

**Award Justification Statement**  
**RFP# 202504063**  
**Traffic Safety Education Services**

**I. Summary**

The Department of Public Safety, Bureau of Highway Safety is seeking proposals for Traffic Safety Education Services. One (1) proposal was received in response to the RFP# 202504063 that was posted.

**II. Evaluation Process**

The evaluation team consisted of Jaime Pelotte, Nicholas Brown and Tracy Johnson who met with Kristen Morin, the RFP Coordinator. After reviewing the proposal packet, the RFP Coordinator sent the Acknowledgement and Disclosure form to all the team members. The RFP Coordinator also sent out the proposal packets (minus the Cost Proposal section) to the evaluation team members. The evaluation team members and the RFP Coordinator met together on 7/17/2025 to discuss the proposal packet.

**III. Qualifications & Experience**

The awarded bidder, Alliance Highway Safety LLC, demonstrated throughout their proposal that they have a strong understanding of the needs outlined in this RFP. Alliance Highway Safety LLC has provided strong examples of projects that they have completed in the past and how they are related to the work needed identified in this RFP.

**IV. Proposed Services**

The evaluation team reviewed the services proposed in this packet. Since there was only one proposal received, no individual notes were taken.

The team was interested in how Alliance Highway Safety documented their Implementation of their workplan. They liked that they did not immediately jump into school events as soon as the school year started. It appeared that their plan is to ease into the events. The evaluation team did note that the workplan did become redundant after a few months.

The evaluation team noted that the proposal did not include anything specific that will match up with the NHTSA events schedule. They are seeking the Vendor to match this calendar/timeline with schools and events throughout the Federal Fiscal year.

The evaluation team would like to have seen an example of how Alliance Highway Safety LLC would (for example) promote the NHTSA Seat Belt campaign in May. We will request that the NHTSA media calendar is followed as a reference guide.

The evaluation team had concerns about additional proposed services that were not requested within the RFP. The Safe Ride Challenge app, although it sounds interesting, may not be overly practical for the State of Maine at this time. We will take

this under advisement for future years. The DRIVEN platform is very intriguing, we would like to know more about the platform and how it could help us as Maine Bureau of Highway Safety.

Throughout the proposal, Alliance Highway Safety successfully mentioned and covered all things that were asked for in the RFP experience, proposed services, duties, events and outreach and minimum requirements.

## **V. Cost Proposal**

The cost proposal was not scored, as there was only one bidder. The RFP Coordinator reviewed the cost proposal and felt that it was fair and reasonable based on the services proposed. We will negotiate terms during the contracting process.

## **VI. Conclusion**

Since only one bid was received in response to RFP# 202504063, no scoring was completed. The evaluation team discussed the proposal received and determined that the Alliance Highway Safety LLC is deserving of the award based on the qualifications and experience as well as the proposed services.



**STATE OF MAINE  
DEPARTMENT OF PUBLIC SAFETY  
BUREAU OF HIGHWAY SAFETY**

**Michael J. Sauschuck  
Commissioner**

**Janet T. Mills  
Governor**

July 24, 2025

Alliance Highway Safety LLC  
Brandon Vonderharr, Chief Executive  
2525 Perimeter Place Drive, Suite 136  
Nashville, TN 37214

**SUBJECT:** Notice of Conditional Contract Award under RFP # 202504063,  
Traffic Safety Education Services

Dear Brandon Vonderharr:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Traffic Safety Education Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Alliance Highway Safety

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

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

Kristen Morin  
RFP Coordinator  
[Kristen.morin@maine.gov](mailto:Kristen.morin@maine.gov)  
45 Commerce Drive, Suite 1  
Augusta, ME 04330

## **STATEMENT OF APPEAL RIGHTS**

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

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202504063  
**RFP TITLE:** Traffic Safety Education Services  
**BIDDER:** Alliance Highway Safety LLC  
**DATE:** July 17, 2025

**SUMMARY PAGE**

**Department Name:** Department of Public Safety, *Bureau of Highway Safety*  
**Name of RFP Coordinator:** Kristen Morin  
**Names of Evaluators:** Nicholas Brown, Tracy Johnson, Jaime Pelotte

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**Only one Bidder has submitted a proposal in response to RFP# 202504063. The following reflects the Points Available, however N/A will be listed for Points Awarded.**

<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information (Eligibility)		
• One Bidder; Alliance Highway Safety LLC	<b>N/A</b>	<b>N/A</b>
•		
•		
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>N/A</b>
Section III. Proposed Services	<b>40</b>	<b>N/A</b>
Section IV. Cost Proposal	<b>25</b>	<b>N/A</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>N/A</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202504063

**RFP TITLE:** Traffic Safety Education Services

**BIDDER:** Alliance Highway Safety LLC

**DATE:** July 17, 2025

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

The evaluation team found the proposal to be well prepared and thoroughly detailed, making note of all requests mentioned in RFP #202504063. Alliance Highway Safety LLC has many years of experience with highway safety offices and organizations across the United States.

The evaluation team noted that Alliance Highway Safety LLC is an active member and participant in the Governors Highway Safety Association and have been attending annual meetings as well as the LifeSavers Conferences over the past 20 years.

Throughout their proposal, Alliance Highway Safety LLC has demonstrated that they have a working knowledge of Maine's traffic safety laws and the Bureau's Highway Safety programs. Alliance Highway Safety LLC is committed to learning and growing in their ability to effectively communicate highway safety messages and positively impact behavior to make their firm an excellent asset for state highway safety offices.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35</b>	<b>N/A</b>

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**Evaluation Team Comments:**

- I. Overview of the Organization
  - Thorough and extensive.
  - Several years of experience.
  - Has worked with 100+ state highway safety offices, including Maine Bureau of Highway Safety since 2002.
  - Owns a seat belt convincer, rollover simulator and seat belt challenge demonstration *and* has created their own proprietary virtual reality driving simulation system.
  - Active member of the Governor's Highway Safety Association.
  - Familiar with NHTSA programs and processes.
- II. Subcontractors
  - NONE
- III. Organizational Chart
  - Provided and clearly written.
  - Named all four partners.
  - Noted multiple directors and managers. – Did not provide names.
    - i. All will contribute to the fulfillment of the contract resulting from RFP#202504063.
  - The New England Regional Manager will be onsite for educational outreach events in Maine. – Did not provide their name.
  - Each regional office has four to six coordinators who assist the Regional Managers during the implementation of the interactive educational outreach projects.
- IV. Litigation
  - NONE
- V. Financial Viability
  - PROVIDED

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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- Low-Moderate Risk

VI. Certificate of Insurances

- PROVIDED

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40</b>	<b>N/A</b>

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**Evaluation Team Comments:**

- Interested in how Alliance Highway Safety documented their Implementation of their workplan.
  - Liked that they did not immediately jump into school events as soon as the school year started. It appears that their plan is to ease into the events.
  - Evaluation team did note that the workplan did become redundant after a few months.
- Proposal does not include anything specific that will match up with the NHTSA events schedule.
  - We are seeking the Vendor to match this calendar/timeline with schools and events throughout the Federal Fiscal year.
- Would like to have seen an example of how Alliance Highway Safety LLC would (for example) promote the NHTSA Seat Belt campaign in May.
  - We will request that the NHTSA media calendar is followed as a reference guide.
- Concerns about additional proposed services that were not requested within the RFP. The Safe Ride Challenge app, although it sounds interesting, may not be overly practical for the State of Maine at this time.
  - Will take this under advisement for future years.
- The DRIVEN platform is very intriguing, we would like to know more about the platform and how it could help us as Maine Bureau of Highway Safety.

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**EVALUATION OF SECTION IV  
Cost Proposal**

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Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>\$428,000.00</b>	,	<b>\$428,000.00</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>N/A</b>

**Evaluation Team Comments:**

Only one bid was received. Cost proposal was not scored.



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**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202504063**  
**RFP TITLE: Traffic Safety Education Services**

I, Nicholas brown accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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

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

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

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

*Nicholas brown*

**Signature**

07/15/2025

**Date**



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**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202504063**  
**RFP TITLE: Traffic Safety Education Services**

I, Tracy Johnson accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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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Signature

07/15/2025

Date



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**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202504063**  
**RFP TITLE: Traffic Safety Education Services**

I, jaime.l pelotte accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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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*jaime.l pelotte*

Signature

07/15/2025

Date