**STATE OF MAINE REQUEST FOR PROPOSALS**

**RFP AMENDMENT # 1 AND**

**RFP SUBMITTED QUESTIONS & ANSWERS SUMMARY**

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| **RFP NUMBER AND TITLE:** | 202312246, Social Marketing Research and Plan for Prevention of Aquatic Invasive Species |
| **RFP ISSUED BY:** | Department of Environmental Protection |
| **SUBMITTED QUESTIONS DUE DATE:** | February 5, 2024 |
| **AMENDMENT AND QUESTION & ANSWER SUMMARY ISSUED:** | February 12, 2024 |
| **PROPOSAL DUE DATE:** | February 23, 2024 later than 11:59 p.m. local time **(as amended)** |
| **PROPOSALS DUE TO:** | [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| **Unless specifically addressed below, all other provisions and clauses of the RFP remain unchanged.** | |
| **DESCRIPTION OF CHANGES IN RFP:**  The proposal submission deadline is amended. | |
| **REVISED LANGUAGE IN RFP:**  All references to the Proposal Submission deadline are amended from February 16, 2024 no later than 11:59 p.m., local time to **February 23, 2024 no later than 11:59 p.m., local time.** | |

**Provided below are submitted written questions received and the Department’s answer.**

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| **1** | **RFP Section & Page Number** | **Question** |
| Appendix D: Cost Proposal Form | What is the anticipated budget or budget range for this project? |
| **Answer** | |
| $80,000 | |

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| **2** | **RFP Section & Page Number** | **Question** |
| N/A | What is the state of the current branding effort to prevent the spread aquatic invasive species (Clean, Drain, Dry)? Is there an existing brand/brand guide for program efforts that the contractor will need to adhere to? |
| **Answer** | |
| There is existing signage, posted at public and some private boat ramp locations, with “Clean, Drain, Dry” verbiage. Given Clean, Drain, Dry has recognizable branding from other parts of the country, there is an inclination to work with this existing branding, but there is not a specific brand guide for prevention efforts in Maine. | |

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| **3** | **RFP Section & Page Number** | **Question** |
| N/A | The RFP seems to be asking us to estimate for implementation of a communication effort (phase 2) before we have the results of the research/segmentation (phase 1). Is that what you are requesting or would you be open to a true 2-phase process where we estimate the research now and create an informed estimate for the implementation once the research is complete? |
| **Answer** | |
| This RFP is just for the research and planning for the implementation. Actual implementation will take place separately from this RFP. An estimate for Phase 1 (research and planning) is what is requested in this RFP, with the understanding that the planning process will be guided by the research. | |

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| **4** | **RFP Section & Page Number** | **Question** |
| N/A | Is the communications effort to be developed and implemented from scratch or are we building on past efforts? If there have been previous communications and education efforts, what worked? What did not work? |
| **Answer** | |
| Yes, there have been past communication efforts and the information will be provided to the winning bidder. | |

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| **5** | **RFP Section & Page Number** | **Question** |
| N/A | What is the success metric for this effort? How will it be measured? |
| **Answer** | |
| Completion of the Phase 1 and Phase 2 deliverables. | |

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| **6** | **RFP Section & Page Number** | **Question** |
| N/A | Do you have a list of species you intend to target with this effort? |
| **Answer** | |
| Yes, there is a list of aquatic invasive species targeted for prevention. For flora: <https://www.maine.gov/dep/water/invasives/index.html> and for fauna: <https://www.maine.gov/ifw/fish-wildlife/fisheries/aquatic-invasive-species.html> | |

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| **7** | **RFP Section & Page Number** | **Question** |
| N/A | Is there seasonality to this issue? That is, do your communication efforts change based on months of the year or weather conditions or target audiences? |
| **Answer** | |
| Yes, activity on the lakes varies depending on the season and communication efforts should vary depending on the audience within each season. | |

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| **8** | **RFP Section & Page Number** | **Question** |
| N/A | Will the selected vendor be expected to provide 100% of the marketing implementation (media buys, social media posts, press release distribution) for this effort or will Maine’s communications staff assist with the effort(s)? |
| **Answer** | |
| This RFP focuses on the research and planning for implementation. Outside of this RFP, when implementation takes place, there will be some state resources available for communications (social media, press release distribution, etc). The determination and planning for utilization of state resources will take place during the planning part of this RFP. | |

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| **9** | **RFP Section & Page Number** | **Question** |
| N/A | Should our implementation proposal include both organizational fees and outside costs (media, signage, t-shirts, etc.)? Is there a target budget for outside costs? Total costs? |
| **Answer** | |
| The implementation proposal should include all costs associated with identified strategies (see phase two deliverables) We are seeking examples of potential graphics and media but not the full roll-out/implementation.  There is no target budget for complete implementation costs since that will be addressed in separate RFP. | |

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| **10** | **RFP Section & Page Number** | **Question** |
| N/A | Are you willing/able to work with a firm from outside of Maine (and even New England) for this project? |
| **Answer** | |
| Yes. | |

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| **11** | **RFP Section & Page Number** | **Question** |
| Phase two B. 1. a | Looking for clarification: Typically at the strategy phase this would be recommendations but it can be read as though the actual creative should be developed. Given that these are going to be tested, it seems like mock-ups with directional creative execution would be appropriate.  Based on the results of Phase Two, final creative and marketing plan would be finalized and executed. |
| **Answer** | |
| In Phase 2, we are looking for suggested materials including any graphics, print materials, electronic media, promotional items, etc, based on research in Phase 1. | |

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| **12** | **RFP Section & Page Number** | **Question** |
| N/A | Will the State of Maine accept foreign vendors for this project. |
| **Answer** | |
| All bidders are welcome to submit bids, but all data must be stored within the continental US. | |