

Evaluation Team Comments:

- Segmented audience, explained approach to work, calls out key decision factors and approach appears flexible
- Proposal addresses high-school age youth, addresses younger job-seekers, community college students.
- Ideas to leverage existing efforts, resources, and organic processes discussed, discusses related efforts and key resources used by employers and employees
- Landscape of clearinghouse websites discussed, including references to existing job boards, WorkSource Maine.
- Provided relevant examples of experience with energy industry clients.
- Demonstrates knowledge of existing plans and studies.

Clearinghouse:

- Clear description of web design process included
- Discuss adhering to high accessibility standards
- Maintenance plan discussed, references objectives of RFP, but lacking some detail

Implementation/Workplan

- Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Blaze Partners

DATE: 7/18/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	•	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	•	\$222,775	x	25 points	=	25

Evaluation Team Comments:

- Bidder provided cost range for proposal
- Provided hourly rate
- Cost proposal aligns with cost variables outlined in proposed services

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Dirigo Collective

DATE: 7/18/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	33
Section III. Proposed Services	40	32
Section IV. Cost Proposal	25	22.28
<u>Total Points</u>	<u>100</u>	<u>87.28</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Dirigo Collective

DATE: 7/18/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - Included
- Debarment, Performance, and Non-Collusion Certification - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Dirigo Collective

DATE: 7/18/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Maine-based
 - Experience working with educational initiatives of Maine clean energy companies, workforce attraction campaigns for high growth sectors (ReVision Energy, Live + Work in Maine)
 - Some results/performance metrics included for example projects, but could have used more details about specific actions taken/services provided
- II. Subcontractors
 - Redbird Media - experience with MaineHealth workforce initiatives, Harold Alfond Center for Workforce Development, video production for clean energy campaign
 - Northeast Media Associates
 - Unsure about relevant experience developing clearinghouse websites
- III. Organizational Chart
 - Included
 - Team management structure identified, team roles clear
 - Have in-house developer with strong credentials
- IV. Litigation
 - No information provided
- V. Licensure/Certification
 - B Corp
- VI. Certificate of Insurances
 - Provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Dirigo Collective

DATE: 7/18/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	32

Evaluation Team Comments:

Proposed Services

- Strong description and identification of target audiences, provides detailed information on project deliverables
- Detailed description of media strategy including key messages, target audiences, and communication tactics

Clearinghouse

- Broad marketing and messaging strategy may lack integration with clearinghouse development, does not contain references to current partnerships between State agencies, industry, labor and education/training providers
- Provided technical information regarding clearinghouse architecture in intended outcomes
- More detail on long-term management, sustainability, and upkeep requirements of clearinghouse is desired, data management and upkeep strategy somewhat unclear

Implementation/Workplan

- Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Dirigo Collective

DATE: 7/18/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$250,000	x	25 points	=	22.28

Evaluation Team Comments:

- Did not provide estimated hours or cost per hour as requested by RFP
- Cost structure/budget breakdown lacks detail for some tasks

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Doer/Maker

DATE: 7/18/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	25
Section III. Proposed Services	40	28
Section IV. Cost Proposal	25	22.28
<u>Total Points</u>	<u>100</u>	<u>75.28</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Doer/Maker

DATE: 7/18/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – not included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Doer/Maker

DATE: 7/18/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	25

Evaluation Team Comments:

- I. Overview of the Organization
 - Stated organizational capabilities comprehensive and aligned with objectives of RFP
 - Team members have clean energy workforce development and recruitment experience (Maine GEO, PSE&G) and regional energy utility and state energy agency clients (NationalGrid, Mass Save, NYSERDA)
 - Project references included for Doer/Maker: AESP, ENCOLOR. Includes brand strategy, positioning, messaging development, website development. Metrics/outcomes of project references not included.
 - Project references included for JPI Group: metrics/outcomes included, clear.
 - Relevant work samples included but more details on metrics/outcomes desired.
- II. Subcontractors
 - JPI Group
- III. Organizational Chart
 - Included
- IV. Litigation
 - Not included
- V. Licensure/Certification
 - Not included
- VI. Certificate of Insurances
 - Not included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Doer/Maker

DATE: 7/18/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	28

Evaluation Team Comments:

Proposed services

- As proposed, communications plan lacking specific references to objectives outlined in RFP
- Data and measurement discussed extensively
- Strategy execution section clear and concise
- Proposed deliverables include best-practices guide and final report, proposal includes extensive discussion of handoff

Clearinghouse Development

- Proposes use of fee-based, proprietary software with impressive capabilities, likely outside of the scope of services sought by the RFP
- As proposed, collection/storage of PII would require a rigorous security scan
- Technical detail/approach to clearinghouse development discussed, performance/success metrics included
- Fee-based maintenance plan for software use could result in significant long-term costs

Implementation – Workplan

- Not included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Doer/Maker

DATE: 7/18/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$250,025	x	25 points	=	22.28

Evaluation Team Comments:

- Requested more than amount made available from the RFP for the initial period of performance
- Cost per hour and estimated hours included
- Cost of ongoing delivery of services and maintaining clearinghouse website after year 1 provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Environmental and Energy Technology Council of Maine

DATE: 7/18/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	33
Section III. Proposed Services	40	36
Section IV. Cost Proposal	25	22.28
<u>Total Points</u>	<u>100</u>	<u>91.28</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Environmental and Energy Technology Council of Maine

DATE: 7/18/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Environmental and Energy Technology Council of Maine

DATE: 7/18/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Deep ties to clean energy industry in Maine, large and extensive network
 - Experience working with State agencies (e.g., Clean Transportation Plan)
 - Strong vision to make Maine a clean energy business hub aligns with objectives of RFP
 - Relevant project examples provided and include work with State agencies and quasi-State agencies (GOPIF, MTI), performance metrics not included for project examples
- II. Subcontractors
 - Tallo – specializes in student-focused workforce development, youth recruitment
- III. Organizational Chart
 - Lean team, significant energy industry experience
 - Interim Executive Director
- IV. Litigation
 - Included, none
- V. Licensure/Certification
 - Included, none
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Environmental and Energy Technology Council of Maine

DATE: 7/18/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	36

Evaluation Team Comments:

Proposed services:

- Extensive discussion of youth and youth-influencing audience, discusses school-based outreach approach
- Tasks addressed; performance metrics included
- Tallo responsible for social media/video, previously established E2 Tech network and event structure leveraged for distribution
- More detail regarding strategies to reach new audiences and raise general public awareness desired
- Demonstrates knowledge of Maine workforce development system and business and entrepreneurial support system entities

Clearinghouse development:

- Tallo to develop clearinghouse, provided example of relevant work product
- Subcontractor to provide existing software platform with ability to customize
- Long term maintenance plan and associated costs of clearinghouse O&M not discussed in Strategy Execution task
- Clear explanation of role in clearinghouse development and management

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Environmental and Energy Technology Council of Maine

DATE: 7/18/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$250,000	x	25 points	=	22.28

Evaluation Team Comments:

- Provides estimated hours and hourly rate
- Large time commitment on behalf of Executive Director and Program Admin

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Energy Circle

DATE: 7/19/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	34
Section III. Proposed Services	40	38
Section IV. Cost Proposal	25	22.29
<u>Total Points</u>	<u>100</u>	<u>94.29</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Energy Circle

DATE: 7/19/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Energy Circle

DATE: 7/19/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	34

Evaluation Team Comments:

- I. Overview of the Organization
 - Maine based
 - 15 years of experience in clean energy, expertise in marketing and communications for clean energy companies, specifically energy efficiency
 - Example projects/clients include state agencies/energy efficiency programs, utilities, nonprofits
 - Demonstrate familiarity with existing studies and reports
 - Experience developing interactive websites and databases, relevant project examples provided
 - Question regarding depth of workforce development expertise
- II. Subcontractors
 - Subcontractor with expertise in media/comms
 - Subcontractor co-located with applicant
 - Experience with FOR Maine, performance/results metrics included
- III. Organizational Chart
 - Clear presentation of organization chart, project roles clear
- IV. Litigation
 - Included
- V. Licensure/Certification
 - Included
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Energy Circle

DATE: 7/19/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	38

Evaluation Team Comments:

- Proposed Services
- Clearinghouse
 - i. Clearinghouse website development process clearly laid out, metrics/milestones/deliverables described, key decision variables and decision processes described
 - ii. More technical detail on clearinghouse architecture desired
- Implementation-Workplan
 - i. Project team roles and responsibilities clearly described
 - ii. Clear segmentation of audience and needs, demonstrates understanding of target audiences and strategies to reach them
 - iii. Project vision and execution strategy clearly described with outcomes, performance/success metrics, and milestones
 - iv. Advertising platform descriptions and strategies are thorough
 - v. Includes strategies to strengthen and capitalize on current partnerships between State agencies, industry, labor, and education and training providers
 - vi. Proposal includes earned media, printed, downloadable materials
 - vii. O&M plan discussed, training/support for ongoing management and maintenance of clearinghouse discussed

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Energy Circle

DATE: 7/19/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$249,825	x	25 points	=	22.29

Evaluation Team Comments:

- Detailed cost breakdown provided by Task
- Hours/cost per hour provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Essense Partners

DATE: 7/19/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	30
Section III. Proposed Services	40	30
Section IV. Cost Proposal	25	22.29
<u>Total Points</u>	<u>100</u>	<u>82.29</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Essence Partners

DATE: 7/19/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Essense Partners

DATE: 7/19/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	30

Evaluation Team Comments:

- I. Overview of the Organization
 - Stated organizational experience comprehensive and responsive to the objectives of the RFP
 - Stated expertise in renewable/clean energy technologies and industries, demonstrated expertise and experience working with utilities, work samples provided
 - Project examples did not include workforce development experience
 - Additional details desired to demonstrate knowledge of Maine workforce development system and energy industry stakeholders
- II. Subcontractors
 - None
- III. Organizational Chart
 - Included
- IV. Litigation
 - Included, none
- V. Licensure/Certification
 - Included
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Essense Partners

DATE: 7/19/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	30

Evaluation Team Comments:

- Proposed Services
- Clearinghouse
- Implementation-Workplan
 - i. As proposed, does not demonstrate knowledge of existing reports/studies
 - ii. As proposed, does not demonstrate knowledge of current partnerships or initiatives between State agencies, industry, labor, and training/education providers
 - iii. Additional technical details on marketing plan and approach desired
 - iv. Additional technical details on clearinghouse website development desired

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Essense Partners

DATE: 7/19/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$249,900	x	25 points	=	22.29

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Ethos

DATE: 7/19/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	33
Section III. Proposed Services	40	37
Section IV. Cost Proposal	25	22.36
<u>Total Points</u>	<u>100</u>	<u>92.36</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Ethos

DATE: 7/19/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Ethos

DATE: 7/19/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Maine-based
 - Employee-owned company
 - Experience working with state agencies (MAP, DHHS) and state workforce development system (MCCS, HAF), client list does not include energy businesses or utilities
 - Demonstrates knowledge of existing reports (CEWA)
 - Stated capabilities address objectives sought by RFP
 - Based on information included, appears to be lacking specific energy industry experience and expertise
 - Project examples provided with metrics, project examples address workforce development, no specific energy experience listed
- II. Subcontractors
 - None
- III. Organizational Chart
 - Org chart clear, team member roles clear
- IV. Litigation
 - Included
- V. Licensure/Certification
 - Included
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Ethos

DATE: 7/19/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	37

Evaluation Team Comments:

- Proposed Services
 - i. Seeks to expand upon activities completed as part of CEWA
 - ii. Emphasis on stakeholder engagement as part of strategy development
 - iii. Proposed services include key decision points and appears flexible
 - iv. Proposal is detailed (strategic, technical) and highly responsive to RFP
- Clearinghouse
 - i. Discusses approach to ensuring accessibility
 - ii. Demonstrates knowledge of State social media policy
 - iii. Includes technical detail on deliverables and architecture
 - iv. Clearinghouse proposal depends on existing and available tools versus customized solutions
- Implementation-Workplan
 - i. Included, more detail desired
 - ii. Phased strategy development and clearinghouse development processes clearly described

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Ethos

DATE: 7/19/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$249,100	x	25 points	=	22.36

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Karp Strategies

DATE: 7/19/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35
Section III. Proposed Services	40	37
Section IV. Cost Proposal	25	22.28
<u>Total Points</u>	<u>100</u>	<u>94.28</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Karp Strategies

DATE: 7/19/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Karp Strategies

DATE: 7/19/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	35

Evaluation Team Comments:

- I. Overview of the Organization
 - Urban planning consultancy
 - Relevant industry experience and work with Maine state agencies (GEO, MOWI/OSW supply chain analysis)
 - Relevant project experience (NYSERDA OSW workforce development website)
 - WBE/DBE/SBE-certified consultancy
- II. Subcontractors
 - FutureFit AI, relevant project examples included
- III. Organizational Chart
 - Included, lead applicant/subcontractor roles identified, discussed in detail in proposed services
- IV. Litigation
 - Included
- V. Licensure/Certification
 - Included
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Karp Strategies

DATE: 7/19/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	37

Evaluation Team Comments:

- Proposed Services
 - i. Includes comprehensive communications plan, identifies key audiences
 - ii. More detail regarding awareness-building activities and driving interest in clearinghouse site is desired
 - iii. Project management plan clearly articulated and integrated in proposal
 - iv. Extensive discussion of differentiation/user journey included
- Clearinghouse
 - i. Clearinghouse platform appears to be hosted outside of the country; approach would need to comply with State policies
 - ii. Examples of job-seeker pathway recommendations included
 - iii. Proposal describes equity-focused approach to clearinghouse development
 - iv. AI-based tool described as flexible, customizable, adaptable
 - v. Question about low-code/no-code platform operation and maintenance requirements
 - vi. Significant upfront and ongoing licensing fee for clearinghouse software – likely outside the scope of industry/department needs
- Implementation-Workplan
 - i. Clear discussion of deliverables/handoff

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Karp Strategies

DATE: 7/19/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	,	\$250,000	x	25 points	=	22.28

Evaluation Team Comments:

- Hours/hourly rate provided
- Platform licensing makes up significant portion of budget – less available for marketing and comms services and support
- Question regarding cost of operation and maintenance of platform

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Kelliher Samets

DATE: 7/19/2023

SUMMARY PAGE

Department Name: Governor's Energy Office

Name of RFP Coordinator: Tagwongo Obomsawin

Names of Evaluators: Tagwongo Obomsawin, Anthony Ronzio, Erica Carley Harris, Karen Knox

<u>Scoring Sections</u>	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	33
Section III. Proposed Services	40	32
Section IV. Cost Proposal	25	22.32
<u>Total Points</u>	<u>100</u>	<u>87.32</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Kelliher Samets

DATE: 7/19/2023

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Cover page - included
- Debarment, Performance, and Non-Collusion Certification – included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER: Kelliher Samets

DATE: 7/19/2023

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

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section II. Organization Qualifications and Experience	35	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Supported clean energy workforce development for state agencies/programs, and utilities (NYSERDA, Mass Save, National Grid, PSE&G)
 - Project examples provided, includes creative, social media, workforce, relevant to objectives sought by the RFP. Includes relevant work samples.
 - Previous project work includes youth and DEI focus (Mass Save), performance/results metrics included
- II. Subcontractors
 - None
- III. Organizational Chart
 - Included, has specific project team listed with extensive relevant experience
- IV. Litigation
 - Included, none
- V. Licensure/Certification
 - Included
- VI. Certificate of Insurances
 - Included

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Kelliher Samets

DATE: 7/19/2023

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Availabl e</u>	<u>Points Awarde d</u>
Section III. Proposed Services	40	32

Evaluation Team Comments:

- Proposed Services
- Clearinghouse
 - i. Needed more detailed vision for website content and user experience, integration with state initiatives, workforce development system
 - ii. Additional technical detail on planned clearinghouse development and architecture is desired
 - iii. Hosting and maintenance costs for clearinghouse included
- Implementation-Workplan
 - i. As proposed, does not demonstrate knowledge of existing reports/studies
 - ii. As proposed, does not demonstrate knowledge of current partnerships or initiatives between State agencies, industry, labor, and training/education providers

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER: Kelliher Samets

DATE: 7/19/2023

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$222,775	÷	\$249,565	x	25 points	=	22.32

Evaluation Team Comments:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

- I. Preliminary Information*
- II. Organization Qualifications and Experience*
 - 1. Overview of Organization*
 - P: Intra-agency renewable energy team, relevant experience (MOWI, MEDOL, MOB)
 - P: Experience working with workforce development system
 - 2. Subcontractors*
 - P: Graphic design & branding approach consistent with relevant examples (MOWI, Maine Climate Council)
 - Q: Web development
- III. Proposed Services*
 - 1. Services to be Provided*
 - P: Approach to reach key audiences thoughtfully detailed with good examples of stakeholders and considerations to shape approach
 - P: Ideas to leverage existing efforts, resources, and organic processes
 - Q: High-school age youth and youth-influencing audience not discussed in detail?
 - P: Demonstrates knowledge of existing plans and studies (CE Workforce Analysis, Maine Offshore Wind Roadmap)
 - P: Discussion of related efforts and key resources used by employers and employees (e.g., various job boards, WorkSource Maine, MCCS websites) demonstrates market experience
 - 2. Implementation – Work Plan*
 - Q: Timeline and workplan for strategy and web development
- IV. Cost Proposal*
 - 1. Cost Breakdown – narrative*
 - I: Discussion of cost variables
 - 2. Cost Breakdown – table*
 - I: Inclusion of media spend earmark and high/low cost per task

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

I. Preliminary Information

II. Organization Qualifications and Experience

1. Overview of Organization

- P: Experience working with educational initiatives of Maine clean energy companies, workforce attraction campaigns for high growth sectors (ReVision Energy, Live + Work in Maine)
- I: Results/performance metrics for example projects

2. Subcontractors

- Q: Web developer
- Q: Team size and expertise

3. Organizational Chart

- P: Experience developing initiatives/content geared towards youth audience

III. Proposed Services

1. Services to be Provided

- N: Narrative proposal not provided

2. Implementation – Work Plan

- Q: Web development timeline
- I: Discussion of clearinghouse administrative interface
- I: Detailed discussion of media strategy, planning and buying approach
- I: LinkedIn demographic data
- P: Key messages and audiences
- N: Does not adhere to task structure outlined in RFP

IV. Cost Proposal

1. Cost breakdown

- Q: Paid media strategy/planning/buying
- N: Does not provide estimated hours per task
- N: Cost structure for budget breakdown lacks detail for some Tasks

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer/Maker

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

I. Preliminary Information

- N: Does not provide contact information specified in Proposal Cover Page template

II. Organization Qualifications and Experience

1. Overview of Organization

- P: Stated organizational capabilities are comprehensive
- P: Team members have clean energy workforce development and recruitment experience (Maine GEO, PSE&G) and regional energy utility and state energy agency clients (nationalgrid, Mass Save, NYSERDA)

2. Subcontractors

3. Organizational Chart

- Q: Project organizational/management structure

III. Proposed Services

1. Services to be Provided

- Q: Knowledge of existing state-funded studies/reports and initiatives
- I: Career equity platform and data facilitation/management
- I: Success metrics included for Career Equity dashboard
- Q: Performance metrics for work examples
- Q: Recommends utilization of software platform for clearinghouse task

2. Implementation – Work Plan

- N: Does not provide time-based breakdown of work and tasks as specified in Implementation-Workplan template

IV. Cost Proposal

1. Cost breakdown

- P: Detailed cost breakdown
- Q: Career equity monthly fee

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Environmental & Energy Technology Council of Maine (E2Tech)

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

- I. Preliminary Information*
 1. Provided
- II. Organization Qualifications and Experience*
 1. *Overview of Organization*
 - P: Knowledge of Maine clean energy economy and stakeholders
 - P: 22 years in business in Maine and 5,000 members
 - I: Tallo platform and partnership with JMG
 - I: Example projects
 2. *Subcontractors*
 - Tallo
 3. *Organizational Chart*
 - Included
- III. Proposed Services*
 1. *Services to be Provided*
 - P: Tasks addressed; performance metrics included
 - Q: Use of advertising/paid media
 - P: Clearly describes approach to youth and youth-influencing audience
 - I: Management of internships/apprenticeships
 - Q: Opportunity for iterative design/customization of clearinghouse
 - N: Doesn't discuss clearinghouse O&M plan/handoff
 2. *Implementation – Work Plan*
 - Included
- IV. Cost Proposal*
 1. *Cost breakdown*
 - I: Hourly rates
 - Q: Advertising, marketing, media spend

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

I. Preliminary Information

II. Organization Qualifications and Experience

1. Overview of Organization

- P: 15 years of experience in clean energy, expertise in marketing and communications for clean energy companies
- P: Example projects/clients include state agencies/energy efficiency programs, utilities, nonprofits
- P: Experience developing interactive websites and databases
- Q: Workforce development expertise

2. Subcontractors

- Brand and design, PR
- Example projects and clients included
- P: Experience with FOR Maine, performance/results metrics included

3. Organizational Chart

- P: Org chart, team members, project roles clear
- Licensure/certification provided

III. Proposed Services

1. Services to be Provided

2. Implementation – Work Plan

- P: Proposal clearly laid out and aligns with Task structure as requested by RFP
- P: Outcomes, metrics, milestones clearly described
- P: Clearinghouse website development process clearly laid out, metrics/milestones/deliverables described, key decision variables and decision processes described
- I: Google ads & youtube
- P: Clean energy employer outreach methodologies, metrics/deliverables discussed
- I: Outreach and awareness campaign within MCCS

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

- P: O&M plan discussed

IV. Cost Proposal

1. Cost breakdown

- P: Detailed cost breakdown provided by Task
- Hours/cost per hour provided
- I: O&M

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essense Partners

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

I. Preliminary Information

II. Organization Qualifications and Experience

1. Overview of Organization

- P: Stated organizational experience comprehensive and responsive to the objectives of the RFP
- I: Client examples
- P: Stated expertise in renewable/clean energy technologies and industries
- I: Awards list
- Q: Knowledge of Maine WFD system, energy industry stakeholders

2. Subcontractors

- None

3. Organizational Chart

- Provided

4. Litigation

- None

5. Licensure/certification

6. Insurance

- Provided

III. Proposed Services

1. Services to be Provided

2. Implementation – Work Plan

- P: Plan development and proposal demonstrates knowledge of CE jobs market and workforce attraction strategies
- I: Advertising/campaigning strategy
- I: Experience working in rural NY
- P: Experience working with NYSERDA (OSW career pathways), NYPA, HISEO
- I: Analytics

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essense Partners

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

- Q: Performance metrics/deliverables/outcomes
- P: Maintenance plan development, handoff discussed

IV. Cost Proposal

1. Cost breakdown

- Hours and cost per hour provided as requested by RFP
- Includes paid media

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

- I. Preliminary Information*
- II. Organization Qualifications and Experience*
 - 1. Overview of Organization*
 - I: Problem statement
 - P: Maine-based, employee-owned
 - P: Experience working with state agencies (MAP, DHHS)
 - P: Demonstrates knowledge of existing reports (CEWA)
 - Q: Stated capabilities address objectives sought by RFP, unsure about workforce development experience outside of work with MAP
 - I: Project examples, metrics
 - 2. Subcontractors*
 - None
 - 3. Organizational Chart*
 - P: Org chart clear, team member roles clear
- III. Proposed Services*
 - 1. Services to be Provided*
 - I: Seeks to expand upon activities completed as part of CEWA
 - Q: Task 1 methodology - relies primarily on stakeholder engagement?
 - P: Proposed services include key decision points and appears flexible
 - I: Wordpress
 - Q: Knowledge of/desire to leverage existing resources and stakeholder engagement processes
 - I: Influencer toolkit
 - I: PR support
 - 2. Implementation – Work Plan*
 - Q: Workforce development approach
- IV. Cost Proposal*
 - 1. Cost breakdown*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

- Hours, cost per hour provided as requested by RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

- I. Preliminary Information*
- II. Organization Qualifications and Experience*
 - 1. Overview of Organization*
 - P: Relevant industry experience and work with Maine state agencies (GEO, MOWI/OSW supply chain analysis)
 - P: Relevant project experience (NYSERDA OSW workforce development website)
 - WBE/DBE/SBE-certified consultancy
 - 2. Subcontractors*
 - FutureFit AI – relevant project examples included
 - P: Subcontractor team credentials
 - 3. Organizational Chart*
 - Provided
 - P: Lead applicant/subcontractors identified for specific tasks
- III. Proposed Services*
 - 1. Services to be Provided*
 - P: Project management plan clearly articulated and integrated in proposal
 - P: Audience identification/segmentation approach discussed
 - P: Decision points and variables discussed, discovery methodologies discussed
 - I: Clearinghouse website technical approach
 - I: FutureFit AI success elements
 - P: O&M plan/handoff discussed in detail
 - I: Appendix A (Differentiation/user journey)
 - 2. Implementation – Work Plan*
 - P: Project management structure reflected
 - Tasks referenced
- IV. Cost Proposal*
 - 1. Cost breakdown*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

- Hours, cost per hour included as requested by RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: KelliherSamets

DATE: 7/17/2023

EVALUATOR NAME: Tagwongo Obomsawin

EVALUATOR DEPARTMENT: Governor's Energy Office

Individual Evaluator Comments:

I. Preliminary Information

II. Organization Qualifications and Experience

1. Overview of Organization

- (P) Supported clean energy workforce development for state agencies/programs, and utilities (NYSERDA, Mass Save, National Grid, PSE&G), colleges/universities
- Project examples provided, includes creative, social media, workforce, relevant to objectives sought by the RFP.
- Includes relevant work samples.
- (P) Previous project work includes youth and DEI focus, performance/results metrics included
- Project experience includes raising awareness/marketing for workforce development programs – video and social media
- B Corp, WBE

2. Subcontractors

- None listed

3. Organizational Chart

- Provided

III. Proposed Services

1. Services to be Provided

2. Implementation – Work Plan

- (Q) Knowledge of state WFD system
- (P) Clear strategies/activities, deliverables clear
- Knowledge of existing resources/initiatives could have been more clearly demonstrated in implementation plan
- Detailed PM plan provided

IV. Cost Proposal

1. Cost breakdown

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Two partners with 26 years at LL Bean*
- *14 person team*
- *Worked with Maine consumers*
- *RapidResponse process*
- *Worked with GEO, Maine Won't Wait, Policy Innovation and the Future, MDOL, VisitMaine, DECD, Efficiency Maine, Brookfield Renewable US, The Nature Conservancy*
- *Maine Offshore Wind Initiative*
- *HydroQuebec – NECEC Corridor*
- *MDOL – WorkSource Maine*
- *Arcadia – Solar for ME, adding MA, MD, NM, and CA*
- *Maine Outdoor Brands – created job board website*

2. Subcontractors

- *Three – all worked with environmental projects and web clearinghouses*

3. Organizational Chart

- *List of the people who will work the project*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Clen energy experience*
- 4. *Litigation*
 - *None*
- 5. *Licensure/Certification*
 - *B Corp*
- 6. *Certificate of Insurance*
 - *Provided*

III. Proposed Services (File #3)

1. *Implementation – Work Plan +*
 - *Strategies to reach key audiences*
 1. *Active job seekers*
 2. *Community colleges*
 3. *State agencies*
 - *Draft messaging, branding, content, and collateral for each strategy*
 1. *Two copywriters and one designer as partners*
 2. *RTB (reason to believe)*
 3. *Creative/media development*
 - *Implement including which channels are the most effective and efficient*
 1. *Best communication plans come from the marriage of creative and media*
 2. *Buy all media in house versus using a third party*
 3. *Spend dollars as if they were their own – consideration and precision*
 4. *Customized reporting – turning data into actionable insights*
 5. *Media is fluid, need to stay ahead*
 - *Benchmarks for determining success of each strategy*
 1. *ID key goals and objections at beginning*
 2. *KPIs*
2. *Clearinghouse website*
 - *Understand goals, audience, metrics*
 - *Blueprint/architecture via wireframes*
 - *Website design*
 - *Website development*
3. *Communications services and support*
 - *Not cookie cutter*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Holistic, collaborative, and advisory*
- *Video, Web, Print, social media, native, display, paid search, audio, trade shows*

4. *Strategy Execution*

- *Test and learn*
- *Measurement and optimization*
- *Maintenance plan*

IV. *Cost Proposal (File #)*

1. *General Instructions*

2. *Cost Proposal Form*

- *\$118,425 - \$222,755*

Comments:

- *Well designed document, clear, followed RFP, easy to read +*
- *Worked with GEO and other State entities +*
- *Clearinghouse process well defined +*
- *Cost range based on exact work required/requested +*
- *In state with established connections +*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Maine Based*
- *Established 2017*
- *MaineHealth – multi-platforms campaign to recruit nurses and other healthcare workers*
- *Live + Work in Maine – working to build awareness for the initiative*
- *ReVision Energy – educational initiatives focus on schools*

2. Subcontractors

- *Redbird Media - ReVision Energy – Electricians Will Save the World*
- *Northeast Media Associates – TV news producer, two emmys, Live + Work in Maine, SEA Maine*

3. Organizational Chart

- *Project Manager/strategist from ReVision Energy*
- *Creative Director journalist from NYT Magazine, SF Chronical*
- *Developer, web development, machine learning, natural language processing*
- *Media Director, multimedia journalist, NBC, Tegna, Sinclair, Cox*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

4. *Litigation*
 - none
5. *Licensure/Certification*
 - B Corp
6. *Certificate of Insurance*
 - included

III. Proposed Services (File #3)

1. Implementation – Work Plan

- *Clearinghouse*
 1. *Word Press, Airtable to allow GEO to continuously update content*
 2. *Data synchronized at set intervals, not real time*
- *Content and Asset Production*
 1. *capture footage for media strategy, TV, Desktop, Tablet, Mobile*
- *Media Strategy, Planning, and Buying*
 1. *video completion rate and click through rate*
 2. *LinkedIn*
 3. *Determine demographics*
- *Overview of Public Relations Strategy*
 1. *Objective to raise awareness and generate positive public perception of clean energy and energy efficiency*
 2. *Editorial calendar, Press Releases, Story Pitches, Media Relations, Speaking Engagement, PR Reports, Digital and Social Media, Partnership and collaboration*
- *Creative and Messaging Strategy*
 1. *Target Audiences*
 2. *Communication Tactics*
- *Project Management*

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*
 - 250,000

Comments:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: July 13, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Identified who will be on project team and background +*
- *Have they built a clearinghouse or database application before ?*
- *WordPress – learning curve/sustainable ?*
- *Strategy execution – no plans for hand over – is there but buried -*
- *Focused on clean energy initiatives more than the workforce –*
- *Proposal hard to read, not organized as outlined in RFP –*
- *No cost for hours or hours -*
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer-Maker

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Not included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Ad agency focused on energy and sustainability*
- *ConEdison, Exelon, Nest, Nationalgrid, Atlantic City Electric, Mass Save*

2. Subcontractors

- *JPI – energy workforce development, Career Equity (software platform), provide outreach coordinator*

3. Organizational Chart

- *Team of 20*
 - 1. Doers-Makers – 9 people – some government experience*
 - 2. JPI – 6 people*

4. Litigation

- *Not included*

5. Licensure/Certification

- *None*

6. Certificate of Insurance

- *Not Included*

7. Examples

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer-Maker

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *PECO Direct Install*
- *AESP Brand Overhaul*
 - 1. *Included training institute*
- *PHI LMI*
- *ConEdison LMI Kit*
- *ConEdison Small Business Campaign*
- *PECO Joint Commercial and Residential Lighting Campaign*
- *PECO Natural Gas Construction Video*
- *ConEdison Partnership Strategy*

III. Proposed Services (File #3)

1. *Implementation – Work Plan*
 - *Data audit and explorations*
 - *Working session*
 - *Campaign planning*
 - *Creative strategy*
 - *Digital strategy*
2. *Clearinghouse*
 - *JPI will provide turnkey clearinghouse*
 - *Proprietary software*
 - *Allow posting by employers*
 - *Job seekers can apply on the site*
 - *Listing of training*
 - *Searchable database*
 - *Media toolkit*
 - *Data Acquisition and Collection*
 1. *AWS*
 2. *MFA*
 3. *AWS VPC*
 - *Dashboards*
 1. *Locker Studio custom*
3. *Communications Services and Support*
4. *Strategy Execution*
 - *Lesson's Learned Best Practices Guide*
 - *Roadmap for future initiatives*
 - *Data transfer from analytics*
 - *Plan to work with JPI for maintenance*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer-Maker

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

IV. Cost Proposal (File #)

1. General Instructions

2. Cost Proposal Form

- *Year 1 - \$250,025*

- *Year 2*

1. Licensing \$180,000

2. Digital Marketing Fees \$60.00 to \$180.00

3. Additional Costs – Employer Fess \$200.00 per employer, \$100.00 for additional postings above 2 per month

4. Custom work, enhancements, content creation additional cost unknown

Comments:

- *Single document not 4 separates as indicated in RFP -*
- *Did not provide Debarment, certification of insurance, or litigation information -*
- *Experience with clearinghouse +*
- *Complex design/upkeep with the database and users – Question?*
- *Clearinghouse is more than what is needed now +/-*
- *Ongoing costs for the clearinghouse –*
- *No implementation workplan –*
- *Budget over the \$250k -*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: E2Tech

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Maine Based*
- *Only energy, environmental, and clean tech business and economic development organization*
- *Merge of EBCM and E2 Center*
- *Member based organization, serves as business hub*
- *Partner with Tallo – already used in Maine*
- *Board of Directors statewide 2 members will be assigned to this project*
- *ReMaine – manages paid internship program with NEEP and GEO*
- *Gov Office of Policy, Innovations, and the future – clean transportation roadmap, EVs*
- *Maine Technology Institute – partnerships between MTI tech boards and industry groups*

2. Subcontractors

- *Tallo – closed network platform for students to locate opportunities, 20 full time staff*

3. Organizational Chart

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: E2Tech

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Board of Directors governs the organization*
 1. *22 members*
- *Executive Director*
 1. *Works at discretion of the board*
 2. *Help grow E2Tech*
- *Project team Program Admin*
- *Project management consultant*
- *Advising Consultant*
- 4. *Litigation*
 - *None*
- 5. *Licensure/Certification*
 - *None*
- 6. *Certificate of Insurance*
 - *Included*

III. Proposed Services (File #3)

1. *Implementation – Work Plan*
 - *Youth and Youth Influences*
 - *Employers*
 - *Investors and Entrepreneurs*
2. *Clearinghouse*
 - *The clearinghouse is already being used, will need to set up branding, customize the UI, build out the jobs etc*
 - *Onboard youth*
 - *Work with higher education, etc.*
 - *Strategic advising*
 - *General program oversight*
3. *Communications Services and Support*
 - *Reach out to students and employers in Maine using the organizations already defines networks and channels*
 - *Marketed at all E2Tech events*
4. *Strategy Execution*
 -

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: E2Tech

DATE: July 14, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- \$250,000

Comments:

- *Novel business model +/-*
- *Many connections already in place in this sector in Maine +*
- *Tallo – interesting resource +*
- *Platform unknown -*
- *Create scholarship opportunities +*
- *Question – not a lot of advertising or marketing work –*
- *Student focus +*
- *Board role ?*
- *Leadership in flux –*
- *Lean staff –*
- *No performance metrics –*
- *Focus on youth and youth influences +*
- *More focused on existing audience, not expanding to new audiences -*
- *Internships +*
- *Manage clearinghouse +*
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- Included*

2. Debarment, Performance, and Non-Collusion Certifications

- Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- Maine based*
- Founded 2008*
- Efficiency Vermont, Building Science Corp, Clean Energy Connections, PG&E, Efficiency First California, The Energy Conservatory, 100's of home performance contractors*
- Founder worked on labor shortage issues, presented nationally*
- 26 Full time employees – SEM and PPC advertising, SEO content, web and digital development*

2. Subcontractors

- Puelle Design – brand design, co-located with Energy Circle*
- Claire Jeffers – PR, client relations, project management*

3. Organizational Chart

- included an org chart*

4. Litigation

- None*

5. Licensure/Certification

- Google Ads*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Building Performance Institute*
- *GA4 – Google Analytics 4*
- *Agency Management Institute*
- 6. *Certificate of Insurance*
 - *Provided*
- 7. *Experience*
 - *Efficiency Vermont – promote incentive programs, website and contractor directory, digital marketing – PPC, social media ads, search engine optimization*
 - *Efficiency First California – provide online directory of contractors (Clean Energy Connection), over 1000 vetted contractors, directory of record for Switch is On and TECH Clean California*
 - *FOR/Maine – Claire Jeffers, part of selected bidding teams for the Maine Forest Economy Growth Initiative RFP for Communication Services. PR lead, 12 top news storied in a 3 week span*

III. Proposed Services (File #3)

1. *Implementation – Work Plan*
 - *Research and analysis*
 - *Target audience ID*
 - *Detailed communication plan*
2. *Clearinghouse*
 - *Development website requirements*
 - *Design, Build, Launch clearinghouse*
 - *Creation of website content*
3. *Communication Services and Support*
 - *Plan for printed materials*
 - *Design, write, and produce collateral*
4. *Strategy Execution*
 - *Jobseeker/Candidate Social Media Awareness Campaign*
 - *Jobseeker/Candidate Display and YouTube Ad Campaign*
 - *Jobseeker/Candidate Search Advertising Campaign*
 - *Jobseeker/Candidate Communications & Public Relations*
 - *Newsletter and Email Communications*
 - *Execute Targeted Employer Outreach and Awareness Campaign*
 - *Outreach and Awareness Campaign - Community College System.*
 - *Outreach and Awareness Campaign – other educational institutions*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Optimization*

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*
 - *249,825.00*

Comments:

- *Maine company +*
- *Worked with Vermont and California +*
- *Clearinghouse experience +*
- *Some work with Maine agencies +*
- *Limited Clearinghouse tech details other than qualifications of team members -*
- *Experience with interactive websites +*
- *Clear vision and strategy +*
- *Specific about advertising platforms +*
- *ID who will be involved in all points +*
- *Included hourly costs +*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essence Partners

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *New York Based*
- *National clients*

2. Subcontractors

- *None*

3. Organizational Chart

- *Org chart included*

4. Litigation

- *None*

5. Licensure/Certification

- *Team members carry experience and personal certifications and qualifications*

6. Certificate of Insurance

- *Provided*

III. Proposed Services (File #3)

1. Implementation – Work Plan

- *Education and awareness*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essence Partners

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Branding*
- *Local media*
- *Online Ads*
- *Social Media*
- *Influencer partnerships*
- *Community events*
- *SEO and search optimization*
- *Geotargeted advertising*
- 2. *Clearinghouse website*
 - *Created career pathway websites for NYSERDA and Pike Electric*
 - *Requirements*
 - *Content*
 - *User Experience*
 - *Organize information*
 - *Promote website*
 - *Maintenance and updates*
 - *Evaluate impact*
 - *Will be handed off to Maine*
- 3. *Communications services and support*
 - *Communications plan*
- 4. *Strategy Execution*
 - *Maintenance plan for tools developed*
 -

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*
 - *\$249,900.00*

Comments:

- *Education and awareness for Mainers to use existing skill set in clean energy +*
- *Single campaign to promote the clearinghouse -*
- *Hand off website to Maine to support and maintain – what are additional costs not included in the RFP –*
- *No details, cookie cutter –*
- *Not lot of youth focus –*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essence Partners

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *No clear vision –*
- *Included hourly cost +*
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Maine Based*
- *22 years*
- *60 employees – employee owned*
- *Workforce development for Maine Motor Transport Association*
- *Enrollment initiatives for Community College System*
- *DOL Maine Apprenticeship Program*

2. Subcontractors

- *None*

3. Organizational Chart

- *Org chart included*
- *Outlined key project members and roles*

4. Litigation

- *none*

5. Licensure/Certification

- *N/A*

6. Certificate of Insurance

- *included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

III. Proposed Services (File #3)

1. Implementation – Work Plan

- *Think-Create-Execute-Measure*
- *Internal Immersion*
 1. *ID priority audiences*
 2. *Key messages*
 3. *Barriers/Motivators*
 4. *Branding*
 5. *Measurement of success*
- *Website Immersion*
 1. *Refine scope of clearinghouse*
 2. *Target audiences*
 3. *Focus areas*
 4. *Aesthetic/accessibility/technical requirements*
 5. *Measures of success*
- *Brief*
 1. *Accountability document for creative work going forward*
- *Communication Plan*
 1. *3 strategic communication plan options*

2. Clearinghouse

- *5 to 7 pages*
- *Searchable*
- *Wireframes*
- *Design – ADA compliance forefront*
- *Programming and deliverables*
 1. *WordPress Content Management System*
 2. *GEO will manage all text on standard pages, add/modify/remove navigation items and subpages*
 3. *Form submittal via Gravity Forms*
 4. *WP Job Manager plugin (have they used this before?)*
 5. *Google Docs for content review and feedback*
 6. *Site hosted at Flywheel \$600 a year or on our site*

3. Communications Services and Support

- *Design and development of collateral, printing costs incremental*

4. Strategy Execution

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Phase 1 – Asset Collection, Influencer Collateral Development, and Outreach*
 - 1. *Asset Collection, Influencer Toolkit, Influence ID and Outreach*
- *Phase 2 – Jobseeker Campaign*
 - 1. *Digital and Social Campaign Setup, Management, and Reporting*
 - 2. *Social Media Calendars, Management, and Reporting*
 - 3. *Public Relations Support*
 - 4. *Account Services*
- *Maintenance plan, prioritized*
-

IV. Cost Proposal (File #)

- 1. *General Instructions*
- 2. *Cost Proposal Form*
 - *\$249,100.00*

Comments:

- *Question – Have they done custom database -*
- *Question – Google Docs – can SOM use them*
- *Question – Can Flywheel be used by SOM*
- *Light on clearinghouse -*
- *Indicated no TikTok +*
- *Maine based +*
- *Org chart identified people and roles +*
- *Lot of Maine based clients +*
- *No energy projects –*
- *Workforce experience +*
- *No knowledge of this sector –*
- *Detailed proposal +*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *New York*
- *NYSERDA – Offshore Wind Workforce Development Website – led the development and launch*
- *GEO Offshore Wind Roadmap – provided supply chain and workforce analysis*

2. Subcontractors

- *FutureFit AI*
 - 1. State of CT Office of Workforce Strategy*
 - 2. Workforce Snohomish*

3. Organizational Chart

4. Litigation

- *None*

5. Licensure/Certification

- *None*

6. Certificate of Insurance

- *Provided*

III. Proposed Services (File #3)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

1. Implementation – Work Plan

- *Plan Development and Proposal*

1. *ID target audiences and key stakeholders*
2. *Craft 3 strategies each with branding, messaging, multi-channel, benchmarks*

2. Clearinghouse website

- *AI*
- *SaaS*
- *5 Success elements*
 1. *Personalized career guidance*
 2. *Deep labor market and skills intelligence*
 3. *Demand driven to accelerate real employment outcomes*
 4. *Equity focused approach to diversify the clean energy sector*
 5. *Adaptability to ongoing changes in GEO's pathways, programs, priorities*
- *Clean Energy Compass*

3. Communications services and support

- *Content design and copy development*

4. Strategy Execution

- *Analyze data to understand effectiveness*
- *Deliver final report to include recommendations for futures initiatives*
- *Develop maintenance plan for the tools created, including marketing approach, strategies for visibility over time*
- *Facilitate smooth transition of the tools to the DEO*

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*
 - *\$255,000.00*

Comments:

- *NYSERDA was also listed on another RFP – Did the website +*
- *Interesting clearinghouse using AI but can we use -*
- *Low Code/No Code – What platform?*
- *Where hosted? Ontario, CA? Our data cannot be hosted outside of the US –*
- *Ongoing licensing costs -*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *Does copy design and development include managing platforms?*
- *Flexible clearinghouse +*
- *Include Bios for leads but not specific on others +/-*
- *PM structure clear +*
- *Detail on the process +*
- *Almost half of the cost is for the software –*
- *Less time spent on marketing -*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Kelliher Samets - KSV

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Preliminary Information (File #1)

1. Proposal Cover Page

- *Included*

2. Debarment, Performance, and Non-Collusion Certifications

- *Included*

II. Organization Qualifications and Experience (File #2)

1. Overview of the Organization

- *Vermont*
- *Specialize in energy*
- *NYSERDA – lead strategic marketing agency, research, campaigns, designed and implemented workforce development website*
- *Mass Save – Clean Energy Pathways – fully paid training and internships. Grow awareness and aid in recruitment*
- *SUNY – created media campaign*
- *National Grid*
- *PSE&G NJ*

2. Subcontractors

- *None*

3. Organizational Chart

- *included*

4. Litigation

- *None*

5. Licensure/Certification

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Kelliher Samets - KSV

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *WBENC*
- *Supplier Clearinghouse*
- *The Port Authority of NY and NJ*
- *NYC Small Business Service*
- *New York State*
- *B Corp*
- 6. *Certificate of Insurance*
 - *Provided*

III. Proposed Services (File #3)

1. *Implementation – Work Plan*
 - *Discovery*
 - *Strategic Marketing Plan*
2. *Clearinghouse website*
 - *Website wireframing, design and prototype*
 - *Site content*
 - *Website development and testing*
 1. *WordPress*
 2. *Google Analytics*
3. *Communications services and support*
 - *Website maintenance*
 - *Program collateral*
 - *Media campaign buying and management*
 - *Campaign development and implementation*
 - *Campaign reporting*
 - *Ad hoc requests*
4. *Strategy Execution*

IV. Cost Proposal (File #)

1. *General Instructions*
2. *Cost Proposal Form*
 - *249,565.00*

Comments:

- *Vermont*
- *Submitted as one file -*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation, and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Kelliher Samets - KSV

DATE: July 17, 2023

EVALUATOR NAME: Karen Knox

EVALUATOR DEPARTMENT: Maine Office of Information Technology

- *NYSERDA – other proposals also listed this project – multiple agencies on the project together?*
- *Hosting and maintenance costs -*
- *Not a lot of detail on the clearinghouse –*
- *WordPress +/-*
- *Not clear on strategy execution/handoff –*
- *Listed specific project team +*
- *Extensive relevant experience +*
- *Little market interest –*
- *No Maine specific details –*
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Preliminary Information
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - All documents provided
 - Extensive Maine marketing experience
 - Energy marketing experience + workforce experience
 - Examples include job clearinghouse product
 - Past work on State initiatives
 2. Subcontractors
 - Included
 3. Organizational Chart
 - Included
 4. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Included
 2. Implementation – Work Plan
 - Clear, visual, professional presentation
 - Meets spec of RFP
 - Strong Maine-based details
 - Conveys understanding of Maine workforce landscape
 - Maine market knowledge

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

- *Shows subject-matter expertise*

IV. *Cost Proposal*

- *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

Individual Evaluator Comments:

- I. Preliminary Information*
- II. Organization Qualifications and Experience*
 - 1. Overview of Organization*
 - *All documents provided*
 - *Extensive Maine marketing experience*
 - *Renewable energy marketing experience + workforce experience*
 - 2. Subcontractors*
 - *Included*
 - 3. Organizational Chart*
 - *Included*
 - 4. Etc.*
- III. Proposed Services*
 - 1. Services to be Provided*
 - *Included*
 - 2. Implementation – Work Plan*
 - *Clear, professional presentation*
 - *Strong Maine-based details*
 - *Maine market knowledge*
 - *Shows subject-matter expertise*
- IV. Cost Proposal*
 - *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER NAME: DoerMaker

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Preliminary Information
- II. Organization Qualifications and Experience
 - 1. Overview of Organization
 - Not all documents provided
 - 2. Subcontractors
 - JPI
 - 3. Organizational Chart
 - Included
 - 4. Etc.
- III. Proposed Services
 - 1. Services to be Provided
 - Included
 - 2. Implementation – Work Plan
 - Unclear presentation
 - Lacks detail on marketing strategies
 - Lacks detail on Maine-specific approaches
- IV. Cost Proposal
 - Included
 - Software solution may have significant future costs

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER NAME: E2 Tech

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop a bulleted outline for notes.
Delete the sample below and these directions and replace with your own outline based
on your RFP.

- I. Preliminary Information
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - All documents provided
 - Extensive Maine energy industry knowledge
 2. Subcontractors
 -
 3. Organizational Chart
 - Org is in leadership transition
 4. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Included
 2. Implementation – Work Plan
 - Comprehensive
 - Detailed on Maine-specific strategies
 - Clear presentation of process,
- IV. Cost Proposal
 - Included
 - Commit staff hours for staff not yet known or hired
 - Hour commitment for staff to meet contract could be significant

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

Individual Evaluator Comments:

- I. *Preliminary Information*
- II. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *All documents provided*
 - *Extensive Maine energy knowledge, experience*
 - *Multiple industry work examples*
 2. *Subcontractors*
 - *Included*
 -
 3. *Organizational Chart*
 - *Included*
 4. *Etc.*
- III. *Proposed Services*
 1. *Services to be Provided*
 - *Included*
 2. *Implementation – Work Plan*
 - *Detailed and comprehensive*
 - *Meets specs outlined in RFP*
 - *Clear presentation of process, decision points*
- IV. *Cost Proposal*
 - *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essense Partners

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

Directions: *Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.*

- I. Preliminary Information
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - All documents provided
 - Extensive Maine energy knowledge, experience
 - Multiple industry work examples
 2. Subcontractors
 - Included
 -
 3. Organizational Chart
 - Included
 4. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Included
 2. Implementation – Work Plan
 - Detailed and comprehensive
 - Meets specs outlined in RFP
 - Clear presentation of process, decision points

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development

BIDDER NAME: Essense Partners

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

IV. Cost Proposal

- *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Ethos

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

Individual Evaluator Comments:

- I. *Preliminary Information*
- II. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *All documents provided*
 - *Maine firm with experience with State gov*
 - *Past workforce marketing for CDL sector*
 - *Past work for workforce partner MCCS*
 2. *Subcontractors*
 - *VONT, digital marketing*
 -
 3. *Organizational Chart*
 - *Included*
 4. *Etc.*
- III. *Proposed Services*
 1. *Services to be Provided*
 - *Very comprehensive set of services*
 - *Clean, coherent presentation*
 - *Extensive technical details*
 2. *Implementation – Work Plan*
 - *Clear, coherent presentation*
 - *Detailed marketing plan*
 - *Clear explanation of process*
 - *Lacked specific examples of possible approaches*
- IV. *Cost Proposal*
 - *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Keliher Samets

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

Individual Evaluator Comments:

- I. Preliminary Information*
- II. Organization Qualifications and Experience*
 - 1. Overview of Organization*
 - *All documents provided*
 - *Energy background w/ agencies & utilities*
 - *Workforce marketing with Mass Saves, NYSERDA*
 - 2. Subcontractors*
 - *N/A*
 -
 -
 - 3. Organizational Chart*
 - *Included*
 - 4. Etc.*
- III. Proposed Services*
 - 1. Services to be Provided*
 - *Comprehensive set of services*
 -
 -
 - 2. Implementation – Work Plan*
 - *Clear presentation*
 - *Lack of detail about Maine-specific marketing strategies*
 - *Lack of detail about Maine workforce landscape*
- IV. Cost Proposal*
 - *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

Directions: *Follow the sections of your RFP to develop a bulleted outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.*

- I. Preliminary Information
- II. Organization Qualifications and Experience
 1. Overview of Organization
 - All documents provided
 - Maine firm with experience with State gov
 - Past workforce marketing for CDL sector
 - Past work for workforce partner MCCS
 2. Subcontractors
 - VONT, digital marketing
 -
 3. Organizational Chart
 - Included
 4. Etc.
- III. Proposed Services
 1. Services to be Provided
 - Very comprehensive set of services
 - Clean, coherent presentation
 - Extensive technical details

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: 7/18/2023

EVALUATOR NAME: Anthony Ronzio

EVALUATOR DEPARTMENT: Governor's Office of Policy Innovation and the Future

2. Implementation – Work Plan

- *Clear, coherent presentation*
- *Detailed marketing plan*
- *Clear explanation of process*
- *Lacked specific examples of possible approaches*

IV. Cost Proposal

- *Included*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Maine-based
- Practice group within the agency focusing on renewable energy
- Familiar with Maine's renewable energy space
 - 1. OSW training
- 20 staff members
- B Corp
- Has worked with several Maine agencies, including GEO and GOPIF
 - 1. OSW initiative
 - 2. WorkSource ME

2. Subcontractors

- Cindy Butler – designer, lots of work on SOM projects
- PR – extensive gov experience
- Web developer – familiar with clearinghouse

3. Organizational Chart

- Extensive experience in the clean energy field
- Plan for staffing

4. Etc.

II. Proposed Services

1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Blaze Partners

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

- Work plan: Aggregating audiences: active job seekers, community colleges, agencies
- Awareness challenge – experience addressing this gap
- Effort to leverage existing work – MCCS, SWB
- Website:
 1. Use of website/success metrics
 2. Not duplicating existing efforts
 3. Many examples of well-designed websites – strong content/design focus
- 2. Implementation – Work Plan
 - Plan development, engage with key audiences
 - Website:
 1. KPIs
 2. Outline of info/UI/wireframe
 3. Content delivery
 4. Functionality/backend
 5. Q – data security? (Not included in RFP)
 - Comms plan
 - Strategy:
 1. Test & Learn – optimize based on feedback and meeting performance targets
 - Work plan with target dates, outcomes, well organized, strong clarity
 - Inclusion of a maintenance plan, ongoing optimization

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Maine-based
- B Corp, 1% for the Planet
- Clean energy clients include ReVision, Live + Work in Maine, other big employers including MaineHealth
- Electricians will save the world – well-executed campaign with relevance in the field
- Q – would have liked to have seen more on the workforce campaigns/metrics/success
- Well-qualified, experienced team

2. Subcontractors

- Suzi – Redbird Media (journalism background)
- Northeast Media Associates – PR firm

3. Organizational Chart

- Includes staffing/org chart
- In-house developer
- Designated responsibilities – team roles defined

4. Etc.

II. Proposed Services

1. Services to be Provided

- Work plan:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Dirigo Collective

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

1. N – out of order
 2. Clearinghouse:
 - a. CMS platform or bespoke
 - b. Single-page web application
 - c. Recommendation for Airtable – good UI, managing data
 - d. Q – how connecting with existing state DBs?
 - e. Q – what data will be collected?
 - f. N – lacks specificity on vision and execution
 3. Content: capture footage of clean energy jobs
 4. Media buying – January – July
 - a. Programmatic media, custom audience segments
 - b. Geography
 - c. Target audiences of youth, jobseekers, business owners
 - d. Media strategy/planning – stronger vision, but perhaps overly broad
 5. N – Needs more focus on the workforce objectives
2. Implementation – Work Plan
- Work plan with target dates, outcomes, assigned staff
 - Establishing project scope/timeline – process could be hard to understand
 - Provided significant detail on deliverables

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer-Maker

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Did not include preliminary information
 - No cert of insurance
 - No litigation info
 2. Overview of Organization
 - Marketing focused, partnering with a subcontractor to deliver workforce planning
 - Focus on energy and sustainability spaces
 - Energy efficiency/decarbonization background, some workforce focus
 - National focus
 - Team – staffing strategy
 - N – Concern about not following RFP instructions – submitted in one doc
 - Working with a Clean Energy Partnership grantee
 - Strong project examples for marketing
 3. Subcontractors
 - JPI – WF dev outreach and engagement, software platform
 - Q – are they a product/platform or a dev team?
 4. Organizational Chart
 - Includes description/bios for project teams at JPI and Doer/Maker
 - Would have appreciated more of a breakdown of responsibilities at JPI
 5. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Doer-Maker

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

II. Proposed Services

1. Services to be Provided

- Review of existing data
 1. Data facilitation – collection, security
 2. Extensive section on data management/security/backup recovery
- Work session, campaign planning
- Clearinghouse:
 1. JPI Group will lead
 2. Proprietary software – CareerEquity
 3. Employers/Hiring Managers will post jobs, access DB
 4. Software might be more than what CEP needs currently
 - a. Q – need to pay for ongoing maintenance?
- Outreach campaign
 1. Focus on local youth/youth influencers
- Examples:
 1. Energy efficiency campaigns
 2. Branding/brand overhaul, lots on career/jobs
 3. Hyper targeted campaigns

2. Implementation – Work Plan

- Work plan not provided.
- Establishing project scope/timeline
- Plan for data/KPIs
- Execution:
 1. Regular meetings
 2. Deliverables/documentation
 3. Transition/maintenance plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: E2Tech

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Maine based
 - Specializes in energy, environmental, clean tech
 - Member-based org seeking to build ME environmental/energy tech economy – “clean energy business hub”
 - Experience working with GEO on MWW
 2. Subcontractors
 - Partnership with Tallo – workforce org
 1. Tallo partners with Aroostook County employers
 2. Closed network platform – existing platform
 3. FT staff of 20
 4. Student focused -would need to expand to include broader job seeker audience
 - Laura Wood Collins – provides TA, website design, eval
 - Martin Grohman – outgoing ED
 3. Organizational Chart
 - Interim ED, with permanent ED to be hired by Aug 23
 - Board of directors – are they providing staffing support?
 - Lean team – concern about outgoing ED
 - Strong on clean energy, some concerns about workforce dev/PR, marketing, comms
 4. Project examples
 - Performance metrics not included

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: E2Tech

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

5. Etc.

II. Proposed Services

1. Services to be Provided

- Comms plan
 1. Youth influencers – key comms tools
 2. Metrics development
 3. Q - Scholarship opportunities – funding sources?
 - a. Partner with colleges/orgs
 4. E2Tech membership – hosting forums, events (leverage existing network)
- Clearinghouse
 1. Executed by subcontractor, using existing platform
 2. Tallo –
 3. SCFutureMakers.com – similar to project outlined in RFP
- Comms support – CEP marketed at all E2Tech events
- Focuses on youth careers/awareness raising
 1. N – less focus on job seekers who are not youth

2. Implementation – Work Plan

- Includes dates, project team
- Concern on staffing/continuity with departing ED
- Q – ongoing costs for platform not addressed
- Maintenance plan/costs associated

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Includes Debarment/Non-collusion
- Includes litigation/insurance
- Portland based
- Focus on reducing energy use/carbon footprint, energy efficiency
- Clients include other states, private industry
- Team of 26, including web dev

2. Subcontractors

- Design firm – Puelle Design, focused on strategic brand development
- PR & Comms

1. FOR Maine Industry partnership (MJRP program)

3. Organizational Chart

- Includes an org chart/project team, primary contacts

4. Project examples

- Efficiency Vermont – 4 yr contract, PPC advertising
- Clean Energy Connection (CA) – full website build
- Workforce examples?
- Included metrics/success

5. Etc.

II. Proposed Services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Energy Circle

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

1. Followed the RFP instructions
2. Services to be Provided
 - Plan development:
 1. Clear project team
 2. Differentiation of audiences
 - Clearinghouse Website:
 1. Q – information on the platform? What they recommend including?
 2. Would like to have seen a more fleshed out proposal for the website build.
 - Comms:
 1. Printed/downloadable – how would this be used?
 - Execution:
 1. Awareness campaign – paid social media, YouTube, paid search
 2. KPI descriptions
 3. Includes earned media – newsletter/Op-Eds, press release
 4. Targeted employer outreach – good industry connections
 5. MCCS campaign – “key ally”
3. Implementation – Work Plan
 - Includes detailed deliverables/project dates, assigned staff
 - Continuity/year two planning?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essence Partners

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- NYC Based
- Includes Debarment/Perf/Non-Collusion Cert
- Customer exp/marketing firm focused on energy sector, extensive portfolio
- National client base
- Expertise in strategy, market research, tech, marcom, branding

2. Subcontractors

- None

3. Organizational Chart - included

4. Project examples

- State clients include NY Power Authority, Utilities Commission (incl public forums)
- Q – workforce focus?
- Demonstrated how they responded to feedback

5. Etc.

II. Proposed Services

1. Followed the RFP instructions

2. Services to be Provided

- Plan development:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Essence Partners

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

1. Cites lack of understanding of roles (P- understanding of industry and challenges)
2. Educational/awareness campaign “presents ME residents with ability to see themselves working in clean energy”
3. Includes expected outcomes
4. Developing advertisement, social, influencer partnerships
5. Q – youth focus?
- Clearinghouse Website:
 1. Has created career pathway websites for NYSERDA (not included in examples)
 2. N - Overly broad in description of vision/execution of clearinghouse
 3. In-house team
- Comms:
 1. Report – to include future initiatives/recs
- Execution:
3. Implementation – Work Plan
 - Includes detailed deliverables/project dates, assigned staff
 - Website maintenance – 15-20% of build cost each year

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Results Marketing and Design, d.b.a. Ethos

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Maine based, employee-owned multiplatform marketing agency
- Includes debarment, insurance
- Familiar with Maine's workforce needs
- P – specialized in workforce dev
- Worked with SOM agencies
- I – focus on upskill, underrepresented communities
- Clients have included SMCC, MCHT, Community Health Options, Alford, MDOL

2. Subcontractors

- None

3. Organizational Chart – included

- P – includes both full org and project team with detailed roles/responsibilities

4. Project examples

- Maine Motor Transportation Association – specifically a workforce campaign, overcoming inaccuracies/misperceptions
- P – nice looking creative that reflects the project goals
- MCCS – campaign to support free college
 - 1. Shared performance metrics/impact
- Maine DHHS – MaineCare campaign

5. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Results Marketing and Design, d.b.a. Ethos

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

II. Proposed Services

1. Services to be Provided

- **Plan development:**

1. Stakeholder meetings, planning, goals/objectives
2. Priority audiences (eg youth)
3. Separate planning session for Clearinghouse
 - a. N – plan to unite the two?

- **Clearinghouse Website:**

1. Includes process for information architecture, wireframes, design
2. Using Wordpress CMS – allows GEO team to make content changes
3. Gravity Forms – contact us forms
4. Searchable DB – WP Job Manager plugin
5. Hosting - \$600/annual

- **Comms:**

1. Includes earned media/PR push
2. Plan for asset collection
3. Influencer toolkit

- **Execution:**

2. Implementation – Work Plan

- Work plan included with dates and deliverables, lead staff

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - NYC based with experience across the Northeast/Mid-Atlantic
 - Includes Debarment cert
 - Lead – public policy & social impact leader, has led CSR and renewable energy
 2. Subcontractors
 - FutureFit AI – partner org
 - Uses AI to recommend career paths
 - Worked with CT's workforce dev initiative, strong example of state workforce dev
 - Strong, experienced team
 - Explicitly focused on workforce dev/providing personalized guidance
 3. Organizational Chart – includes bios on team but chart does not provide specific staffing assignments
 4. Project examples
 - NYSERDA project – great example
 - Maine GEO OSW analysis/BW research
 - Projects with gov clients and private sector
 5. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Karp Strategies

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

II. Proposed Services

1. Services to be Provided

- Plan development:
 1. Comprehensive comms plan, key audiences, youth focus
 2. Visioning and mapping workshop
 3. Benchmarks, M&E protocol
 4. Multi-channel approach – digital, social publications, community events, outreach
 - a. Would have liked to have seen a more robust plan for how to increase awareness and drive interest in clean energy careers
 5. Clear project management structure – embedded throughout
- Clearinghouse Website:
 1. ID current skills and recommend best fit career paths, personalized guidance
 2. Equity focus
 3. Ability to evolve over time
 4. P – harnesses labor market/skills intelligence to match job seekers to pathways
 5. P – examples of job seeker pathway recommendation
- Comms:
 1. Comms support throughout
- Execution:
 1. Crazy Egg – website performance tracking tool

2. Implementation – Work Plan

- Included in each section/task
- Timeline and fee included

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Kelliher/Samets

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

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 Lead Evaluator for this RFP.*

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - B Corp
 - VT Based
 - Supports NY's clean energy workforce dev
 - Extensive energy and edu exp
 2. Subcontractors
 - None
 3. Organizational Chart – included
 - Specific project team, good experience
 4. Project examples
 - NYSERDA's WF Dev programs
 - Incl creative, social, similar goals to CEP
 - Mass Save – energy efficiency
 1. Recruitment/awareness
 2. Youth focus, diversity
 - Champlain College – 113% of goal
 5. Etc.
- II. Proposed Services
 1. Services to be Provided
 - Plan development:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202305106

RFP TITLE: Workforce, Innovation and Clean Energy Communications and Clearinghouse Development

BIDDER NAME: Kelliher/Samets

DATE: July 17, 2023

EVALUATOR NAME: Erica Carley Harris

EVALUATOR DEPARTMENT: GOPIF

1. Path – “awareness through execution”
 - Clearinghouse Website:
 1. Wordpress front and backend
 2. N – would have liked to have seen a more detailed vision for the website, content, user exp
 - Comms:
 - Execution:
2. Implementation – Work Plan
 - Work plan included with dates and deliverables, anticipated staff
 - Website planning – info, wireframe, design



**STATE OF MAINE
Governor's Energy Office**

Janet T. Mills
Governor

Dan Burgess
Director

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202305106**

**RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development**

I, Tagwongo Obomsawin accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Governor's Energy Office. 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.

Signature

7/18/23

Date



**STATE OF MAINE
Governor's Energy Office**

**Janet T. Mills
Governor**

**Dan Burgess
Director**

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202305106**

**RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development**

I, Karen Knox, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Governor's Energy Office. 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:

Karen Knox
E804AB839EE645C

Signature

7/19/2023

Date



STATE OF MAINE
Governor's Energy Office

Janet T. Mills
Governor

Dan Burgess
Director

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202305106

**RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development**

I, Anthony Ronzio, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Governor's Energy Office. 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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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.

Anthony Ronzio

Signature

07/18/2023

Date



**STATE OF MAINE
Governor's Energy Office**

Janet T. Mills
Governor

Dan Burgess
Director

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202305106**

**RFP TITLE: Clean Energy Partnership – Workforce, Innovation and Clean Energy
Communications and Clearinghouse Development**

I, Erica Carley Harris

accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Governor's Energy Office. 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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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.

Signature

7/18/23

Date