

**State of Maine
Master Score Sheet**

RFP# 202203025					
OPTIONS Public Health Campaign					
Bidder Name:		Fuseideas, LLC	Initium Health	JSI Research & Training Institute, Inc.	Mishmash
Proposed Cost:		\$925,000.00	\$885,000.00	\$965,000.00	\$965,000.00
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	30.00	20.00	15.00	25.00	21.00
Section III: Proposed Services	30.00	21.00	21.00	26.00	25.00
Section IV: Cost Proposal	40.00	32.00	18.00	27.00	23.00
TOTAL	<u>100.00</u>	<u>73.00</u>	<u>54.00</u>	<u>78.00</u>	<u>69.00</u>
Bidder Name:		Pulse Marketing Agency	RDW Group, Inc	Rinck Advertising	
Proposed Cost:		\$899,000.00	\$965,000.00	\$960,000.00	
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	30.00	18.00	18.00	23.00	
Section III: Proposed Services	30.00	18.00	19.00	20.00	
Section IV: Cost Proposal	40.00	20.00	25.00	25.00	
TOTAL	<u>100.00</u>	<u>56.00</u>	<u>62.00</u>	<u>68.00</u>	

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner



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

**Award Justification Statement
RFP# 202203025
OPTIONS Public Health Campaign**

I. Summary

Through RFP# 202203025 OPTIONS Public Health Campaign, the Department sought proposals for a public health informational campaign to help reduce fatal drug overdoses, decrease stigma, and connect individuals to recovery. Seven Bidders responded to the RFP: Fuseideas, LLC; Initium Health; JSI Research & Training Institute, Inc. (JSI); Mishmash; Pulse Marketing Agency; RDW Group, Inc; and Rinck Advertising. Through the evaluation process, JSI was the highest scoring Bidder and determined to provide the best value to the State of Maine.

II. Evaluation Process

An Evaluation Team composed of three State employees applied the consensus method in scoring the Bidders' Qualifications & Experience, Proposed Services, and Cost Proposal/Budget Narrative.

III. Qualifications & Experience of JSI

- Project lead on New Hampshire's substance use public awareness campaign. Evaluation Team noted that New Hampshire is one of three states having drug overdoses reduced in past year
- A public health organization having an in-house public health communications division
- Experience related directly to the four pillars of the Maine Opioid Response Strategic Action Plan
- Experience incorporating and in training others in use of person-first language in public awareness campaigns

IV. Proposed Services by JSI

- Provided a comprehensive response outlining a clear understanding of and willingness to meet expectations outlined in the RFP
- Demonstrated ability to develop effective program strategy and supportive communications plans
- Subcontractor partner: Journey magazine, the well-established publication of the Maine recovery community

V. Cost Proposal and Budget Narrative

- JSI proposed a cost of \$965,000.00, which matches total budget for project stated in RFP

- 52 percent allocated to media buys
- Emphasis on social media posts
- Noted ability to negotiate non-profit media rates
- Evaluation Team's analysis of Budget Narrative shows Bidder offers a good balance among planning, message development, productions, and media buys

VI. Conclusion

Out of 100 possible points, the Evaluation Team gave JSI a score of 78.00. The strengths of JSI's proposal, having the highest evaluation scores in both Proposed Services and Organization Qualifications & Experience, outweigh those of the other six Bidders. The Evaluation Team has determined the proposal submitted by JSI represents the best value to the State of Maine.

From: [Hall, Brittany](#)
To: smason@fuseideas.com
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:24:00 PM
Attachments: [AL_202203025-Fuseideas.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP # 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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Jeanne M. Lambrew, Ph.D.
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Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Apr-29-2022

Via Electronic Mail: smason@fusideas.com

Fusideas
Steven Mason, SVP
34 Exchange Street, 3rd Floor
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Mr.Mason:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

- JSI Research & Training Institute, Inc (JSI)

JSI received the evaluation team's highest ranking. The Department will be contacting JSI 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 JSI. JSI 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.

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

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: james@initiumhealth.org
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:24:00 PM
Attachments: [AL 202203025-Initium Health.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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Commissioner



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

Apr-29-2022

Via Electronic Mail: james@initiumhealth.org

Initium Health
James Corbett
1401 Wewatta Street, Suite 103
Denver, CO 90226

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Mr. Corbett:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

- JSI Research & Training Institute, Inc (JSI)

JSI received the evaluation team's highest ranking. The Department will be contacting JSI 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 JSI. JSI 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).

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

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: [Karyn Dudley Madore](#)
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:24:00 PM
Attachments: [AL 202203025-JSI.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP # 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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Jeanne M. Lambrew, Ph.D.
Commissioner



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

Apr-29-2022

Via Electronic Mail: karyn_madore@jsi.com

JSI Research & Training Institute, Inc.
Karyn Dudley Madore
501 South Street
Bow, NH 03304

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Ms. Dudley Madore:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

- JSI Research & Training Institute, Inc (JSI)

JSI received the evaluation team's highest ranking. The Department will be contacting JSI 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 JSI. JSI 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.

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

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: michelle@mishmashmaine.com
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:24:00 PM
Attachments: [AL_202203025-Mishmash.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP # 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Apr-29-2022

Via Electronic Mail: michelle@mishmashmaine.com

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

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Ms. Philbrook:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: llozier@pulsemarketingagency.com
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:24:00 PM
Attachments: [AL 202203025-Pulse.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Apr-29-2022

Via Electronic Mail: llozier@pulsemarketingagency.com

Pulse Marketing Agency
Laurie Lozier, Director
1 Merchants Plaza
Bangor, ME 04401

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Ms. Lozier:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: kcoulombe@rdwgroup.com
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:23:00 PM
Attachments: [AL 202203025-RDW.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP # 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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

Apr-29-2022

Via Electronic Mail: kcoulombe@rdwgroup.com

RDW Group
Kassandra Coulombe, Director of Client Engagement
125 Holden Street
Providence, RI 02908

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Ms. Coulombe:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

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

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

From: [Hall, Brittany](#)
To: nikki@rinckadvertising.com
Bcc: [DHHS, RFP](#); [Henning, Richard](#); [Downer, Debra](#); [Madore, Noel](#); [Miller, Joshua](#); [Pied, David](#); [Kadnar, Stephanie](#)
Subject: Proposal Evaluation Notification for OBH 202203025 OPTIONS Public Health Campaign
Date: Friday, April 29, 2022 1:23:00 PM
Attachments: [AL 202203025-Rinck Advertising.pdf](#)

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for RFP # 202203025 OPTIONS Public Health Campaign.

The attached letter identifies the awarded Bidder through the evaluation process, thank you for your submission.

Warmest Regards,
Brittany

Brittany Hall

Department of Health and Human Services
Division of Contract Management
11 State House Station
109 Capitol Street
Augusta, ME 04333
RFP.DHHS@maine.gov

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Jeanne M. Lambrew, Ph.D.
Commissioner



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11 State House Station
109 Capitol Street
Augusta, Maine 04333-0011
Tel.: (207) 287-3707; Fax: (207) 287-5031
TTY: Dial 711 (Maine Relay)

Apr-29-2022

Via Electronic Mail: nikki@rinckadvertising.com

Rinck Advertising
Nikki Jarvais, Account Director
113 Lisbon Street
Lewiston, ME 04240

SUBJECT: Notice of Conditional Contract Award under RFP #202203025, OPTIONS
Public Health Campaign

Dear Ms. Jarvais:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Behavioral Health. 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:

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

Sincerely,

DocuSigned by:

D0EE4088B014465...
Sarah Squirrell
Acting Director
Office of Behavioral Health

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Fuseideas, LLC

DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	20.00
Section III. Proposed Services	30.00	21.00
Section IV. Cost Proposal	40.00	32.00
<u>Total Points</u>	<u>100.00</u>	<u>73.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Fuseideas, LLC

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Fuseideas, LLC
DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	20.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Extensive experience with govt agencies, specifically with DHHS/OBH and public health campaigns (StrengthenME campaign, ADHD Study at Mass General Hospital, Anti-Smoking messages for Mass Tobacco Control) • Experience shows a knowledge of Maine demographics and the difference in local media markets across the State • Displayed relevant experience in public marketing/communication campaigns at Maine Lottery, Maine DOT, Maine Highway safety • Three projects displayed relevance to the scope of work in creating and running health wellness campaigns but not specifically to opiate use disorders
2. Subcontractors
<ul style="list-style-type: none"> • Yes
3. Organizational Chart
<ul style="list-style-type: none"> • Provided
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of audited financials • No Dun & Bradstreet Report Snapshot, but provided two letters of financial viability
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and current

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Fuseideas, LLC
DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	21.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • Offered a generic but robust campaign strategy, detailing action steps within each medium and across media and identifying relative key performance indicators • Identified significance of rural make up of Maine • Acknowledged its need to research how to reach and engage target audience
<ul style="list-style-type: none"> • Indicated including existing public health resources of both Maine and other entities in developing plan • Given lack of specific opioid marketing/communication experience, evaluation team concludes bidder’s proposal focuses on other types of experience, which has limited direct connection to opioid issues and, therefore, would require time lost in campaign initiation/execution • Identified use of the four pillars of the Maine Opioid Response Strategic Action Plan • Included sample outline plan
<ul style="list-style-type: none"> • Acknowledged Maine is 60 percent rural • Demonstrated knowledge of Maine’s multilingual population • Did not offer explanation of how it will tailor the campaign beyond stating implementation of a “multi-dimensional campaign”
<ul style="list-style-type: none"> • Indicated knowledge of recent expansion of Good Samaritan Law and importance of using simple and plain language to clearly express what the law intends
<ul style="list-style-type: none"> • Propose training its project-related staff on application/use of person-first language
<ul style="list-style-type: none"> • Provided limited detail of what platforms would be used
<ul style="list-style-type: none"> • Met requirement, noting current experience with relevant stakeholders and partnership with Maine EMS
<ul style="list-style-type: none"> • Met requirements, noting relationships with Maine media outlets
<ul style="list-style-type: none"> • Highlighted use of StrengthenME website
<ul style="list-style-type: none"> • Highlighted incorporation of the four pillars of the Maine Opioid Response Strategic Action Plan

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Fuseideas, LLC

DATE: 4/12/22

<ul style="list-style-type: none">• Noted use of subcontractor public relations expertise
B. Ownership of Materials
<ul style="list-style-type: none">• Met minimum requirement
C. Reports
<ul style="list-style-type: none">• Met minimum requirement
2. Staffing
<ul style="list-style-type: none">• Did not include subcontractor effort in staffing plan
3. Implementation - Work Plan
<ul style="list-style-type: none">• Did not relate person/position to each task or which are subcontractor tasks

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Fuseideas, LLC

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	32.00

Evaluation Team Comments:

- Budget equals total project cost stated in RFP of \$965,000.00
- 65 (73, including fees) percent allocated to media buys
- Team concludes bidder offers a good balance between planning/message development/production and media buys

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Initium Health

DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	15.00
Section III. Proposed Services	30.00	21.00
Section IV. Cost Proposal	40.00	18.00
<u>Total Points</u>	<u>100.00</u>	<u>54.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Initium Health

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Initium Health
DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	15.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Did not offer opioid-specific experience • No organizational marketing/communication campaign experience in Maine • Staff includes clinical personnel as well as marketers and media professionals • Three projects provided. One related to public health for children, with two only tangentially related to scope of RFP
2. Subcontractors
<ul style="list-style-type: none"> • Yes
3. Organizational Chart
<ul style="list-style-type: none"> • Chart not provided, offered narrative description of project staff
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Three years of financials provided • No indication of audited financials or review by CPA • Dun & Bradstreet Report Snapshot indicates low line of credit
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided, though expired Feb 2022

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Initium Health
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	21.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> Indicated use of billboards, indicating a lack of understanding of marketing options in Maine as billboards are not permitted Indicated knowledge of the targeted demographic defined in the RFP Indicated use of current, relevant social media platforms Offered compelling points to obtain/retain media messaging Proposal aligns with DHHS person-first messaging
<ul style="list-style-type: none"> Laid groundwork for communications plan with heavy emphasis on creating a new direction for OPTIONS Public Health Campaign, including new campaign slogan Propose using existing communications efforts including Have It On Hand Demonstrated use of evidence-based communications Depicted strategic times of the year to distribute media messaging pertinent to Opioid Use Disorder Indicated a plethora of important stakeholders with whom they would engage during campaign
<ul style="list-style-type: none"> Demonstrated a highly competent knowledge of targeted demographic while considering seasonality of effective communication, race, substance, county location Plan indicates flexibility in adjusting direction of targeted communications as each situation may demand
<ul style="list-style-type: none"> Provided limited detail of what platforms would be used
<ul style="list-style-type: none"> Met requirement, noted need to focus on culturally appropriate communications
<ul style="list-style-type: none"> Noted its award-winning “Shine Through” video series
<ul style="list-style-type: none"> Noted importance of market research and different approaches therein
B. Ownership of Materials
<ul style="list-style-type: none"> Met minimum requirement
C. Reports
<ul style="list-style-type: none"> Met minimum requirement

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Initium Health

DATE: 4/12/22

2. Staffing
<ul style="list-style-type: none">• Did not describe interaction with subcontractors in detail• Did not include subcontractor effort in the staffing plan
3. Implementation - Work Plan
<ul style="list-style-type: none">• Did not relate person/position to each task or which are subcontractor tasks

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Initium Health

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	18.00

Evaluation Team Comments:

- Proposed budget of \$885,000.00
- 37 percent allocated to media buys with Evaluation Team expressing concern that this allocation may not be sufficient to effectively reach all stakeholders
- Reflects significant effort on planning and creative development, which supports proposal for creating new direction for OPTIONS Public Health Campaign, including new campaign slogan

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: JSI Research & Training Institute, Inc.

DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	25.00
Section III. Proposed Services	30.00	26.00
Section IV. Cost Proposal	40.00	27.00
<u>Total Points</u>	<u>100.00</u>	<u>78.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: JSI Research & Training Institute, Inc.

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: JSI Research & Training Institute, Inc.
DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	25.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Describe themselves as a public health organization with an in-house public health communications division • Non-profit operating internationally • Organization’s New Hampshire branch is designated as the New Hampshire Community Public Health Institute (affiliated with the National Network of Public Health Institutes). If awarded, New Hampshire branch to manage contract • Three projects provided <ul style="list-style-type: none"> ➤ Project lead on New Hampshire’s substance use public awareness campaign “Doorway”. Assist in identifying and connecting individuals to needed services. Team noted that New Hampshire is one of three states having drug overdoses reduced in past year. ➤ Two projects directly related to the four pillars of the Maine Opioid Response Strategic Action Plan
2. Subcontractors
<ul style="list-style-type: none"> • Yes, with one being Journey magazine, the well-established publication of the Maine recovery community
3. Organizational Chart
<ul style="list-style-type: none"> • Provided and shows integration of subcontractors
4. Litigation
<ul style="list-style-type: none"> • Yes, but nonrelevant to RFP scope
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of audited financials
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and current

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: JSI Research & Training Institute, Inc.
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	26.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • Indicated effective marketing strategies supporting PWUD program goals (proposal referred to detail in Part IV, Section III, 3. Implementation – Work Plan, below)
<ul style="list-style-type: none"> • Indicated approach in developing a communications plan supporting its strategic approach (proposal referred to detail in Part IV, Section III, 3. Implementation – Work Plan, below)
<ul style="list-style-type: none"> • Demonstrated knowledge of Maine’s diverse population and focused on demographics most severely impacted by opioid epidemic, e.g., rural populations, logging and construction industries
<ul style="list-style-type: none"> • Proposing linkage of 211 in marketing/communications effort
<ul style="list-style-type: none"> • Demonstrated experience with New Hampshire Good Samaritan Law
<ul style="list-style-type: none"> • Noted training in and experience with person-first language • Propose training media representatives in importance and use of person-first language
<ul style="list-style-type: none"> • Indicated approach using evidenced-based strategies in developing and implementing campaign (proposal referred to detail in Part IV, Section III, 3. Implementation – Work Plan, below)
<ul style="list-style-type: none"> • Referenced experience with a breadth of modeling techniques for messages directed to PWUD and their support systems
<ul style="list-style-type: none"> • Identified relevant community stakeholders in Maine with whom to collaborate, to leverage existing efforts within the State • Examples cited show knowledge and support of the four pillars of the Maine Opioid Response Strategic Action Plan
<ul style="list-style-type: none"> • Proposed use of geo-targeted placements enhances ability to reach priority population groups • Demonstrated experience in Opioid Use Disorder campaigns • Propose use of Key Performance Indicators in partial determination of placements
<ul style="list-style-type: none"> • Will utilize subcontractor with public relations and marketing expertise

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: JSI Research & Training Institute, Inc.

DATE: 4/12/22

B. Ownership of Materials
<ul style="list-style-type: none"> • Met minimum requirement
C. Reports
<ul style="list-style-type: none"> • Met minimum requirement
2. Staffing
<ul style="list-style-type: none"> • Provided job descriptions and resume info for each position but not minimum qualifications
<ul style="list-style-type: none"> • Did not detail oversight or management methodology
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Workplan, in detailing tasks and associated timelines, demonstrates ability to develop effective program strategy and supportive communications plans (see Part IV Section III 1. Services to be Provided, A. Marketing Campaign, Numbers 1, 2, and 7, above) • Indicated will provide consultation on most effective marketing strategies, messaging, and calls to action based on industry standards or specific scientific evidence in reach PWUD <ul style="list-style-type: none"> ➢ With the Department review in detail targeted audience using psychographic, demographic, and sociographic data as well as marketing digital insights ➢ Develop a positioning statement with the Department to understand better the targeted audience • Provided details on creation of communications plan and opportunities to engage with Department's existing communications efforts <ul style="list-style-type: none"> ➢ Propose periodic adjustments in plan based upon ongoing formative research • Detailed breakdown of media buys • Subcontractor roles well defined

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: JSI Research & Training Institute, Inc.

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	27.00

Evaluation Team Comments:

- Budget equals total project cost stated in RFP of \$965,000.00
- 52 percent allocated to media buys
- Emphasis on social media posts
- Noted ability to negotiate non-profit media rates
- Team analysis of budget shows a good balance among planning, message development, productions, and media buys

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Mishmash
DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services
Name of RFP Coordinator: Brittany Hall
Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	21.00
Section III. Proposed Services	30.00	25.00
Section IV. Cost Proposal	40.00	23.00
<u>Total Points</u>	<u>100.00</u>	<u>69.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Mishmash

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Mishmash
DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	21.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Maine based • Experience with DHHS/OBH and other State agencies • Relatively small staff (two full-time) • Primarily a consumer products marketing/advertising organization lacking broad experience in public health communications • Three projects provided. One as provider of current OPTIONS campaign, which it conceived, developed, and executed within short timeframe. Two addressed consumer marketing/advertising campaigns, neither in the public health domain
2. Subcontractors
<ul style="list-style-type: none"> • Yes, two of the three involved with current OPTIONS campaign
3. Organizational Chart
<ul style="list-style-type: none"> • Provided
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of financial statements
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and current

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Mishmash
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	25.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • Propose to leverage strategies and messaging found successful in current campaign • Propose to seek new information from existing Maine stakeholders, e.g., syringe service providers, U. of Maine data team, OBH • Subcontractors to be responsible for paid media strategy
<ul style="list-style-type: none"> • Propose to leverage previous campaign data and strategies to develop communications plan • Sensitive to how OPTIONS messaging may/may not dove-tail with other State and national public health communications • Lacks detail of how bidder will use evidence-based, pretested messaging • Subcontractors to be responsible for media buys
<ul style="list-style-type: none"> • Acknowledged need to address the issue of fentanyl-laced, non-prescription pills • Proposed use of geo-fencing to target specific populations • Proposed several other approaches to reach specific populations
<ul style="list-style-type: none"> • Provided details of how evidence is gathered • Provided translation data of current campaign • Intends to include tribal communities, new-Mainers, sibling perspective • Intends to place community content with the 16 OPTIONS liaisons
B. Ownership of Materials
<ul style="list-style-type: none"> • Met minimum requirement
C. Reports
<ul style="list-style-type: none"> • Met minimum requirement
2. Staffing
<ul style="list-style-type: none"> • Met minimum requirement
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Indicated ability to initiate and execute project tasks with little to no break in delivery of program objectives

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Mishmash

DATE: 4/12/22

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Mishmash

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	23.00

Evaluation Team Comments:

- Budget equals total project cost stated in RFP of \$965,000.00
- 87 percent allocated to media buys to which the Team expresses concern that not enough is allocated for other program efforts
- Given small size of Bidder staff, Team concludes it is likely that a smaller portion, relative to larger organizations, of remaining 13 percent is allocated to overhead

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Pulse Marketing Agency

DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	18.00
Section III. Proposed Services	30.00	18.00
Section IV. Cost Proposal	40.00	20.00
<u>Total Points</u>	<u>100.00</u>	<u>56.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Pulse Marketing Agency

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Pulse Marketing Agency
 DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	18.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Subsidiary of Bangor Publishing Company, privately held • Indicates a great deal of non-profit marketing/communications experience • Demonstrates a wealth of experience in delivering marketing/communications programs to organizations across a range of diverse industries, including the State • Provided three projects, all relevant to public health aspects of RFP, none with the State, and none with a state-wide reach
2. Subcontractors
<ul style="list-style-type: none"> • Yes
3. Organizational Chart
<ul style="list-style-type: none"> • Provided but did not include subcontractors
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of audited financials • Dun & Bradstreet Report Snapshot provided
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and current

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Pulse Marketing Agency
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	18.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> Clearly explained components of marketing strategies Provided a structure and outline for a communications plan Intends to incorporate PubMed research data and similar initiatives Intends to leverage existing State and national public health resources to support evidence-based message development Evaluation Team would like to have seen detail relative to specific populations Proposed forming and calling upon an external advisory group composed of community and external stakeholders Focused on messaging “resonating” with Target Audiences rather than how to reach Target Audiences Demonstrated strong relationships with the spectrum of media outlets within State
B. Ownership of Materials
<ul style="list-style-type: none"> Met minimum requirement
C. Reports
<ul style="list-style-type: none"> Met minimum requirement
2. Staffing
<ul style="list-style-type: none"> Met minimum requirement
3. Implementation - Work Plan
<ul style="list-style-type: none"> Met minimum requirement

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Pulse Marketing Agency

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	20.00

Evaluation Team Comments:

- Proposes a cost of \$899,000.00
- 86 percent allocated to media buys to which the team expresses concern that not enough is allocated for other program efforts

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: RDW Group

DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services

Name of RFP Coordinator: Brittany Hall

Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	18.00
Section III. Proposed Services	30.00	19.00
Section IV. Cost Proposal	40.00	25.00
<u>Total Points</u>	<u>100.00</u>	<u>62.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: RDW Group

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: RDW Group
 DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	18.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Located in Boston and Rhode Island • Proposal states bidder is a “public health organization” though Team research reveals that neither bidder’s “About” section of website or LinkedIn entry references this title • Extensive experience with public health and government agencies • Highlights expertise in media campaigns focusing on opioid use disorders • Three projects provided <ol style="list-style-type: none"> 1. PreventOverdoseRI media campaign is a state-wide, multimedia campaign promoting treatment and recovery options for PWUD 2. Substance-exposed newborn campaign 3. General public health campaign
2. Subcontractors
<ul style="list-style-type: none"> • None
3. Organizational Chart
<ul style="list-style-type: none"> • Provided
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of audited financials • Did not provide Dun & Bradstreet Report Snapshot
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided as example, expired

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: RDW Group
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	19.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> Indicates 35 years in the public health space Intends to use relevant campaign efforts of three example projects to strategically produce media strategies that hyper-target and broadly saturate target audiences Evidenced-based marketing strategies not noted
<ul style="list-style-type: none"> Provided a high-level breakdown in time-line form Indicated that, through partnerships with Rhode Island Department of Health, bidder has established a strategic media planning process that ensures reaching PWUD in a meaningful way Noted intent to enhance use of the OPTIONS Liaison Program Lacks detail of how bidder will use evidence-based pretested messaging
<ul style="list-style-type: none"> Did not consider or tailor to any of the different State populations
<ul style="list-style-type: none"> Highlighted acknowledgement that addiction is a medical disease and dependency that requires treatment
<ul style="list-style-type: none"> Acknowledged simple translation does not capture cultural content of messaging Cited Maine Monthly Overdose Report (Dec 2021)
B. Ownership of Materials
<ul style="list-style-type: none"> Met minimum requirement
C. Reports
<ul style="list-style-type: none"> Sample report and analysis provided
2. Staffing
<ul style="list-style-type: none"> Did not include minimum qualifications Deferred specific staff time assignments to development/approval of final strategic and communications plan
3. Implementation - Work Plan
<ul style="list-style-type: none"> Provided limited detail to the work plan

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: RDW Group

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	25.00

Evaluation Team Comments:

- Budget equals total project cost stated in RFP of \$965,000.00
- 68 percent allocated to media buys with high associated media production costs

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign
BIDDER: Rinck Advertising
DATE: 4/12/22

SUMMARY PAGE

Department Name: Health and Human Services
Name of RFP Coordinator: Brittany Hall
Names of Evaluators: Noel Madore, Joshua Miller and David Pied

<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	23.00
Section III. Proposed Services	30.00	20.00
Section IV. Cost Proposal	40.00	25.00
<u>Total Points</u>	<u>100.00</u>	<u>68.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Rinck Advertising

DATE: 4/12/22

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

N/A

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Rinck Advertising
 DATE: 4/12/22

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	30.00	23.00

Evaluation Team Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • Located in Maine and has experience with DHHS and public health campaigns • Team member knowledgeable about bidder performance for State indicates quality work • Provided three projects all within DHHS/MCDCP <ul style="list-style-type: none"> ➢ Eyes Open Campaign addressing opiate use ➢ Substance use public health campaign ➢ Suicide prevention campaign • Evaluation Team noted bidder use of out-of-date, offensive terminology indicating lack of sensitivity to person-first efforts
2. Subcontractors
<ul style="list-style-type: none"> • Yes
3. Organizational Chart
<ul style="list-style-type: none"> • Provided though did not indicate subcontractor
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability
<ul style="list-style-type: none"> • Did not meet requirement, incomplete documents and no indication of audit • Did not provided Dun & Bradstreet Report Snapshot
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and current

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025
 RFP TITLE: OPTIONS Public Health Campaign
 BIDDER: Rinck Advertising
 DATE: 4/12/22

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30.00	20.00

Evaluation Team Comments:

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • Outlined incorporation of multiple platforms and detailed use of each • Ability to leverage Maine-related experiences with PWUD to create effective marketing strategies and messaging • Emphasized use of A/B advertising testing
<ul style="list-style-type: none"> • Provided limited detail to the Strategic Communications Plan • Did not consider or tailor to any of the different State populations
<ul style="list-style-type: none"> • Noted use of a campaign tool kit (provides overview and ways to access campaign resources) to reach community partners
B. Ownership of Materials
<ul style="list-style-type: none"> • Met minimum requirement
C. Reports
<ul style="list-style-type: none"> • Met minimum requirement
2. Staffing
<ul style="list-style-type: none"> • Did not delineate staff time assignments
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Did not include specific positions associated with tasks

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER: Rinck Advertising

DATE: 4/12/22

**EVALUATION OF SECTION IV
Cost Proposal**

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	40.00	25.00

Evaluation Team Comments:

- Proposed Cost of \$960,000.00
- 76 percent allocated to media buys, with not “grossing up” cost; thus providing more money for buys

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fuseideas LLC

DATE: 4/9/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">Broad relevant experience, good presentation.
2. Subcontractors
<ul style="list-style-type: none">No note.
3. Organizational Chart
<ul style="list-style-type: none">No note.
4. Litigation
<ul style="list-style-type: none">No concerns.
5. Financial Viability
<ul style="list-style-type: none">Sufficient financial report.
6. Certificate of Insurance
<ul style="list-style-type: none">No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fuseideas LLC

DATE: 4/9/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• No notes.
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Part IV, Section IV. Budget Narrative

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fuseideas, LLC

DATE: 4/11/22

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
	<ul style="list-style-type: none"> • P- Strategy is based on research to make emotional and rational connections with people. • Q- It mentions they use analytics but not how they use them. • P- Have experience with health and wellness campaigns including projects within DDHS at OBH. • P- Extensive experience with government agencies.
2. Subcontractors	
	<ul style="list-style-type: none"> • P- Subcontractor has direct experience with DDHS at OBH which included the recent Strengthen ME media campaign. • Q- Not a lot of or any direct experience with substance use addiction.
3. Organizational Chart	
	<ul style="list-style-type: none"> • P- They have a large and qualified team with their founder having 20 years of marketing experience.
4. Litigation	
	<ul style="list-style-type: none"> • P- No litigations listed.
5. Financial Viability	
	<ul style="list-style-type: none"> • P- In good financial standing with recent financials provided that were reviewed by their CPA.
6. Certificate of Insurance	
	<ul style="list-style-type: none"> • P- Certificate of Insurance provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fuseideas, LLC

DATE: 4/11/22

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• P- Has experience in running public information campaigns including within the state of Maine.• P- Very clear and detailed depiction of strategy they would use to deliver on scope of services.
B. Ownership of Materials
<ul style="list-style-type: none">• I- They will provide both Vector Files of all materials developed under OBH on external hard drive or flash drives and additionally provide PDF decks containing a summary of all creative work and messaging.
C. Reports
<ul style="list-style-type: none">• P- Outlined reports that would include all reports requested with additional KPI's they utilize to measure their work.
2. Staffing
<ul style="list-style-type: none">• P- Detailed account of job descriptions of staff they would utilize.
3. Implementation - Work Plan
<ul style="list-style-type: none">• P- Provided a work plan with a detailed timeline chart.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fusideas

DATE: 4/9/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• P- initial description includes work description with explanation of importance for each component.• P- Experience in health-related campaigns, include Maine audiences.• P- Inclusion of visual examples was nice, size made some difficult to see.• P- Track media buys to ensure all runs as ordered.• P- Appear to have the staff/expertise to do the work.• I- Mix of Maine and New England based/focused staff.• I- Full Funnel Approach• I- Highlighted behavioral health and healthcare-based work. Opioid specific work not evident – particularly in three main examples.• I- Many more than three examples given. Examples provided were good and showed a wide scope of work experience. RFP stated, “Must include three examples of projects...” Could be interpreted as no more than three.• N- Term “substance abuse” used. But may have been language used in that project.• N- Format made some of the content difficult to read
2. Subcontractors
<ul style="list-style-type: none">• P- Qualifications and examples of work are relevant and suggest she would be a subcontractor that can positively contribute to work.• I- while the title suggests “expert public relations and media outreach, this section does not clearly indicate the scope of work the subcontractor will be involved in or how it fits with the rest of the work.• N- Address for the subcontractor does not include town/state/Zip. That said, the description does indicate she lives in South Portland, Maine
3. Organizational Chart

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fusideas

DATE: 4/9/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

<ul style="list-style-type: none">• P- Provides a good overview of the organizational structure.• I- Would have been helpful to see where the subcontractor fit in.• I- The org chart includes more people than what was discussed in section 1.
4. Litigation
<ul style="list-style-type: none">• None
5. Financial Viability
<ul style="list-style-type: none">• P- Financial information seems appropriate.• N- Dun & Bradstreet copy not provided, despite this being a requirement.• I- Two letters of credit worthiness were provided in place Dun & Bradstreet.
6. Certificate of Insurance
<ul style="list-style-type: none">• Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Fusideas

DATE: 4/9/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Visual representation of the main steps of proposed services process was nice with more detailed text also included. • Plan seems good and inclusive overall, hitting on the major points outlined in the RFP • P- Review/approval steps noted. • P- Includes outline of proposed Communication Plan • P- Highlighted work/connections with Maine media • P- Highlight work to monitor/optimize messaging. • Q- Mention of audience input could have been stronger in some areas • Q- Initial section (infographic) seems to suggest they have a 10-day period to submit the communication plan. Later (in section 19.) it is correctly identified as 5 days • Q- Video section focuses more on Dr Shah and Dr Pollard, less on “and others”. • N- One of the visuals included strengthenme.org – appeared to be a carryover from previous work. Typo “git” rather than “fit”.
B. Ownership of Materials
<ul style="list-style-type: none"> • P- Seems to meet the terms. Liked the inclusion of the original files and PDF versions.
C. Reports
<ul style="list-style-type: none"> • P- required reports are covered • N- Would have been good to include mention of the recommendations in the mid-campaign summary. It seems that is a key component for that report.
2. Staffing
<ul style="list-style-type: none"> • P- Seems good overall. Seem to have the appropriate staff to do the work. Having more up-front staff time makes sense. • Q- While the subcontractor’s role is clear, time and cost was less clear.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- Information included makes sense, is well thought out, and includes key production areas. • Q- Audience and partner input or testing is not clear within this timeline. • Q- Department review/feedback/update is not clear in the timeline but may be included after the presentations steps. • N- Implementation Workplan did not include who was responsible for each task.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">Broad relevant experience, strong health focus.
2. Subcontractors	<ul style="list-style-type: none">No note.
3. Organizational Chart	<ul style="list-style-type: none">No note.
4. Litigation	<ul style="list-style-type: none">No concerns.
5. Financial Viability	<ul style="list-style-type: none">'dun&bradstreet' report has 'max credit recommendation' at \$12k, low-moderate level of risk.
6. Certificate of Insurance	<ul style="list-style-type: none">No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• Qualified individuals.
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• N- They have no experience with projects within the state of Maine and due to this lack knowledge of targeted geographical location of Mainers.• N- No direct experience with Substance Use Disorders.• P- Has a diverse staff including clinical and technical expertise.
2. Subcontractors
<ul style="list-style-type: none">• N- They intend to use a subcontractor from out of state.
3. Organizational Chart
<ul style="list-style-type: none">• I- Executive lead started his healthcare career in Biddeford, Maine.• P- They have a diverse staff including clinical and technical expertise.
4. Litigation
<ul style="list-style-type: none">• P- They don't have any litigations.
5. Financial Viability
<ul style="list-style-type: none">• P- Provided financial statements.• N- Not audited by CPA.
6. Certificate of Insurance
<ul style="list-style-type: none">• P- Certificate of Insurance provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• P- Will conduct a testing and focus groups to establish efficacy of messages that will be used for the campaign.• P- Good depiction of strategy they would use to deliver scope of services.
B. Ownership of Materials
<ul style="list-style-type: none">• P- Agreed to provide all materials on accessible disk or drive.
C. Reports
<ul style="list-style-type: none">• P- Agreed to provide all reports and cited through their examples they are experienced in producing final reports.
2. Staffing
<ul style="list-style-type: none">• P- Listed their team and scope of work. Very good blend of clinical and technical expertise.
3. Implementation - Work Plan
<ul style="list-style-type: none">• N- Not a very detailed timeline and doesn't include staff who is responsible for each task.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/10/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Sample projects did highlight quality work across a variety of platforms • I- The first project description seemed to highlight multiple projects with the same business. • I- Final project demonstrated aesthetically pleasing resources but a narrower scope of services. The specific content included in the resources was difficult to assess due to the small size. • I- Examples given were for work completed in other states, the content created did demonstrate abilities to effectively do the work • I- Demonstrate strong connection and experience with healthcare. • I- Some project overviews included results, others did not. • I- An overview of staff was provided, providing background for each. It was not completely clear how they all work together within this section (as noted below, no org chart included here). Staff did include some who have work connections to Maine which may prove helpful.
2. Subcontractors
<ul style="list-style-type: none"> • I- SRH Marketing founded in 2014 and has 13 employees and 20 clients. • P- Two of the example projects provided were “produced” by SRH. They demonstrate good examples of work across a variety of platforms. • N- Seems there is an error in the final sentence
3. Organizational Chart
<ul style="list-style-type: none"> • N- Organization chart not included. The content under the organizational chart title includes descriptions of staff but no org chart.
4. Litigation
<ul style="list-style-type: none"> • None
5. Financial Viability

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/10/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

<ul style="list-style-type: none">• Q- Provided, unclear if it's audited or reviewed by a Certified Public Accountant
6. Certificate of Insurance
<ul style="list-style-type: none">• Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/10/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Importance of consistent calls to actions, need to see info 7 times to remember • P- Important of segmenting audiences and reaching across multiple platforms that are audience specific. • P- mention of A/B testing messages, focus groups, market research. • P- Mention of stakeholder and PWUD input on content/messaging. • P- Liked avoiding TV during lower use seasons – summer. • P- Adjust strategies as trends change. • I- While wording was a bit confusing, there was mention of local partners to work with. It is not clear if there are existing relationships. • I- Trello to organize campaign planning and work • I- broad scope for print resources included regular plus materials for conferences, focus groups, Power Point. • I- Languages identified in the Q&A document but “French and other languages” here. Did like broader mention of “culturally appropriate”. • Q- US data used in access to smartphones and social media, is Maine different? • N- Mention of billboard use as a strategy in Maine...bus stop mention was relevant.
B. Ownership of Materials
<ul style="list-style-type: none"> • Agrees to do so. Use of “consider” in #2 is not ideal due to potential perception of a different meaning. “We agree to consider all materials...”
C. Reports
<ul style="list-style-type: none"> • P- Indicates the required reports will be done. • I- Use of ExamineBH sounds like a useful tool. It is hard to visual exactly what it provides but does sound useful.
2. Staffing
<ul style="list-style-type: none"> • P- Key staff are identified with job descriptions for each • Q- Unsure what is meant by “would subcontract with freelance talent”. Does this mean in addition to SRH or is that the intro to their relationship with SRH? • N- The pieces of the puzzle all seem to be there but how the puzzle fits together is not completely clear
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- High level structure of work is included • Q- Not sure how the timeline and workplan align • I- Would be good if there were steps for review/approve (pre-campaign) and

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Initium Health

DATE: 4/10/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

optimize/improve (in campaign) but that may be too specific.

- I- The communication plan may be included in here but is not specifically called out and does not occur in the first month as it should.
- N- Workplan includes line for “Revamp Mano County’s webpage”
- N- Given the timeline, 2 months for the initial steps seems like a lot

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: JSI Research & Training Institute, Inc

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
	<ul style="list-style-type: none">• Broad relevant experience, strong health focus. nonprofit
2. Subcontractors	
	<ul style="list-style-type: none">• No note.
3. Organizational Chart	
	<ul style="list-style-type: none">• No note.
4. Litigation	
	<ul style="list-style-type: none">• Tick removal device lawsuit, \$1,000 settlement
5. Financial Viability	
	<ul style="list-style-type: none">• Strong financials, significant international work. Lots of federal grants.
6. Certificate of Insurance	
	<ul style="list-style-type: none">• No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: JSI Research & Training Institute, Inc

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• Qualified individuals.
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: JSI Research & Training Institute

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
•	P- Organization is a public health organization. They combine public health expertise with principles of behavior change and social marketing.
•	P- Long history of being a non-profit and has direct experience is substance use disorders and opioid prevention.
•	P- Experience in New Hampshire with multiple media campaigns.
2. Subcontractors	
•	P- Excellent group of subcontracts with pertinent experience including Carolyn Delaney with Journey Magazine out of Portland, ME.
3. Organizational Chart	
•	P- Provided detailed organization chart.
4. Litigation	
•	Q- Listed one litigation that was settled out of court for \$1000. Not sure if this is relevant to this RFP.
5. Financial Viability	
•	P- In a very healthy financial standing with an audit by a CPA.
6. Certificate of Insurance	
•	P- Certificate of Insurance provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: JSI Research & Training Institute

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• P- Very clear and detailed depiction of strategy they would use to deliver on scope of services.• P- A robust history of running media campaigns specifically pertinent to this topic.
B. Ownership of Materials
<ul style="list-style-type: none">• P- Agreed to provide master copy of all materials.
C. Reports
<ul style="list-style-type: none">• P- Agreed to provide all reports and specifically appointed specific people to provide these reports.
2. Staffing
<ul style="list-style-type: none">• P- Provided detailed descriptions of all roles.• P- Staffing has great experience with work related to this RFP.
3. Implementation - Work Plan
<ul style="list-style-type: none">• P- Extremely detailed and organized implementation work plan.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: JSI Training and Research Institute, Inc

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Mention of the US CDC Simply Put. • P- Evaluation through all phases of the campaign. • P- Work examples were relevant and from a neighboring state. • I- Some of the images were too small to be useful when printed. Sentence structure in responses were often very lengthy. • I- Timeline and success of examples was not always clear • I- Overview seemed appropriate and relevant but the sharing of the information seemed repetitive often just repeating back language of RFP.
2. Subcontractors
<ul style="list-style-type: none"> • P- Clear description of the subcontractors and what work they will do. • P- Connection with Journey Magazine for multiple levels of work. • P- VIP Services provided a wide variety of earned media approaches that make sense – Like media training idea. • P- Research, pre/post survey, purpose and plan seem good. • Q- Audience breakdown for research did not seem clear.
3. Organizational Chart
<ul style="list-style-type: none"> • P- One of the organization charts was specific to the proposed Options work and seemed clear and appropriate • Q- Second organization chart provided was less clear on how it related to this work or how it connected to the other organization chart.
4. Litigation
<ul style="list-style-type: none"> • One suit (Ticked Off, Inc. v. TickCheck, LLC. Settlement for \$1,000 and agreement not to purchase/sell products from sources that infringe on the trade dress or copyrights of Ticked Off Inc.
5. Financial Viability

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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BIDDER NAME: JSI Training and Research Institute, Inc

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

- | |
|--|
| <ul style="list-style-type: none">• Provided three most recent years of Financial Statements from Grant Thornton LLP.• Provided Dun & Bradstreet Business Information Report• No concerns identified.• Q- Indicates company size as 50+, this was not evident in either of the org charts |
|--|

6. Certificate of Insurance

- | |
|---|
| <ul style="list-style-type: none">• Q- Provided. The date listed for "E&O/CYBER LIAM" indicates that is expired |
|---|

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

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BIDDER NAME: JSI Training and Research Institute, Inc

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Plan for audience input to determine updates. • P- Training & experience with person first language and good explanation of why it is important. • P- Plan training for media on person first language. • P- Efforts will meet the needs of OBH, Maine CDC, and the audience. • P- Has identified a list of groups to build relationships with. • P- Realtime tracking. • P- Focus on good engagement & web visits • I- Seems there is a lot of repetition and rewording of what the RFP is asking for. • I- Size of some visuals was hard to read. • I- Translation is good. Ensuring culturally appropriate would be even better. • Q- Was not clear on the vision for the education supplies/backpacks • Q- GIS mapping for location-based ads not fully explained – Geotargeting? • Q- Talk about a single hub for resources and a resource directory. Not clear if these are the same or different concepts. • Q- Cision PR Software provided at no cost to the department. Seems good but what is does is not completely clear.
B. Ownership of Materials
<ul style="list-style-type: none"> • JSI understands the Department owns all materials created under the contract.
C. Reports
<ul style="list-style-type: none"> • Indicates they will provide report formats to choose from for reporting requirements • Report timeline outlined in workplan
2. Staffing
<ul style="list-style-type: none"> • P- Clearly outlines involved staff, their roles, and experience. • P- Subcontractors identified with a description of their role/experience and plan for oversight. • N- Minimum qualifications for all staff did not seem to be included. • I- They mention they have implemented 26 Maine Based Projects • I- A lot of overlap across the Job Descriptions and Staffing Plan details
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- Workplan included with all the requested components. Well thought out with a good amount of detail. • P- Inclusion of the target audience in campaign development

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• Previous options campaign with 52 million impressions and 94k website visits
2. Subcontractors
<ul style="list-style-type: none">• Important role in organization
3. Organizational Chart
<ul style="list-style-type: none">• No note.
4. Litigation
<ul style="list-style-type: none">• No comment.
5. Financial Viability
<ul style="list-style-type: none">• Thin, sufficient
6. Certificate of Insurance
<ul style="list-style-type: none">• No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• Subcontracting seems important; related
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• P- Has great experience working with various contracts throughout Maine.• P- Is the incumbent agency for the OPTIONS campaign.
2. Subcontractors
<ul style="list-style-type: none">• P- Subcontractors have direct experience with current OPTIONS campaign
3. Organizational Chart
<ul style="list-style-type: none">• P- This is clearly listed.
4. Litigation
<ul style="list-style-type: none">• P- There is no litigation.
5. Financial Viability
<ul style="list-style-type: none">• P- In a healthy financial standing with an audit produced by a CPA.
6. Certificate of Insurance
<ul style="list-style-type: none">• P- Certificate has been provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/11/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• P- They intend to leverage their experience working on the OPTIONS media campaign.
B. Ownership of Materials
<ul style="list-style-type: none">• P- They will provide editable files for all creative materials.
C. Reports
<ul style="list-style-type: none">• P- They will adhere to all reports required and also will utilize a subcontractor to help with these reports.
2. Staffing
<ul style="list-style-type: none">• P- Provided detailed job descriptions and clear roles.
3. Implementation - Work Plan
<ul style="list-style-type: none">• P- Provided clear and detailed timeline.• P- Will be a continuation of work they are already doing.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Basic organizational description and experience provided. • P- Existing work on Options Campaign was strong project example, very relevant experience. • P- Stakeholder interviews done in Options development, translation, refresh. • I- Other project examples were okay and highlighted some areas of work but were not as broad in scope or as related by topic/focus. • I- Use “Teamwork Projects” for project management but flexible if other platforms are preferred. • N- Some of the visuals were too small to see.
2. Subcontractors
<ul style="list-style-type: none"> • P- Included with clear breakout of Qualifications and Capacity. • P- GoodQ Media has existing experience working on Options Campaign.
3. Organizational Chart
<ul style="list-style-type: none"> • P- Structure and roles seem clear. • P- Subcontractors are identified in the org chart • I- Relatively small team with multiple roles
4. Litigation
<ul style="list-style-type: none"> • “None”
5. Financial Viability
<ul style="list-style-type: none"> • Provided 3 years of balance sheets from Greg Blackburn • Dun & Bradstreet Quick View report provided.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided...twice. Current coverage through 5/27/2022

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Mishmash

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Breakdown of information was consistent, helpful, and provided depth/detail to the information provided. • P- Plan to use existing learnings and seek new information. • P- Planned connection with other related campaigns. • P- Discuss pre/post campaign check...OBH input • P- Campaign adjustments based on real-time trends, like overdose “spike alerts”. • P- Good outline of multi-platform approach. • P- Thinking about translation more broadly to help ensure the translated materials make sense for the intended audience. Included data for translated website visits by language. • P- This section had a nice balance of building off existing work, sharing new ideas, and presenting it all in a way that includes opportunity for OBH, partner, and audience input. • P- Earned media specific approach of interviews with all 16 Options Liaisons being interviewed for local/community papers. Also getting Gordon Smith more interview opportunities. • I- New approach of reaching college students related to counterfeit pills containing fentanyl/ • I- Grassroots approach to reach priority communities, included identification of key contacts for this work to happen. • Q- Benefits of swag? Lower cost and well thought out.
B. Ownership of Materials
<ul style="list-style-type: none"> • Yes. Covered with options and explanation.
C. Reports
<ul style="list-style-type: none"> • Yes. Provided additional detail on how these will be compiled. • Indicate they will be submitted based on the required schedule.
2. Staffing
<ul style="list-style-type: none"> • P- Subcontractor roles and connection to Mishmash are clear. • P- Job description with minimum qualifications is included. • P- Staffing plan with hour estimates for each position, including subcontractors, is included.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- Clear high-level plan that includes who, does what, when.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none"> Bangor publishing company, portfolio includes many nonprofits
2. Subcontractors	<ul style="list-style-type: none"> No note.
3. Organizational Chart	<ul style="list-style-type: none"> No note.
4. Litigation	<ul style="list-style-type: none"> No comment.
5. Financial Viability	<ul style="list-style-type: none"> Sufficient financials, many assets
6. Certificate of Insurance	<ul style="list-style-type: none"> No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• Inhouse qualified staff
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Relevant opioid related work.

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • N- Have experience with diverse cultural campaigns that are directly related to SUD and overdose. • Q- Use Distinguished Gentlemen's Ride to help showcase how it would help and correlate with PWUD. I don't see how this project has any correlation with the OPTIONS media campaign.
2. Subcontractors
<ul style="list-style-type: none"> • Q- They intend to use subcontractors outside the state. • N- No direct experience in SUD work indicated.
3. Organizational Chart
<ul style="list-style-type: none"> • P- Organizational chart was provided.
4. Litigation
<ul style="list-style-type: none"> • P- No litigation.
5. Financial Viability
<ul style="list-style-type: none"> • P- Provided multiple financial reports. • Q- Throughout the documents, it said they used an independent auditor. I did not see anywhere where it indicated it was a CPA or not.
6. Certificate of Insurance
<ul style="list-style-type: none"> • P- Certificate of Insurance provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

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BIDDER NAME: Pulse Marketing Agency

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • I- They indicated they would have chat website functionality. This is something the current website doesn't have. • Q- Hard to follow as it appears this information was not entered in order.
B. Ownership of Materials
<ul style="list-style-type: none"> • P- They indicate that OBH will retail sole, full ownership rights to content for this project.
C. Reports
<ul style="list-style-type: none"> • P- Indicated they will provide all reports that are required and also provide a link to the campaign reporting dashboard that allows to the see the campaign's performance in real-time.
2. Staffing
<ul style="list-style-type: none"> • P- Detailed roles and identified who would be filling these positions.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- Very detailed work plan with a well defined timeline. • Q- Not sure if this got uploaded wrong or they had difficulties staying organized with their submission. It was difficult at times to follow everything as it appeared to be out of place.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Overview of qualifications and experience with public health campaigns. • P- Projects shared were relevant, local campaigns that highlighted use of several platforms. • Q- Data/success of the project examples could be highlighted. • I- Project examples were mostly local with limited highlight of statewide work • N- Use of term opioid “abuse” and drug “abuse”
2. Subcontractors
<ul style="list-style-type: none"> • I- Subcontractors seem to have primary focus on healthcare. • Q- Role of the subcontractors could be more clear.
3. Organizational Chart
<ul style="list-style-type: none"> • P- Included • Q- Not clear if all those in the org chart would be connected to this project – there are three account managers identified. • Q- Not clear how subcontractors fit into this org chart.
4. Litigation
<ul style="list-style-type: none"> • “None”
5. Financial Viability
<ul style="list-style-type: none"> • I- Pulse is a subsidiary of Bangor Publishing Company. All fiscal viability documents are at the Bangor Publishing Company level. • Financial statements provided by Berry Dunn for previous three years. • Dun & Bradstreet Business Information Report Snapshot provided.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided and covered through start of 2023

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Partner to reach target audiences • P- Existing relationships will help provide earned media • P- Specifically mention closed captioning inclusion in videos • P- Plan to set up external advisory group. • I- This section seemed to be out of order some. • I- Section on the Strategic Communication Plan seems to be the start of the actual plan. • I- Response to person first language focused on other areas. It did briefly address the person first language. • Q- Is the level of Brand & Communication Guidelines discussed needed given there is an existing brand? • Q- Translate vs. culturally appropriate? • N- Much of this information seems to be listed at least twice, section 1 and then again in other sections.
B. Ownership of Materials
<ul style="list-style-type: none"> • P- Yes. Specifically mentioned free of copyright restrictions.
C. Reports
<ul style="list-style-type: none"> • P- Indicate they will provide reports that are listed. • P- Plan to include recommendations in the mid-campaign report. • P- Real-time dashboard.
2. Staffing
<ul style="list-style-type: none"> • P- Staff overviews/descriptions seem clear and appropriate for each position. • P- In house production and media buys • I- Qualifications listed for Project Management position seemed a bit low. Required qualifications are not listed for some other positions. • I- Inconsistent format with how positions listed – skills, qualifications, qualifications. • I- Years of experience not included for all positions. • I- Subcontractors listed, have a healthcare focus, specific role not clearly laid out • Q- Are there two account managers for this work?
3. Implementation - Work Plan
<ul style="list-style-type: none"> • P- Workplan includes key high level steps and outlines who, does what, when. • P- Two phase approach allows for quick start of campaign and more detailed review and update to kick in later

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Pulse Marketing Agency

DATE: 4/11/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

- | |
|--|
| <ul style="list-style-type: none">• I- Column headers would help provide clarity to the workplan.• I- Step included for approval, no time included for review/input/update. |
|--|

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group, Inc

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">'Public health agency', relevant work
2. Subcontractors	<ul style="list-style-type: none">No note.
3. Organizational Chart	<ul style="list-style-type: none">No note.
4. Litigation	<ul style="list-style-type: none">No comment.
5. Financial Viability	<ul style="list-style-type: none">Good financial situation.
6. Certificate of Insurance	<ul style="list-style-type: none">No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group, Inc

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">No notes.
B. Ownership of Materials
<ul style="list-style-type: none">No notes.
C. Reports
<ul style="list-style-type: none">
2. Staffing
<ul style="list-style-type: none">Inhouse qualified staff, 70 staff
3. Implementation - Work Plan
<ul style="list-style-type: none">No notes.

Super relevant opioid related work.

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group, Inc

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	<ul style="list-style-type: none">• P- Have experience with similar work for governments and SUD in other New England states.• P- One specific project, PreventOverdoseRI, is similar to the OPTIONS media campaign.
2. Subcontractors	<ul style="list-style-type: none">• I- Stated they will not use any subcontractors.
3. Organizational Chart	<ul style="list-style-type: none">• P- Shared organizational chart with reference that specific personal descriptions can be found in another file they sent in.
4. Litigation	<ul style="list-style-type: none">• P- No litigations.
5. Financial Viability	<ul style="list-style-type: none">• Attached 3 years of financial statements that were audited by a CPA.
6. Certificate of Insurance	<ul style="list-style-type: none">• P- Provided certificate of insurance.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group, Inc

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• P- Very well presented, detailed, and excellent delivery of language depicting their market campaign.• P- Their approach can help reduce stigma, something that can enhance the OPTIONS media campaign significantly.
B. Ownership of Materials
<ul style="list-style-type: none">• P- Indicated they will provide department with a master copy of all materials developed under this contract.
C. Reports
<ul style="list-style-type: none">• P- Indicated they will provide reports in what was asked for and they additionally will use KPI's and outlined what they will highlight.
2. Staffing
<ul style="list-style-type: none">• P- Very detailed and professional looking staff roles and the individuals who will serve in those roles.
3. Implementation - Work Plan
<ul style="list-style-type: none">• Provided workplan, however it wasn't very detailed• Q- Indicated they included an attachment 9 document that detailed the work plan, however I couldn't find this document anywhere.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group

DATE: 4/12/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- “A Public Health Agency” • P- Project examples included relevant/related focus, incorporated multiple languages, clear objectives, broad platform use, testing with target audience and use of existing research. • Q- Liked sharing of campaign data in project samples. Would have liked to see if there was an increase in calls and outreach for support. • I- Boston/Providence based, fully integrated marketing/communications firm with 70 staff. • I- Evidence based, audience centric, fueled by collaboration. • I- Size of some visuals shared were difficult to read/see.
2. Subcontractors
<ul style="list-style-type: none"> • “None”
3. Organizational Chart
<ul style="list-style-type: none"> • High level org chart with positions, but not specific staff.
4. Litigation
<ul style="list-style-type: none"> • “None”
5. Financial Viability
<ul style="list-style-type: none"> • Provided three years of financial statements audited and reviewed by Certified Public Accountant. • N- Dun & Bradstreet report snapshot not provided
6. Certificate of Insurance
<ul style="list-style-type: none"> • “Example” provided, that has expired. Note indicates “we will generate a COI specific to Maine requirements if we are selected to be your partner in this engagement.”

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: RDW Group

DATE: 4/12/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Overview demonstrates experience on similar campaigns. • P- Plan to build off existing campaign success. • P- Transcreate rather than just translate. • P- While a bit hard to read, the daily use by platform graphic nicely demonstrated the need to have a diverse approach. • P- Plan to develop an Earned Media Plan • Q- Not clear what the proprietary audience targeting and message research included. • Q- Experience with media buys, not clear if this includes Maine based media buys. • I- Visual overview of work with cost/timeline is good but small and hard to read. This is included in multiple places. • I- Identify print as a “supplement to digital/offline campaign. • I- Plan to build off existing is clear but plan for development of new seems broad with limited specific ideas. • I- Mention of “Legit Script” to help address potential social/digital approval barriers related to the campaign focus.
B. Ownership of Materials
<ul style="list-style-type: none"> • Appropriately addressed.
C. Reports
<ul style="list-style-type: none"> • P- Good reporting description. • P- Inclusion of some reporting examples. Takeaways section is helpful.
2. Staffing
<ul style="list-style-type: none"> • Focus on experience but length of experience is not included for some. • Minimum qualifications and job description not clearly outlined. • High level plan with basic description and allocation of hours TBD.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Very high level.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• Maine advert, relevant CDC work
2. Subcontractors
<ul style="list-style-type: none">• No note.
3. Organizational Chart
<ul style="list-style-type: none">• No note.
4. Litigation
<ul style="list-style-type: none">• No comment.
5. Financial Viability
<ul style="list-style-type: none">• Limited financial information provided
6. Certificate of Insurance
<ul style="list-style-type: none">• No concerns

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: Noel Madore

EVALUATOR DEPARTMENT: DHHS, Finance

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• No notes.
B. Ownership of Materials
<ul style="list-style-type: none">• No notes.
C. Reports
<ul style="list-style-type: none">•
2. Staffing
<ul style="list-style-type: none">• Quality inhouse staff
3. Implementation - Work Plan
<ul style="list-style-type: none">• No notes.

Past Maine CDC advertising contracts

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none">•

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none">• P- They are from Maine and have positive working experience with the state and have current projects that are similar to the OPTIONS media campaign.
2. Subcontractors
<ul style="list-style-type: none">• P- Very good experience that is related to the OPTIONS media campaign with an emphasis on system evaluations and data analytics which could enhance the media campaign significantly.
3. Organizational Chart
<ul style="list-style-type: none">• P- This was provided and they have robust team.
4. Litigation
<ul style="list-style-type: none">• P- None provided.
5. Financial Viability
<ul style="list-style-type: none">• P- Provided 3 years of financial records• N- I did not see a CPA who audited their financial records.
6. Certificate of Insurance
<ul style="list-style-type: none">• P- Certificate was provided.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: Joshua Miller

EVALUATOR DEPARTMENT: DHHS OBH

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none">• Q- They mentioned how they would deploy a cross-channel media strategy however they never listed what platforms they would utilize.• P- They have experience within Maine marketing similar media campaigns.
B. Ownership of Materials
<ul style="list-style-type: none">• P- Would work with the department to provide all documents requested.• I- Have preference to use Dropbox for file sharing.
C. Reports
<ul style="list-style-type: none">• P- Indicated they will track and record data on information required.
2. Staffing
<ul style="list-style-type: none">• Very detailed and specific outline of staff and their roles.
3. Implementation - Work Plan
<ul style="list-style-type: none">• Provided a timeline that breaks down their plans on a monthly basis. Could have been more detailed on specific dates.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

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

Individual Evaluator Comments:

Part IV. Section II. Organizational Qualification and Experience
1. Overview of the Organization
<ul style="list-style-type: none"> • P- Wide variety of in-house services. • P- Dynamic Integration – each campaign component supports others. • P- Build off existing work/campaign and learnings. • P- Understanding and experience with Mainers. • P- Project examples include very relevant work, demonstrate a quality development approach, use multiple platforms with targeted messaging. • Shared campaign data results from projects • I- Test, learn, optimize. • I- Section nicely broken down with headers • N- Used term “recovered addicts”
2. Subcontractors
<ul style="list-style-type: none"> • I- Included. Capacity and qualifications not particularly clear on ProtoBrand.
3. Organizational Chart
<ul style="list-style-type: none"> • Included
4. Litigation
<ul style="list-style-type: none"> • “No pending our outstanding litigations”
5. Financial Viability
<ul style="list-style-type: none"> • Labeled as Financial Liability • Includes past three years but not clear if audited or reviewed by a certified public accountant. • Business Report Snapshot included, not clear if it is Dun and Bradstreet.
6. Certificate of Insurance
<ul style="list-style-type: none"> • Provided. Some of the areas appear to have expired but others are active.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202203025

RFP TITLE: OPTIONS Public Health Campaign

BIDDER NAME: Rinck Advertising

DATE: 4/12/2022

EVALUATOR NAME: David Pied

EVALUATOR DEPARTMENT: Maine DHHS – Maine CDC

Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing Campaign
<ul style="list-style-type: none"> • P- Multiple platforms with rationale for each. • P- A/B test and optimize. • P- Use/distribution of campaign toolkits. • P- Audit existing to learn what is working. Keep existing website. • P- Data driven approach to ensure Return on Investment. Real time data. • P- Collaborate to meet needs of certain population groups – homeless. • P- Overview of 4 key components – Intercept, Inform, Reinforce, Engage. • P- Staff trained in health literacy. • P- Local knowledge of Mainers and Maine Media Market. • Q- Some of the information stated what was asked for but provided limited additional information. • Q- “PR team could be consulted.” If there is a PR team, why would they not be included to assist in PR work? • I- Use of the Maine Prevention Store may be possible but the current scope of it is less broad than suggested here. • I- Maine data related to cell phone ownership. • I- Understand the challenges, audience, and media to best deliver the message.
B. Ownership of Materials
<ul style="list-style-type: none"> • Yes, via Dropbox. • Mention step of review/feedback • Also willing to share with partners based on OBH direction
C. Reports
<ul style="list-style-type: none"> • Indicate they will be done within the suggested timelines.
2. Staffing
<ul style="list-style-type: none"> • I- Description of role, responsibilities, and qualifications for most but not all. • P- Staffing plan connects people to the job descriptions. Includes Name, Title, Role, Years with firm, Years of Experience.
3. Implementation - Work Plan
<ul style="list-style-type: none"> • Workplan visual does not include person responsible



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

**Janet T. Mills
Governor**

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

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign**

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

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

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

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

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

DocuSigned by:

Noel Madore

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Signature

Apr-05-2022

Date



STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN
SERVICES

Janet T. Mills
Governor

Jeanne M. Lambrew, Ph.D.
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign

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

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

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DocuSigned by:

Josh Miller

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Signature

Apr-05-2022

Date



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

**Janet T. Mills
Governor**

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

**AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202203025
RFP TITLE: OPTIONS Public Health Campaign**

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

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DocuSigned by:

David Pied

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Signature

Apr-05-2022

Date