

**State of Maine  
Master Score Sheet**

RFP# 202208134 Public Information Services-cost Category PUBLIC RELATIONS									
<b>PROPOSAL SUBMITTED BY:</b>		Black Fly Media		Broadreach Public Relations		Burgess Advertising & Marketing, Inc.		Results Marketing & Design, Inc. DBA Ethos	
<b>PUBLIC RELATIONS COST:</b>		Cost:	105	Cost:	150	Cost:	125	Cost:	150
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		35		38		35	
Section II: Proposed Services	35	35		25		35		30	
Section III: Cost Proposal for Public Relations	25	22.62		15.83		19		15.83	
<b>TOTAL</b>	<u>100</u>	<u>97.62</u>		<u>75.83</u>		<u>92</u>		<u>80.83</u>	
<b>PROPOSAL SUBMITTED BY:</b>		Fuseideas		Mishmash DBA Philbrook PR		Moose Tree Media		Rinck Advertising	
<b>PUBLIC RELATIONS COST:</b>		Cost:	155	Cost:	95	Cost:	125	Cost:	150
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	38		36		32		40	
Section II: Proposed Services	35	33		34		20		34	
Section III: Cost Proposal for Public Relations	25	15.32		25		19		15.83	
<b>TOTAL</b>	<u>100</u>	<u>86.32</u>		<u>95</u>		<u>71</u>		<u>89.83</u>	

<b>PROPOSAL SUBMITTED BY:</b>		<b>WSP USA, Inc.</b>					
<b>PUBLIC RELATIONS COST:</b>		<b>Cost:</b>	<b>128.79</b>				
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>						
Section I: Organization Qualifications and Experience	<b>40</b>	<b>20</b>					
Section II: Proposed Services	<b>35</b>	<b>30</b>					
Section III: Cost Proposal for Public Relations	<b>25</b>	<b>18.44</b>					
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>68.44</u></b>					

**State of Maine  
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RFP# 202208134 Public Information Services-cost Category MEDIA CONSULTING									
<b>PROPOSAL SUBMITTED BY:</b>		Staples Marketing, LLC DBA AFFIRM Agency		Black Fly Media		Broadreach Public Relations		Burgess Advertising & Marketing, Inc.	
<b>MEDIA CONSULTING COST</b>		Cost:	120	Cost:	105	Cost:	187.50	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		40		35		38	
Section II: Proposed Services	35	32		35		25		35	
Section III: Cost Proposal for Media Consulting	25	19.79		22.62		12.67		19	
<b>TOTAL</b>	<u>100</u>	<u>91.79</u>		<u>97.62</u>		<u>72.67</u>		<u>92</u>	
<b>PROPOSAL SUBMITTED BY:</b>		Results Marketing & Design, Inc. DBA Ethos		Fuseideas		MishMash DBA Philbrook PR		Moose Tree Media	
<b>MEDIA CONSULTING COST</b>		Cost:	150	Cost:	155	Cost:	95	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	35		38		36		32	
Section II: Proposed Services	35	30		33		34		20	
Section III: Cost Proposal for Media Consulting	25	15.83		15.32		25		19	
<b>TOTAL</b>	<u>100</u>	<u>80.83</u>		<u>86.32</u>		<u>95</u>		<u>71</u>	

PROPOSAL SUBMITTED BY:		Rinck Advertising				
MEDIA CONSULTING COST		Cost:	160			
EVALUATION ITEM	POINTS AVAIL.					
Section I: Organization Qualifications and Experience	40	40				
Section II: Proposed Services	35	34				
Section III: Cost Proposal for Media Consulting	25	14.84				
<b>TOTAL</b>	<u>100</u>	<u>88.84</u>				

**State of Maine  
Master Score Sheet**

RFP# 202208134 Public Information Services-cost Category MEDIA BUYING									
<b>PROPOSAL SUBMITTED BY:</b>		Staples Marketing, LLC DBA AFFIRM Agency		Black Fly Media		Blaze Partners		Broadreach Public Relations	
<b>MEDIA BUYING COST</b>		Cost:	120	Cost:	105	Cost:	185	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		40		38		35	
Section II: Proposed Services	35	32		35		35		25	
Section III: Cost Proposal for Media Buying	25	19.79		22.62		12.84		19	
<b>TOTAL</b>	<u>100</u>	<u>91.79</u>		<u>97.62</u>		<u>85.84</u>		<u>79</u>	
<b>PROPOSAL SUBMITTED BY:</b>		Burgess Advertising & Marketing, Inc		Results Marketing & Design, Inc. DBA Ethos		Fuseideas		MishMash DBA Philbrook PR	
<b>MEDIA BUYING COST</b>		Cost:	125	Cost:	140	Cost:	155	Cost:	95
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	38		35		38		36	
Section II: Proposed Services	35	35		30		33		34	
Section III: Cost Proposal for Media Buying	25	19		16.96		15.32		25	
<b>TOTAL</b>	<u>100</u>	<u>92</u>		<u>81.96</u>		<u>86.32</u>		<u>95</u>	

PROPOSAL SUBMITTED BY:		Rinck Advertising		Woodbury+Morse		WSP USA, Inc.	
MEDIA BUYING COST		Cost:	140	Cost:	100	Cost:	191.35
EVALUATION ITEM	POINTS AVAIL.						
Section I: Organization Qualifications and Experience	40	40		39		20	
Section II: Proposed Services	35	34		35		30	
Section III: Cost Proposal for Media Buying	25	16.96		23.75		12.41	
<b>TOTAL</b>	<u>100</u>	<u>90.96</u>		<u>97.75</u>		<u>62.41</u>	

**State of Maine  
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RFP# 202208134 Public Information Services-cost Category ADVERTISING AND PROMOTIONS									
<b>PROPOSAL SUBMITTED BY:</b>		Staples Marketing, LLC DBA AFFIRM Agency		Black Fly Media		Blaze Partners		Broadreach Public Relations	
<b>ADVERTISING AND PROMOTION COST:</b>		Cost:	120	Cost:	105	Cost:	185	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		40		38		35	
Section II: Proposed Services	35	32		35		35		25	
Section III: Cost Proposal for Advertising and Promotions	25	18.75		21.43		12.16		18	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>90.75</u></b>		<b><u>96.43</u></b>		<b><u>85.16</u></b>		<b><u>78</u></b>	
<b>PROPOSAL SUBMITTED BY:</b>		Burgess Advertising & Marketing, Inc.		Results Marketing & Design, Inc. DBA Ethos		Fuseideas		Mishmash DBA Philbrook PR	
<b>ADVERTISING AND PROMOTION COST:</b>		Cost:	125	Cost:	150	Cost:	155	Cost:	95
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	38		35		38		36	
Section II: Proposed Services	35	35		30		33		34	
Section III: Cost Proposal for Advertising and Promotions	25	18		15		14.52		25	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>91</u></b>		<b><u>80</u></b>		<b><u>85.52</u></b>		<b><u>97</u></b>	

PROPOSAL SUBMITTED BY:		Rinck Advertising		Woodbury+Morse		WSP USA Inc.	
ADVERTISING AND PROMOTION COST:		Cost:	165	Cost:	90	Cost:	121
EVALUATION ITEM	POINTS AVAIL.						
Section I: Organization Qualifications and Experience	40	40		39		20	
Section II: Proposed Services	35	34		35		30	
Section III: Cost Proposal for Advertising & Promotions	25	13.64		25		18.60	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>87.64</u></b>		<b><u>99</u></b>		<b><u>73.60</u></b>	



**State of Maine  
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<b>RFP# 202208134 Public Information Services-cost Category COPYWRITING AND REPORT WRITING</b>									
<b>PROPOSAL SUBMITTED BY:</b>		<b>Staples Marketing, LLC DBA AFFIRM Agency</b>		<b>Black Fly Media</b>		<b>Broadreach Public Relations</b>		<b>Burgess Advertising &amp; Marketing, Inc.</b>	
<b>COPYWRITING AND REPORT WRITING COST:</b>		Cost:	110	Cost:	105	Cost:	125	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		40		35		38	
Section II: Proposed Services	35	32		35		25		35	
Section III: Cost Proposal for Copywriting & Report Writing	25	21.59		22.62		19		19	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>93.59</u></b>		<b><u>97.62</u></b>		<b><u>79</u></b>		<b><u>92</u></b>	
<b>PROPOSAL SUBMITTED BY:</b>		<b>Results Marketing &amp; Design, Inc. DBA Ethos</b>		<b>Fuseideas</b>		<b>Mishmash DBA Philbrook PR</b>		<b>Rinck Advertising</b>	
<b>COPYWRITING AND REPORT WRITING COST:</b>		Cost:	140	Cost:	155	Cost:	95	Cost:	135
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	35		38		36		40	
Section II: Proposed Services	35	30		33		34		34	
Section III: Cost Proposal for Copywriting & Report Writing	25	16.96		15.32		25		17.59	
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>81.96</u></b>		<b><u>86.32</u></b>		<b><u>95</u></b>		<b><u>91.59</u></b>	

<b>PROPOSAL SUBMITTED BY:</b>		<b>WSP USA, Inc.</b>					
<b>COPYWRITING AND REPORT WRITING COST:</b>		<b>Cost:</b>	<b>129.16</b>				
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>						
Section I: Organization Qualifications and Experience	<b>40</b>	<b>20</b>					
Section II: Proposed Services	<b>35</b>	<b>30</b>					
Section III: Cost Proposal for Copywriting & Report Writing	<b>25</b>	<b>18.39</b>					
<b>TOTAL</b>	<b><u>100</u></b>	<b><u>69.39</u></b>					

**State of Maine  
Master Score Sheet**

RFP#202208134 Public Information Services-cost Category GRAPHIC DESIGN AND PRODUCTION									
<b>PROPOSAL SUBMITTED BY:</b>		Staples Marketing, LLC DBA AFFIRM Agency		Black Fly Media		Broadreach Public Relations		Burgess Advertising & Marketing, Inc.	
<b>GRAPHIC DESIGN AND PRODUCTION COST:</b>		Cost:	115	Cost:	105	Cost:	125	Cost:	125
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		40		35		38	
Section II: Proposed Services	35	32		35		25		35	
Section III: Cost Proposal for Graphic Design & Production	25	19.57		21.43		18		18	
<b>TOTAL</b>	<u>100</u>	<u>91.57</u>		<u>96.43</u>		<u>78</u>		<u>91</u>	
<b>PROPOSAL SUBMITTED BY:</b>		Results Marketing & Design, Inc. DBA Ethos		Fuseideas		Mishmash DBA Philbrook PR		Rinck Advertising	
<b>GRAPHIC DESIGN AND PRODUCTION COST:</b>		Cost:	140	Cost:	155	Cost:	95	Cost:	135
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	35		38		36		40	
Section II: Specifications of Work to be Performed	35	30		33		34		34	
Section III: Cost Proposal for Graphic Design & Production	25	16.07		14.52		23.68		16.67	
<b>TOTAL</b>	<u>100</u>	<u>81.07</u>		<u>85.52</u>		<u>93.68</u>		<u>90.67</u>	

PROPOSAL SUBMITTED BY:		Woodbury+Morse		WSP USA, Inc.			
GRAPHIC DESIGN AND PRODUCTION COST:		Cost:	90	Cost:	112.51		
EVALUATION ITEM	POINTS AVAIL.						
Section I: Organization Qualifications and Experience	40		39		20		
Section II: Specifications of Work to be Performed	35		35		30		
Section III: Cost Proposal for Graphic Design & Production	25		25		20		
<b>TOTAL</b>	<u>100</u>		<u>99</u>		<u>70</u>		

**State of Maine  
Master Score Sheet**

RFP# 202208134 Public Information Services-cost Category MEETING FACILITATION									
PROPOSAL SUBMITTED BY:		Black Fly Media		Broadreach Public Relations		Fuseideas		Mishmash DBA Philbrook PR	
PUBLIC RELATIONS COST:		Cost:	75	Cost:	125	Cost:	155	Cost:	95
EVALUATION ITEM	POINTS AVAIL.								
Section I: Organization Qualifications and Experience	40	40		35		38		36	
Section II: Proposed Services	35	35		25		33		34	
Section III: Cost Proposal for Meeting Facilitation	25	25		15		12.10		19.74	
<b>TOTAL</b>	<u>100</u>	<u>100</u>		<u>75</u>		<u>83.10</u>		<u>89.74</u>	
PROPOSAL SUBMITTED BY:		Results Marketing & Design, Inc. DBA Ethos		WSP USA Inc.					
PUBLIC RELATIONS COST:		Cost:	180	Cost:	153.91				
EVALUATION ITEM	POINTS AVAIL.								
Section I: Organization Qualifications and Experience	40	35		20					
Section II: Proposed Services	35	30		30					
Section III: Cost Proposal for Meeting Facilitation	25	10.42		12.18					
<b>TOTAL</b>	<u>100</u>	<u>75.42</u>		<u>62.18</u>					

**State of Maine  
Master Score Sheet**

<b>RFP# 202208134 Public Information Services-cost Category WEBSITE DEVELOPMENT &amp; MAINTENANCE</b>									
<b>PROPOSAL SUBMITTED BY:</b>		Staples marketing, LLC DBA AFFIRM Agency		ECBC Technologies LLC		Fuseideas		Mishmash DBA Philbrook PR	
<b>PUBLIC RELATIONS COST:</b>		Cost:	120	Cost:	500	Cost:	155	Cost:	95
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		10		38		36	
Section II: Proposed Services	35	32		25		33		34	
Section III: Cost Proposal for Website Development & Maintenance	25	19.79		23.75		15.32		25	
<b>TOTAL</b>	<b>100</b>	<b>91.79</b>		<b>58.75</b>		<b>86.32</b>		<b>95</b>	
<b>PROPOSAL SUBMITTED BY:</b>		Results Marketing & Design, Inc., DBA Ethos		Rinck Advertising		WSP USA Inc.			
<b>PUBLIC RELATIONS COST:</b>		Cost:	150	Cost:	150	Cost:	120.63	Cost:	
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	35		40		20			
Section II: Proposed Services	35	30		34		30			
Section III: Cost Proposal for Website Development & Maintenance	25	15.83		15.83		19.69			
<b>TOTAL</b>	<b>100</b>	<b>80.83</b>		<b>89.83</b>		<b>69.69</b>			

**State of Maine  
Master Score Sheet**

RFP# 202208134 Public Information Services-cost Category WEBSITE HOSTING									
<b>PROPOSAL SUBMITTED BY:</b>		Staples Marketing, LLC DBA AFFIRM Agency		ECBC Technologies LLC		Mishmash DBA Philbrook PR		Results Marketing & Design, LLC DBA Ethos	
<b>PUBLIC RELATIONS COST:</b>		Cost:	150/month	Cost:	500/month	Cost:	29/month	Cost:	50/month
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		10		36		35	
Section II: Proposed Services	35	32		25		34		30	
Section III: Cost Proposal for Website Hosting	25	4.83		1.45		25		14.50	
<b>TOTAL</b>	<b>100</b>	<b>76.83</b>		<b>36.45</b>		<b>95</b>		<b>79.50</b>	
<b>PROPOSAL SUBMITTED BY:</b>		Rinck Advertising		WSP USA Inc.					
<b>PUBLIC RELATIONS COST:</b>		Cost:	250/month	Cost:	50/month	Cost:			
<b>EVALUATION ITEM</b>	<b>POINTS AVAIL.</b>								
Section I: Organization Qualifications and Experience	40	40		20					
Section II: Proposed Services	35	34		30					
Section III: Cost Proposal for Website Hosting	25	2.9		14.50					
<b>TOTAL</b>	<b>100</b>	<b>76.90</b>		<b>64.50</b>					



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Daniel Mager  
Staples Marketing, LLC dba AFFIRM Agency  
N28W23050 Roundy Drive, Suite 100  
Pewaukee, WI 53072

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Daniel Mager:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

- Staples Marketing, LLC dba AFFIRM Agency in categories:
  - Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Black Fly Media in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation
- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
- Results Marketing & Design, Inc. dba Ethos in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Fuseideas, LLC in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance



- MishMash DBA Philbrook PR in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, sweeping flourish extending to the right.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Diana Nelson  
Black Fly Media  
725 Main Street  
South Portland, ME 04106

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Diana Nelson:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

- Staples Marketing, LLC dba AFFIRM Agency in categories:
  - Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Black Fly Media in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation
- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
- Results Marketing & Design, Inc. dba Ethos in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Fuseideas, LLC in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance

- MishMash DBA Philbrook PR in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, stylized flourish extending to the right.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Jim Hauptman  
Blaze Partners  
106 Lafayette Street, Suite 1B  
Yarmouth, ME 04096

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Jim Hauptman:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

- Staples Marketing, LLC dba AFFIRM Agency in categories:
  - Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Black Fly Media in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Results Marketing & Design, Inc. dba Ethos in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Fuseideas, LLC in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance

- MishMash DBA Philbrook PR in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, sweeping flourish extending to the right.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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





**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Linda Varrell  
Broadreach Public Relations  
19 Commercial Street, Stop 3  
Portland ME 04101

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Linda Varrell:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
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- Results Marketing & Design, Inc. dba Ethos in categories:
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- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a stylized, elongated flourish at the end.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Meredith Strang Burgess  
Burgess Advertising & Marketing, Inc.  
6 Fundy Road, Suite 300  
Falmouth ME 04105

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Meredith Strang Burgess:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- Blaze Partners in categories:
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- Burgess Advertising & Marketing, Inc. in categories:
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- Results Marketing & Design, Inc. dba Ethos in categories:
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- Fuseideas, LLC in categories:
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- MishMash DBA Philbrook PR in categories:
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- Woodbury+Morse in categories:
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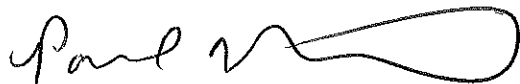
The bidders listed above received the evaluation team's highest rankings. The Department will be contacting the aforementioned bidders soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, stylized flourish at the end.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

3/21/2023

Eldon Conceicao:  
ECBC Technologies LLC  
240 Canal Street, Suite 715  
Lawrence MA 01840

**SUBJECT: Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services**

Dear Eldon Conceicao:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- Fuseideas, LLC in categories:
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- MishMash DBA Philbrook PR in categories:
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  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, sweeping flourish at the end.

Paul Merrill, Director  
MaineDOT Creative Services



## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Tom Gale  
Results Marketing & Design, Inc. DBA Ethos  
17 Ash Street  
Westbrook ME 04072

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Tom Gale:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- MishMash DBA Philbrook PR in categories:
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- Rinck Advertising, Inc. in categories:
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- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a long, horizontal flourish extending to the right.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Dennis Franczak  
Fuseideas, LLC  
8 Winchester Place, Suite 302  
Winchester MA 01890

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Dennis Franczak:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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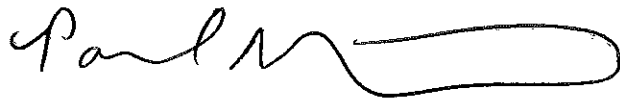
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This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", followed by a long horizontal flourish.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Michelle Philbrook  
Mishmash DBA Philbrook PR  
386 Bridgton Road  
Westbrook ME 04092

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Michelle Philbrook:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- MishMash DBA Philbrook PR in categories:
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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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Thank you for your interest in doing business with the State of Maine.

Sincerely,

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Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Marnie MacLean Dean  
Moose Tree Media  
28 Westbranch Road  
Cumberland ME 04021

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Marnie MacLean Dean:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a long, sweeping underline.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Peter Rinck  
Rinck Advertising, Inc.  
113 Lisbon Street  
Lewiston ME 04240

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Peter Rinck:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

- Staples Marketing, LLC dba AFFIRM Agency in categories:
  - Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Black Fly Media in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation
- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
- Results Marketing & Design, Inc. dba Ethos in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Fuseideas, LLC in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance

- MishMash DBA Philbrook PR in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a large, sweeping flourish at the end.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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





**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Tom Morse  
Woodbury+Morse  
100 Commercial Street, Suite 307  
Portland ME 04101

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Tom Morse:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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- Black Fly Media in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation
- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
- Results Marketing & Design, Inc. dba Ethos in categories:
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- Fuseideas, LLC in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance

- MishMash DBA Philbrook PR in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Meeting Facilitation, Website Development & Maintenance, Website Hosting
- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a stylized flourish at the end.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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



**STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION**

**Janet T. Mills  
Governor**

**Bruce Van Note  
Commissioner**

03/21/2023

Lou Cornell  
WSP USA Inc.  
One Penn Plaza, 4<sup>th</sup> Floor  
New York NY 10119

**SUBJECT:** Notice of Conditional Contract Award(s) under RFP # 202208134  
Public Information Services

Dear Lou Cornell:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Transportation for Public Information 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 awards to the following bidders:

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  - Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
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- Blaze Partners in categories:
  - Media Buying, Advertising & Promotion
- Burgess Advertising & Marketing, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production
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- MishMash DBA Philbrook PR in categories:
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- Rinck Advertising, Inc. in categories:
  - Public Relations, Media Consulting, Media Buying, Advertising & Promotion, Copywriting & Report Writing, Graphic Design & Production, Website Development & Maintenance, Website Hosting
- Woodbury+Morse in categories:
  - Media Buying, Advertising & Promotion, Graphic Design & Production

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

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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Merrill", with a long, sweeping horizontal stroke extending to the right.

Paul Merrill, Director  
MaineDOT Creative Services

## **STATEMENT OF APPEAL RIGHTS**

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

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Staples Marketing, LLC DBA AFFIRM Agency**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum!(**subject matter expert on Website Development, maintenance and hosting only**)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>
Section II. Proposed Services	<b>35</b>	<b>32</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Media Consulting		<b>19.79</b>
• Media Buying		<b>19.79</b>
• Advertising and Promotion		<b>18.75</b>
• Copywriting and Report Writing		<b>21.59</b>
• Graphic Design & Production		<b>19.57</b>
• Website Development & Maintenance		<b>19.79</b>
• Website Hosting		<b>4.83</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Staples Marketing, LLC DBA AFFIRM Agency**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>

**Evaluation Team Comments:**

Experience in Transportation and Maine  
 Ride share during pandemic was not addressed  
 Comprehensive campaign for DOT  
 Advertising methods beyond typically  
 Excellent visions  
 Full service agency  
 Robust marketing  
 Nationwide experience  
 Very detailed proposal  
 Inconsistency in cases of grammar  
 Long standing service  
 Impressive tract of services  
 No red flags  
 Multiple transportation experience  
 Excellent examples of projects  
 Pandemic campaign was addressed  
 Public sector and transit focus  
 Adequate number of employees  
 Developing and hosting websites for a long time  
 Well experience for web work  
 Appears to be ADA friendly for websites



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Staples Marketing, LLC DBA AFFIRM Agency**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>32</b>

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**Evaluation Team Comments:**

strong examples of their services  
proposed services are strong  
technology has a decent procedure  
weak in discussion in their hosting and maintenance  
Developing and hosting websites for a long time  
Well experience for web work  
Appears to be ADA friendly for websites

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Staples Marketing, LLC DBA AFFIRM Agency**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>120</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.79</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>120</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.79</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>120</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18.75</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>110</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>21.59</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>115</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.57</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>120</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.79</b>

**Website Hosting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>150/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>4.83</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Black Fly Media**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>
Section II. Proposed Services	<b>35</b>	<b>35</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>22.62</b>
• Media Consulting		<b>22.62</b>
• Media Buying		<b>22.62</b>
• Advertising & Promotion		<b>21.43</b>
• Copywriting & Report Writing		<b>22.62</b>
• Graphic Design & Production		<b>21.43</b>
• Meeting Facilitation		<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134  
RFP TITLE: Public Information Services  
BIDDER: Black Fly Media  
DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>

**Evaluation Team Comments:**

They have experience with government entities  
Solid group and have good references  
Strong reputation in Maine  
Well-rounded team with relevant skills  
Good examples of the government work  
Links didn't work but did find the website  
Strong visuals to show experience and qualifications

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Black Fly Media**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>35</b>

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**Evaluation Team Comments:**

Well written proposal  
Great visuals in the proposal  
Multiple typos and oversites in addressing other organizations  
Proposed services have a solid reputation  
Advertising, media consulting and buying are needed and they proposed services were well documented  
Black Fly should not be considered for Web Development and Hosting as they did not address it at all in Proposed Services, and stated they intended to use an undesignated subcontractor "like InformME" in Qualifications.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Black Fly Media**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>22.62</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>22.62</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>22.62</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>21.43</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>22.62</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>105</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>21.43</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>75</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>Non responsive</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Black Fly Media**  
**DATE: 11/10/2022**

Website Hosting

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>Non responsive</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202208134  
RFP TITLE: Public Information Services  
BIDDER: Blaze Partners  
DATE: 11/10/2022

**SUMMARY PAGE**

DEPARTMENT NAME: Transportation  
NAME OF RFP COORDINATOR: Kimbalie Lawrence  
NAMES OF EVALUATORS: Paul Merrill, Michael Cole, Vladi Cederman

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>
Section II. Proposed Services	<b>35</b>	<b>35</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Media Buying		<b>12.84</b>
• Advertising and Promotion		<b>12.16</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Blaze Partners**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>

**Evaluation Team Comments:**

Layout of presentation was nice  
Table of contents didn't correspond with proposal- shows lack of attention to detail  
A lot of commercial company experience that doesn't really reflect government and nonprofit experience  
Newer company but includes experience from the client side of the industry  
Ad campaign info is visually appealing  
Said they have gov experience but didn't provide examples  
Typos and overlooked contents  
Focused on data and analyzing results for deliverables.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Blaze Partners**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>35</b>

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**Evaluation Team Comments:**

Strong examples of media buying services  
Overall very professional services showed  
Advertising services well presented

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Blaze Partners**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

Media Buying						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>185</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.84</b>

Advertising & Promotion						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>185</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.16</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Broadreach Public Relations**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>35</b>
Section II. Proposed Services	<b>35</b>	<b>25</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>15.83</b>
• Media Consulting		<b>12.67</b>
• Media Buying		<b>19</b>
• Advertising & Promotion		<b>18</b>
• Copywriting & Report Writing		<b>19</b>
• Graphic Design & Production		<b>18</b>
• Meeting Facilitation		<b>15</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Broadreach Public Relations**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>35</b>

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**Evaluation Team Comments:**

15 years' experience  
Comprehensive list of services  
Subcontractor NL Partners relationship is not clear-why would sub out media buying?  
Work process page was good and helpful  
Many governments experience

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
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**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>25</b>

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**Evaluation Team Comments:**

Their examples were lacking- a bit linear, flat visuals, antiquated examples  
NL Partners does graphic design  
Examples of work are dated  
Graphic design is not impressive and not explained who the graphic designers are  
Earned media is underwhelming  
Public relations seem to focus on crisis management  
Appears to be the middleman for subcontracting

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.83</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>187.50</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.67</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Burgess Advertising & Marketing, Inc.**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum!(subject matter expert on Website Development, maintenance and hosting only)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>
Section II. Proposed Services	<b>35</b>	<b>35</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>19</b>
• Media Consulting		<b>19</b>
• Media Buying		<b>19</b>
• Advertising and Promotion		<b>18</b>
• Copywriting and Report Writing		<b>19</b>
• Graphic Design & Production		<b>18</b>
• Website Development and Maintenance		<b>0</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
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**BIDDER: Burgess Advertising & Marketing, Inc.**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>

**Evaluation Team Comments:**

Experience with SOM and DOT  
Strength with media buying and consulting  
No visual examples  
Very direct proposal only what I need to know and nothing I don't need to know  
Subcontractors listed refer to services we complete we do here  
Decades of experience  
Multiple state projects  
Wide reach of resources

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>35</b>

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**Evaluation Team Comments:**

Confusion because the proposed services appear not complete  
Links are not working or direction  
Proposal assumed we knew them and lacked robust proposal  
Only received proposal for media buying and advertising and promotion causing confusion  
Appears there are pages missing for proposed services.  
Burgess is not proposing to do web development and hosting. See page 5 of their proposal.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Burgess Advertising & Marketing, Inc.**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>Non-responsive</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>0</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: ECBC Technologies LLC**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum-  
subject matter expert for Website Development, Maintenance and Hosting only

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>10</b>
Section II. Proposed Services	<b>35</b>	<b>25</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Website Development & Maintenance		<b>23.75</b>
• Website Hosting		<b>1.45</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: ECBC Technologies LLC**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>10</b>

**Evaluation Team Comments:**

One person org  
No state or gov experience  
Website looks generic  
Websites couldn't be viewed because of no login  
Respond to insurance, litigation and  
No specific examples  
Sites are in development  
No mention of ongoing support  
Couldn't tab into options so probably not ADA compliance  
No hosting details  
Poor formatting in RFP  
No details of creative process  
Appears we would have to create content and  
Owner has strong technical background  
Custom interfaces built in but could be they are only hosting

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134  
RFP TITLE: Public Information Services  
BIDDER: ECBC Technologies LLC  
DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>25</b>

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**Evaluation Team Comments:**

Talk about WordPress and understand WordPress  
Will provide maintenance but no talk of analytics or graphs  
Appear to be able to do what we are asking but no analytics  
Not strong in hosting presentation and ability  
Website samples look like templates with other images added  
No access to actual websites does not address services needed  
Website Development proposed services are not strong

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: ECBC Technologies LLC**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>100</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>23.75</b>

**Website Hosting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>500/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>1.45</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Results Marketing & Design, Inc. DBA Ethos**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum **(subject matter expert on Website Development, maintenance and hosting only)**

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>35</b>
Section II. Proposed Services	<b>35</b>	<b>30</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>15.83</b>
• Media Consulting		<b>15.83</b>
• Media Buying		<b>16.96</b>
• Advertising and Promotion		<b>15</b>
• Copywriting and Report Writing		<b>16.96</b>
• Graphic Design & Production		<b>16.07</b>
• Meeting Facilitation		<b>10.42</b>
• Website Development & Maintenance		<b>15.83</b>
• Website Hosting		<b>14.50</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Results Marketing & Design, Inc. DBA Ethos**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>35</b>

**Evaluation Team Comments:**

Large team  
Well experienced team  
Impressive outreach  
Experience with government agencies  
Lacked quality production during the pandemic  
Pandemic response was lacking  
Experience is strong in marketing  
Kittery bridge project experience was weak  
Experience will augment what dot already does  
Previous experience is weak  
Long term company  
Relevant experience with SOM agency  
Design work was ok neither good or bad  
Proposal did not contain links though they looked like link had to search the web for the sites  
Separate company for website work  
Websites looked decently clean  
Some ADA issues could need to be address  
Could have given much better examples of

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

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**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>30</b>

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**Evaluation Team Comments:**

Media buying is well done  
Ad and promo are strong examples  
Public relations proposal was confusing  
Graphic design examples confusing because they didn't apply  
RFP was poorly written  
Wild blueberry campaign was strong  
Thorough in description of work  
Good practice  
Bata site for feed back  
WordPress work is well done-concern that websites are not updated  
Mobile app is well done

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
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**BIDDER: Results Marketing & Design, Inc. DBA Ethos**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	=	<b>15.83</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	=	<b>15.83</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>140</b>	<b>x</b>	<b>25 points</b>	=	<b>16.96</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	=	<b>15</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>140</b>	<b>x</b>	<b>25 points</b>	=	<b>16.96</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>140</b>	<b>x</b>	<b>25 points</b>	=	<b>16.07</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>180</b>	<b>x</b>	<b>25 points</b>	=	<b>10.42</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	=	<b>15.83</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: Public Information Services**

**BIDDER: Results Marketing & Design, Inc. DBA Ethos**

**DATE: 11/10/2022**

**Website Hosting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>50/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.50</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Fuseideas**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum!(subject matter expert on Website Development, maintenance and hosting only)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>
Section II. Proposed Services	<b>35</b>	<b>33</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>15.32</b>
• Media Consulting		<b>15.32</b>
• Media Buying		<b>15.32</b>
• Advertising & Promotion		<b>14.52</b>
• Copywriting & Report Writing		<b>15.32</b>
• Graphic Design & Production		<b>14.52</b>
• Meeting Facilitation		<b>12.10</b>
• Website Development & Maintenance		<b>15.32</b>
• Website Hosting		<b>0</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
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**BIDDER: Fuseideas**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>

**Evaluation Team Comments:**

Extensive experience with government agency  
Dot has worked well with the firm  
Strength in areas that will augment our division  
Would have liked to see examples outside of DOT  
Established firm  
One sub  
Strong client list  
Media buying has strong experience  
Web development was the firm's first focus  
Prior experience went smoothly  
Website developers not a lot about analytics and maintenance  
No references to websites

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Fuseideas**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>33</b>

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**Evaluation Team Comments:**

It services talk about development but not about hosting and maintenance  
No reference to analytics and quality assurances checks  
Meeting facilitation services proposed was weak  
Graphic design work is good  
Media buying is impressive  
Examples of other projects besides dot would have helped  
Feel they addressed all proposed services well  
Site optimization was not discussed  
Very vague on website processes  
TBD for website hosting does not allow for calculation therefore is non responsive

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Fuseideas**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.32</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.32</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.32</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.52</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.32</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.52</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.10</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>155</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.32</b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Fuseideas**  
**DATE: 11/10/2022**

Website Hosting

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
29	÷	<b>TBD does not allow for calculation therefore is non responsive</b>	x	<b>25 points</b>	=	<b>0</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Mishmash DBA Philbrook PR**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum!(**subject matter expert for Website Development, Maintenance & Hosting**)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>36</b>
Section II. Proposed Services	<b>35</b>	<b>34</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>25</b>
• Media Consulting		<b>25</b>
• Media Buying		<b>25</b>
• Advertising & Promotion		<b>25</b>
• Copywriting & Report Writing		<b>25</b>
• Graphic Design & Production		<b>23.68</b>
• Meeting Facilitation		<b>19.74</b>
• Website Development & Maintenance		<b>25</b>
• Website Hosting		<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Mishmash DBA Philbrook PR**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>36</b>

**Evaluation Team Comments:**

Experience with public agency  
Small group  
Direct hands on with primaries in the company  
Subcontracting process was not clear  
Website examples was very good  
IF&W brochure was text heavy  
10-year business  
Prequalified vendor for state of Maine with high scores  
Media buying is sub-contracted  
Higher than average email rates  
Didn't tell how much of airtime and media buying  
A lot of subs used and they appear to be a middleman company  
Web press developer  
40 webs developed  
Search engine optimization  
And analytics offered

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Mishmash DBA Philbrook PR**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>34</b>

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**Evaluation Team Comments:**

Government projects are abundant  
Proposed services are addressed well  
Professional procedures for website  
Staging site for examples  
Understand google analytics  
Did not discuss ADA compliance on websites  
No mention of quality assurance throughout project process

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Mishmash DBA Philbrook PR**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>23.68</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.74</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>95</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Mishmash DBA Philbrook PR**  
**DATE: 11/10/2022**

Website Hosting

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>29/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202208134  
RFP TITLE: Public Information Services  
BIDDER: Moose Tree Media  
DATE: 11/10/2022

**SUMMARY PAGE**

DEPARTMENT NAME: Transportation  
NAME OF RFP COORDINATOR: Kimbalie Lawrence  
NAMES OF EVALUATORS: Paul Merrill, Michael Cole, Vladi Cederman

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>32</b>
Section II. Proposed Services	<b>35</b>	<b>20</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>19</b>
• Media Consulting		<b>19</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Moose Tree Media**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>32</b>

**Evaluation Team Comments:**

2-year-old company  
Appears to be a sole proprietor  
Good examples of successful PR  
Media consulting to private sector examples  
Links are broken in proposal and not to specific articles  
27 years of experience in journalism  
Not a very comprehensive proposal  
Experience with national trade center may be useful with our ports  
Need more examples of the work but links are broken  
Why only media consulting and not media buying?  
Did not address litigation



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Moose Tree Media**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>20</b>

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**Evaluation Team Comments:**

Knowledge of the media landscape  
Consulting on market research  
Some points were ignored that were asked for in media consulting  
Only responded to two out of four components for the media consulting  
Strong PR proposal

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Moose Tree Media**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

Public Relations						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

Media Consulting						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>125</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Rinck Advertising**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, (subject matter expert on Website Development, maintenance and hosting only)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>
Section II. Proposed Services	<b>35</b>	<b>34</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>15.83</b>
• Media Consulting		<b>14.84</b>
• Media Buying		<b>16.96</b>
• Advertising & Promotion		<b>13.64</b>
• Copywriting & Report Writing		<b>17.59</b>
• Graphic Design & Production		<b>16.67</b>
• Website Development & Maintenance		<b>15.83</b>
• Website Hosting		<b>2.9</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Rinck Advertising**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>40</b>

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**Evaluation Team Comments:**

Downeaster campaign well done  
Large firm  
No subs  
Collecting and analyzing data is strong  
Highly qualified  
20 years of experience and strongly with Transportation industry  
Did not follow RFP requests very closely  
Strong IT experience  
Website development experience

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Rinck Advertising**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>34</b>

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**Evaluation Team Comments:**

all services proposed are well done  
did not describe hosting provided  
did not describe website development  
did not let us know how they would provide services for website development and hosting  
no responsive on website hosting, development & maintenance on this category  
jetport campaign was well proposed  
demonstrated strong graphic design and marketing ability  
creative pr proposed services  
lacked quality assurance experience  
analytics and quality assurance was addressed  
Examples websites were good  
Demonstration multiple well-done campaigns

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Rinck Advertising**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.83</b>

**Media Consulting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>160</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.84</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>140</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>16.96</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>165</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>13.64</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>135</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>17.59</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>135</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>16.67</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>150</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>15.83</b>

**Website Hosting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>250/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>2.9</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Woodbury+Morse**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>39</b>
Section II. Proposed Services	<b>35</b>	<b>35</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Media Buying		<b>23.75</b>
• Advertising & Promotion		<b>25</b>
• Graphic Design & Production		<b>25</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Woodbury+Morse**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>39</b>

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**Evaluation Team Comments:**

25 years government experience with Maine turnpike authority and Transportation experience  
Easy to read and concise  
Didn't respond about litigation



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Woodbury+Morse**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>35</b>

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**Evaluation Team Comments:**

Services are very related to what we do at DOT examples  
Good previous work with MaineDOT

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: Woodbury+Morse**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

Media Buying						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>100</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>23.75</b>

Advertising & Promotion						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>90</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

Graphic Design & Production						
Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>90</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>25</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: WSP USA Inc.**  
**DATE: 11/10/2022**

**SUMMARY PAGE**

**DEPARTMENT NAME:** Transportation  
**NAME OF RFP COORDINATOR:** Kimbalie Lawrence  
**NAMES OF EVALUATORS:** Paul Merrill, Michael Cole, Vladi Cederman, Jen Chisum!(subject matter expert on Website Development, maintenance and hosting only)

<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>20</b>
Section II. Proposed Services	<b>35</b>	<b>30</b>
Section III. Cost Proposal (Max:25 Points Per Category)	<b>25</b>	
• Public Relations		<b>18.44</b>
• Media Buying		<b>12.41</b>
• Advertising and Promotion		<b>18.60</b>
• Copywriting and Report Writing		<b>18.39</b>
• Graphic Design & Production		<b>20</b>
• Meeting Facilitation		<b>12.18</b>
• Website Development & Maintenance		<b>19.69</b>
• Website Hosting		<b>14.50</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	
<b><u>SEE MASTER SCORE SHEET FOR TOTALS PER CATEGORY</u></b>		

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: WSP USA Inc.**  
**DATE: 11/10/2022**

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>20</b>

**Evaluation Team Comments:**

Primarily engineering and design firm  
Public outreach campaigns are not clear and concise  
Websites were not good  
Prior meeting facilitation was good  
Prior PR requests did not work out with DOT  
Weak experience  
Did not tell what IT tools they use  
Large litigation concerns and didn't follow RFP request  
Working with government experience  
No graphic design examples from them  
Project examples don't show capability with PR  
No hosting experience listed except 3 examples

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: WSP USA Inc.**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>35</b>	<b>30</b>

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**Evaluation Team Comments:**

Graphic design section no examples  
Did not respond well to Website work  
Media buying is done by graphic designers and is a category in and of itself and should be addressed as such  
Not strong in telling us how they would perform any of the services  
No tools used listed  
No development process description  
Only one example of hosting  
Lacked procedural description in services

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER: WSP USA Inc.**  
**DATE: 11/10/2022**

**EVALUATION OF SECTION IV  
Cost Proposal**

**Public Relations**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>128.79</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18.44</b>

**Media Buying**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>191.35</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.41</b>

**Advertising & Promotion**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>121</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18.60</b>

**Copywriting & Report Writing**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>129.16</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>18.39</b>

**Graphic Design & Production**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>90</b>	÷	<b>112.51</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>20</b>

**Meeting Facilitation**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>75</b>	÷	<b>153.91</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>12.18</b>

**Website Development & Maintenance**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>95</b>	÷	<b>120.63</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>19.69</b>

**Website Hosting**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
<b>29</b>	÷	<b>50/month</b>	<b>x</b>	<b>25 points</b>	<b>=</b>	<b>14.50</b>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Staples Marketing, LLC DBA AFFIRM Agency  
**DATE:** 12/6/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Staples Marketing, LLC d/b/a AFFIRM Agency*
    - *Founded in 1985. Changed name to AFFIRM in 2015*
    - *Full service*
    - *15 employees*
    - *Impressive track record and client list*
    - *Experienced staff with diverse backgrounds*
  - *Subcontractors*
    - *No subcontractors*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Applying for all sections except for PR & Meeting facilitation*
  - *Public Relations – Not applying*
  - **Media Consulting**
  - **Media Buying**
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - *Meeting Facilitation – Not applying*
  - **Website Development and Maintenance**

Lots of experience in transportation sector including Wisconsin DOT, multiple transit agencies and lots of regional transportation planning groups

Good examples of the work in each of the categories they are applying for

Strong use of data & analytics to analyze successful campaigns

Demonstrates ability to work with large and complex advertising budgets over multiple sectors

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Black Fly Media  
**DATE:** 12/5/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  1. *Overview of Organization*
    - *Strong client list & qualifications*
    - *Strong website & video mainewontwait.org – URL didn't work when clicked, but when typed it loads without issue*
    - *Diverse background and experience of key staff*
  2. *Subcontractors*
    - *Proposal says they do all projects in house other than web development. They propose working with InforME as they have in the past*
  3. *Litigation / Insurance / Red flags*
    - *No issues*
  4. *Other*
    - *Produced videos for Maine Bureau of Highway Safety*
    - *Multiple small typos & oversights in proposal*
  
- II. *Proposed Services to be Provided – Consultant is applying for*
  - ***Public Relations***
  - ***Media Consulting***
  - ***Media Buying***
  - ***Advertising and Promotion***
  - ***Copywriting and Report Writing***
  - ***Graphic Design and Production***
  - ***Meeting Facilitation***

*Very professional and well put-together application package*



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Blaze Partners  
**DATE:** 12/5/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - 1. *Overview of Organization*
    - *Younger company founded in 2015. Cite 30+ years in the Maine advertising community including on the customer side*
    - *Majority of staff "have spent a portion of their career on the client side of the table," which they say offers a different perspective*
  - 2. *Subcontractors*
    - *They subcontract out video production to two companies in Portland. Knack Factory and Stray Arrow Media.*
  - 3. *Litigation / Insurance / Red flags*
    - *No issues*
  - 4. *Other*
    - *Chapter headers don't line up with table of contents*
    - *Organizational chart wasn't there despite being mentioned*
  
- II. *Proposed Services to be Provided – Only two captures*
  - *Public Relations – Not applying*
  - *Media Consulting – Not applying*
  - ***Media Buying – Applying***
  - ***Advertising and Promotion – Applying***
  - *Copywriting and Report Writing – Not applying*
  - *Graphic Design and Production – Not applying*
  - *Meeting Facilitation – Not applying*
  - *Website Development and Maintenance – Not applying*

*Strong examples of Media Buying with good data to back it up  
Very professional and well put-together application package overall*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Broadreach Public Relations  
**DATE:** 12/5/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Founded in 2007*
    - *Eight employees serve Maine and NH*
    - *Over 60 years' experience in their leadership team*
    - *Focus on strategic communications and crisis management*
    - *Strong list of previous clients*
    - *Clear org. chart shows the breakdown of employee vs subcontractor*
  - *Subcontractors*
    - *They work with a lot of subcontractors regularly. Subcontractors may do the majority of the work*
      1. *LRC Content Writer (Content Creation)*
      2. *NL Partners (Paid Advertising, Media Buying, Graphic Design)*
      3. *Cre8iv Company (Video Production)*
      4. *Market Decisions (Advanced Market Research)*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
    - *Application document has numerous typos and/or outdated information*
  
- II. *Proposed Services to be Provided – Consultant is applying for all sections*
  - **Public Relations**
  - **Media Consulting**
  - **Media Buying**
    - *Good examples of this and negotiating additional free airtime. Work done by NL Partners*
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - **Meeting Facilitation**
  - **Website Development and Maintenance**
    - *They don't do web design themselves but worked with InforME recently on a MEPUC website*

*Demonstrate ability for remote and in-person event organization  
RFP References "Maine Revenue Service" in multiple places (page 3)*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** Burgess Advertising

**DATE:** 12/5/2022

**EVALUATOR NAME:** Michael Cole

**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - Overview of Organization
    - Founded in 1986, over 35 years' experience in the Maine market
    - Strong client list including State of Maine and MaineDOT.
  - Subcontractors
    - "Core elements of all campaigns will be handled internally by Burgess."
    - Subcontractors could potentially step in for their specialty if needed
      1. FRAME Media Strategies – video production
      2. No Umbrella Media – Video production
      3. Hallee Design – Digital creative, art direction, graphic design
      4. Tom McPherson Photography
      5. Patrick Higgins Photo
      6. NOVA Partners – Printing
      7. Curry Printing - Printing
  - Litigation / Insurance / Red flags
    - No issues
  - Other
  
- II. Proposed Services to be Provided
  - Public Relations – Not applying
  - Media Consulting – Not applying
  - **Media Buying**
  - **Advertising and Promotion**
  - Copywriting and Report Writing – Not applying
  - Graphic Design and Production – Not applying
  - Meeting Facilitation – Not applying
  - Website Development and Maintenance – Not applying

Strong examples of media buying and advertising in application  
Not an aesthetically strong proposal, no visuals, graphics, etc.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** ECBC Technologies LLC  
**DATE:** 12/6/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Founded in 2016*
    - *Based in Lawrence, Mass.*
    - *Appears to be a single owner/employee, no indication of an organizational chart*
    - *Owner has strong technical background*
  - *Subcontractors*
    - *No mention of subcontractors in proposal*
  - *Litigation / Insurance / Red flags*
    - *No mention of litigation or insurance in proposal*
  - *Other*
  
- II. *Proposed Services to be Provided – Applying for Website only*
  - *Public Relations – Not applying*
  - *Media Consulting – Not applying*
  - *Media Buying – Not applying*
  - *Advertising and Promotion – Not applying*
  - *Copywriting and Report Writing – Not applying*
  - *Graphic Design and Production – Not applying*
  - *Meeting Facilitation – Not applying*
  - ***Website Development and Maintenance***
  - ***Website Hosting***

Second link in first example project is behind a login so cannot access  
Some custom interface designs built into websites  
Proposing use of WordPress  
No mention of other government clients

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Results Marketing & Design, Inc. d/b/a Ethos  
**DATE:** 12/13/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Team of 55+ marketing professionals*
    - *Worked with SOM several times, going back as far as 2002*
    - *Worked with MaineDOT previously on the “Maine Ahead” project*
    - *In business over 22 years*
    - *Work for Maine CDC / DHHS on the COVID outbreak*
    - *“Combined, we plan and place media buys totaling nearly \$12 million per year.”*
  - *Subcontractors*
    - *Contractors are not used*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Applying for four sections*
  - **Public Relations**
  - *Media Consulting – Not applying*
  - **Media Buying**
  - **Advertising and Promotion**
  - *Copywriting and Report Writing – Not applying*
  - *Graphic Design and Production – Not applying*
  - *Meeting Facilitation – Not applying*
  - **Website Development and Maintenance**

In 2007 Ethos launched VONT, “a wholly owned and fully integrated division of Results Marketing & Design, Inc., VONT is a performance digital marketing company dedicated exclusively to web, social media, and online marketing channels.”

Impressive outreach for wild blueberry association

The tagline “You Can Trust Them Now” appears to infer you couldn’t trust COVID vaccines before. I’m shocked anyone thought this was a good idea

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Fuseideas  
**DATE:** 12/6/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Founded in 2006*
    - *HQ in Mass., local office in Portland*
    - *Worked with MaineDOT for 9 years*
    - *Strong client list including other government agencies, other transportation agencies, and MaineDOT*
  - *Subcontractors*
    - *Northeast Media Associates, Angie Helton, works on some of their projects*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Consultant applying for all services*
  - **Public Relations**
  - **Media Consulting**
  - **Media Buying**
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - **Meeting Facilitation**
  - **Website Development and Maintenance**

Media buying totals over \$20M annually, including up to \$3M in Maine annually  
Well put-together and professional proposal  
Web development was one of their first areas of focus before growing into other sectors  
Complex UI/UX design capabilities  
Lots of examples of their work winning awards  
Strong examples of all above categories  
No website examples provided

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Mishmash DBA Philbrook PR  
**DATE:** 12/13/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *In business for ten years*
    - *Worked with Maine DHHS, CDC, Maine IF&W, Maine DOE*
    - *Two people on their staff*
    - *They are Pre-Qualified vendors for State of Maine multimedia and creative services in categories of Advertising Agency, Graphic Designer, Technical Writer, and copywriter with a score of 100 for all four*
  - *Subcontractors*
    - *Black Fly Media – all video and audio production*
    - *Good Media - all media buying and planning – over 20 years' experience, but biz was founded in 2018*
    - *Maria Cianchette – some graphic design*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Applying for all sections except meeting facilitation*
  - **Public Relations**
  - **Media Consulting**
  - **Media Buying**
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - *Meeting Facilitation – Not applying*
  - **Website Development and Maintenance**

Higher than average email open rates for HM Payson outreach  
No specific mention of how much airtime they typically buy in a calendar year  
Strong examples and professional proposal

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Moose Tree Media  
**DATE:** 12/6/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Founded two years ago*
    - *Founder's background is in PR & journalism, 27 years in TV news*
    - *SOM client includes Maine International Trade Center (MITC)*
    - *Appears to be a single person with no employees but no organizational chart outlines this*
  - *Subcontractors*
    - *No mention of using subcontractors*
  - *Litigation / Insurance / Red flags*
    - *Liability insurance but no mention of open litigation in proposal*
  - *Other*
  
- II. *Proposed Services to be Provided – Two categories, PR & Media consulting*
  - **Public Relations**
  - **Media Consulting**
  - *Media Buying – Not applying*
  - *Advertising and Promotion – Not applying*
  - *Copywriting and Report Writing – Not applying*
  - *Graphic Design and Production – Not applying*
  - *Meeting Facilitation – Not applying*
  - *Website Development and Maintenance – Not applying*

Good examples of successful PR for MITC and Bioscience Association of Maine  
Good examples of media consulting to private sector, focus on crisis plans  
Links are all broken in PR project one example



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Rinck Advertising  
**DATE:** 12/13/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Over twenty years' experience*
    - *HQ in Lewiston*
    - *Cite over 15 years working in the transportation industry*
    - *"One-stop shop"*
    - *Clients include NNEPRA / Amtrak Downeaster, Portland Jetport, MaineHousing, Maine CDC, University of Maine, Maine IF&W, MaineDOT "backseat drivers' program". Have worked previously with CTDOT*
    - *Included an org. chart on page 54*
  - *Subcontractors*
    - *Black Fly Media – all video and audio production*
    - *Good Media - all media buying and planning – over 20 years' experience*
    - *Maria Cianchette – some graphic design*
  - *Litigation / Insurance / Red flags*
    - *No issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Applying for all sections except meeting facilitation*
  - **Public Relations**
  - **Media Consulting**
  - **Media Buying**
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - *Meeting Facilitation – Not applying*
  - **Website Development and Maintenance**

Specifically mention Drupal as one of their content management systems  
Successful promo for #DunkinMaine (partnered with Big Fish Promotions)  
Demonstrates multiple successful PR campaigns  
Creative jetport campaign and impactful organ donor campaign  
Demonstrates multi-faceted outreach campaigns  
Professional and well put-together proposal with strong visual elements  
Strong media buying strategy splitting a campaign into proven, emerging, and experimental markets

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Woodbury + Morse  
**DATE:** 12/6/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *25 years' experience in multimedia production*
    - *15 years' experience in advertising, marketing, PR*
    - *Experience working with government including MaineDOT, Maine Turnpike, CDC, DHHS*
    - *They do all the work themselves for the three categories in proposal. Sub-contract out others*
  - *Subcontractors*
    - *Sub-contract out animation, audio production, photography, and videography.*
    - *Animation – Scott Frizzle and Associates*
    - *Audio production – ProComm Voices*
    - *Photography – Maine Imaging and Jeff Stevenson Photography*
    - *Video – Catama Productions and Publik Pictures*
  - *Litigation / Insurance / Red flags*
    - *No mention of litigation*
    - *No other issues*
  - *Other*
  
- II. *Proposed Services to be Provided – Three categories, Media Buying, Advertising & Promotion, Graphic Design*
  - *Public Relations – Not applying*
  - *Media Consulting – Not applying*
  - ***Media Buying***
  - ***Advertising and Promotion***
  - *Copywriting and Report Writing – Not applying*
  - ***Graphic Design and Production***
  - *Meeting Facilitation – Not applying*
  - *Website Development and Maintenance – Not applying*

Good examples of the work in categories they are applying for

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** WSP USA Inc.  
**DATE:** 12/13/2022  
**EVALUATOR NAME:** Michael Cole  
**EVALUATOR DEPARTMENT:** Transportation

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**Individual Evaluator Comments:**

- I. *Organization Qualifications and Experience*
  - *Overview of Organization*
    - *Offices in 4 communities in Maine. Total of 140 employees, 230 employees in New England*
    - *Experience in communications within engineering, transportation, and construction sectors*
    - *Have worked with MassDOT, VTrans, CTDOT and other regional planners*
    - *Substantial history of working with MaineDOT*
    - *“130+ years of consulting experience on major infrastructure improvement projects.”*
    - *Clear organizational chart*
  - *Subcontractors*
    - *I cannot find mention of subs*
  - *Litigation / Insurance / Red flags*
    - *List of 11 separate commercial disputes over the last 5 years. List does not include personal injury claims. Did not list “amount” as requested in RFP*
      1. *Of the 11, 4 disputes were settled, 1 dispute was settled and dismissed, 6 disputes are pending.*
    - *Insured*
  - *Other*
- II. *Proposed Services to be Provided – Applying for all sections except media consulting*
  - **Public Relations**
  - *Media Consulting – Not applying*
  - **Media Buying**
  - **Advertising and Promotion**
  - **Copywriting and Report Writing**
  - **Graphic Design and Production**
  - **Meeting Facilitation**
  - **Website Development and Maintenance**

Short section on media buying. Media buying is done by their “graphic designers and public involvement coordinators” but Media Buying Lead does have 20 years’ experience according to bio  
3D modeling visualizations, virtual reality, GIS mapping, listed under graphic design and production  
They haven’t embedded a single example of an ad they created but did link to a website on page 8  
They have an emphasis on accessibility, multilingual capabilities, etc  
Page numbers are all wrong in proposal  
They don’t come across as an ad agency, more of a transportation consultant & engineering agency who also make ads  
They have some staff nationally to support the more local staff. Project manager for MaineDOT projects would be based in Maine

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER NAME: Blaze Partners**  
**DATE: 12/8/22**  
**EVALUATOR NAME: Paul Merrill**  
**EVALUATOR DEPARTMENT: Department of Transportation**

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**Individual Evaluator Comments:**

*I like that Blaze Partners makes an effort to understand audiences for its clients and puts a focus on data when analyzing results.*

*Blaze Partners has experience working with several Maine state government entities. This would make it easier for our department to engage with this firm.*

*This proposal is very visually appealing. The images of roads and bridges was a nice touch based on the audience for this document.*

*The table of contents doesn't exactly match the contents.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Staples Marketing, LLC DBA AFFIRM Agency  
**DATE:** 12/13/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*AFFIRM has experience in the transportation sector, including experience in Maine's transportation sector.*

*The RideFinder campaign is listed as an example. While there are a few brief mentions of the COVID-19 pandemic, I find it odd the proposal does not address the idea of promoting carpooling during a global pandemic. COVID-19 prompted us to change our strategies about encouraging ridesharing in the State of Maine. I feel this issue should have been addressed more in a proposal highlighting a campaign that began at the beginning of 2020.*

*The campaign done for the Wisconsin Department of Transportation appears comprehensive. AFFIRM produced solid examples of graphic design. The campaign appears to have used lots of data to maximize every advertising dollar.*

*I like the Riding is Believing! campaign – there is similarity between all the logos, yet each one is different.*

*AFFIRM seems to have a grasp on advertising methods beyond the standard print and digital ads: billboards, vehicle wraps, folders, etc.*

*Both website examples look modern and dynamic.*

*There are no subcontractors. AFFIRM can deliver any service we would need with in-house staff.*

*This proposal is exhaustive. It was well written and included lots of excellent visuals.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Black Fly Media  
**DATE:** 12/8/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Black Fly Media has experience working with Maine state government entities, including the Maine Port Authority and the Governor's Office of Policy Innovation & the Future. This firm's experience with state government would make future state work easier. This proposal also mentions experience working with MaineIT and InforME on website production. These are all benefits.*

*Black Fly Media has a solid reputation in the public relations industry in Maine. Diana knows how to get things done, and Jason's videography skills are exceptional. That reputation and this proposal make me confident that Black Fly Media can serve all the needs mentioned in our RFP or find the best subcontractor to help with a job.*

*I put a lot of emphasis on strong writing skills. This proposal is well-written. I like that it includes humor and addresses common pitfalls organizations may encounter when engaging a public relations firm.*

*This proposal includes strong visuals.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Broadreach  
**DATE:** 12/8/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Broadreach has experience working with Maine state government entities.*

*It's unclear in this proposal exactly what the relationship is between Broadreach and NL Partners. NL Partners seems much more involved in this proposal than I would expect a subcontractor to be.*

*Prior work with the Maine Bureau of Highway Safety is a plus.*

*Examples of earned media and graphic design work are underwhelming.*

*The "Work Process" page is helpful.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Burgess Advertising  
**DATE:** 12/12/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Burgess Advertising has experience working with Maine state government entities, including MaineDOT.*

*Burgess Advertising offers strengths in advertising, marketing, and media buying. These features would help augment the strengths of the MaineDOT Office of Creative Services.*

*We used Burgess Advertising recently to help with our "Veranda Plan" campaign. The firm was exceptional and contributed greatly to the success of the campaign. We delivered a strong message that helped significantly reduce traffic during a full April weekend to accommodate major construction activities on one of Maine's busiest roadways.*

*This proposal is short and sweet: it tells me everything I need to know and nothing I don't.*



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** ECBC Technologies  
**DATE:** 12/15/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*EBCB Technologies' example websites look great, but there are no details included about the creative process behind developing the examples listed.*

*EBCB is proposing using WordPress for a content management system for our website needs. We are already moving forward with Drupal and SharePoint, so this may not be a good fit.*

*This proposal does not include enough details on the creative and graphic design work that goes into its projects. I assume we would have to handle those elements in house.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** Results Marketing & Design, Inc. DBA Ethos

**DATE:** 12/15/22

**EVALUATOR NAME:** Paul Merrill

**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Ethos has experience working with Maine state government agencies, including MaineDOT.*

*Ethos offers advertising, marketing, and media buying services that can augment the skills we already have in the Office of Creative Services as we launch campaigns that may include website development.*

*I am familiar with the NextGen 529 marketing materials, but I was not aware of how successful the enrollment numbers have become since the campaign started.*

*Regarding the work on the COVID-19 pandemic, I'm not sure the phrase "You Can Trust Them Now" is a good one; it implies that you couldn't trust them previously. I also don't believe I've seen many of these ads, which is odd since I was very involved in Maine state government's pandemic response.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Fuseideas  
**DATE:** 12/12/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Fuseideas has extensive experience with both government and private entities. The firm has done past work with MaineDOT, though I have not been directly involved in these projects. My predecessor spoke highly of the firm.*

*Based on Fuseideas' client list, it seems the firm has a good grasp on what types of messaging work both inside and outside the State of Maine.*

*Fuseideas appears to have strengths in areas that augment the strengths in MaineDOT's Office of Creative Services.*

*I would have liked to have seen some examples of work outside of MaineDOT.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** MishMash  
**DATE:** 1/4/23  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*MishMash has experience working with many public agencies in Maine.*

*Since MishMash apparently has a very small team, it seems as though firm employees have direct and hands-on involvement in all projects, though it's not exactly clear how much of the graphic design work is done by the subcontractor.*

*The lists of copywriting and graphic design offerings seems exhaustive, which is good.*

*The M.R. Brewer example is very good. The IF&W brochure is too text-heavy.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** Moose Tree Media

**DATE:** 12/12/22

**EVALUATOR NAME:** Paul Merrill

**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Moose Tree Media has experience working with the Maine International Trade Center. This could be advantageous for MaineDOT on matters related to Maine port development.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** Rinck Advertising

**DATE:** 1/5/23

**EVALUATOR NAME:** Paul Merrill

**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Rinck Advertising has experience working with public agencies in Maine and in the transportation sector.*

*I really like the campaigns developed for the Amtrack Downeaster, USM, and IF&W.*

*Graphic design examples are exceptional.*

*Rinck is a full-service agency with a big team that can perform all the work in this RFP in-house without relying on subcontractors.*

*This firm seems to do its homework ahead of time by collecting and analyzing data and evaluate what works after each campaign is complete.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Woodbury+Morse  
**DATE:** 12/13/22  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

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**Individual Evaluator Comments:**

*Woodbury+Morse has done work with government agencies in the transportation sector in the past, including MaineDOT and the Maine Turnpike Authority.*

*This proposal highlights skills in media buying, advertising and promotion, and graphic design and production. While the Office of Creative Services already has strong in-house resources for graphic design and production, we are lacking in the other two areas.*

*I like "You'll never forget the day you quit" as it relates to the ad linking smoking to Alzheimer's.*

*The examples of past ads done for the Maine Turnpike are very good and would resonate with our audience. They are easy to read and understand but don't come across as too simple.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** WSP USA Inc.  
**DATE:** 1/5/23  
**EVALUATOR NAME:** Paul Merrill  
**EVALUATOR DEPARTMENT:** Department of Transportation

\*\*\*\*\*

**Individual Evaluator Comments:**

*I'm not sure I would list work with the MBTA as my first example. Much of the recent coverage of the MBTA has been negative, and the public perception of the organization is not good.*

*The layout on the Interstate Bridge website could be more intuitive.*

*I understand that WSP is primarily an engineering and design firm, but the list of pending litigation (including claims of breach of contract and negligence) is problematic.*

*MaineDOT has worked with WSP on several projects already. The firm's meeting facilitation work was good. Trying to engage WSP for public relations support on a recent design-build project proved problematic as the prime contractor had apparently not budgeted much money for public relations efforts.*



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: File Public Information Services**  
**BIDDER NAME: Affirm**  
**DATE: 12/13/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- A full-service advertising agency with 15 employees
- Very robust marketing and cost analytics for web, TV, and radio
- Every project has a media package that includes said analytics and associated media costs
- Nationwide experience with public and state transportation agencies
- Extraordinarily detailed proposal
- Inconsistent capitalization of staff names/titles - nitpicky

**B. Subcontractors**

- None

**C. Litigation**

- None

**D. Organizational Chart**

- Danny Mager – Principal Officer/Project Manager
- Amy Opad – Senior Account Executive
- Cathy Looze – Media Director
- Ryan Quade – Creative Director
- Laura Monagle, APR – Vice President, Client Services-Public Relations Director / PR Manager
- Karen Vande Zande – Associate Media Director
- Lynnea Markovich – Senior Graphic Designer
- Mark Skowron – Senior Digital Designer
- MORGAN SUMTER – GRAPHIC DESIGNER
- JACOB SZANIAWSKI – DIGITAL MARKETING STRATEGIST
- MATT FROELICH – COPYWRITER

**E. Proposed Services**

- Account Service
- Account Planning
- Air Service Development Marketing
- Art Direction

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Affirm**

**DATE: 12/13/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

- Brand Development
- Copywriting
- Crisis Communications Management
- Digital Design and Production
- Employee/Internal Communications
- Event Planning and Display Design
- Graphic Design/Layout
- Logo/Identity Development
- Market Research
- Media Planning/Buying
- Mobile App Development
- Naming/Tagline Development
- Out-of-Home/Billboard Design and Production
- Photography Direction and Coordination
- Print Ad Production
- Print Collateral Design and Production
- Project Planning and Management
- Promotions
- Public Relations (incl. Crisis Communications)
- Sales Training/Public Speaking
- SEM & SEO
- Social Media Management
- Strategic Marketing Plans
- Video Production
- Website Design and Hosting

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: Public Information Services**

**BIDDER NAME: Black Fly Media**

**DATE: 12/7/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - A. Overview of Organization
    - 14 Years of experience as a company
    - Clients: Multiple high-profile state and local government agencies
    - Staff with double-digit year experience in advertisement and communications
    - Work on some ad campaign with national acclaim (What Happens in Vegas Stays in Vegas)
  - B. Subcontractors
    - InforME on occasion
  
- II. Proposed Services
  - PR + Media Relations Strategy
  - Media Planning + Buying
  - Copy Writing + Content Writing + Report Writing
  - Video
  - Branding + Logo Design
  - Graphic Design + Production
  - Social Media Strategy

**Personal Notes:**

- Nice samples reflecting projects done for public and non-profit organizations, which presents a realistic picture of what they can do for MaineDOT
- A well-rounded team with relevant skill sets
- Their experience working with other state agencies makes them a suitable vendor.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: Public Information Services**  
**BIDDER NAME: Blaze Partners**  
**DATE: 12/7/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - A. Overview of Organization
    - Experienced with various media
    - Fairly new: est. 2015
    - Work with over 100 Maine companies
    - 2/3 of the partners have 26 years combined experience working for L.L. Bean – neat
    - Mission statement (?) “Providing an ideal balance of brand strategy, digital marketing and advertising services in helping them to achieve their goals.”
  - B. Subcontractors
    - Knack Factory
    - Stray Arrow Media
- II. **Proposed Services**
  - Media Buying
  - Advertising and Promotion

**Personal Observation:**

- The design of the presentation is nice; however, the PDF is not interactive, i.e., no links to the different sections from the table of contents for a more user-friendly experience. Also, the table of contents does not correspond to the actual information i.e., the Org chart is in the TOC but is not in the document, etc. This tells me that there is a certain attention to detail lacking in this vendor’s work.
- Very attractive examples in the case studies presented, but they all seem to be for commercial clients, which doesn’t necessarily translate to a realistic representation of less flashy government projects.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Broadreach Public Relations**

**DATE: 12/8/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

- I. Organization Qualifications and Experience
  - A. Overview of Organization
    - Women-owned
    - A lot of government projects
    - 15-year-old company
  - B. Subcontractors
    - LRC Content Writer (Content Creation)
    - NL Partners (Paid Advertising, Media Buying & Graphic Design)
    - Cre8iv Company (Video Production)
    - Market Decisions (Advanced Market Research)
  - C. Organizational Chart
    - Linda Varrell, President
    - Paula Stanton, Director of Client Services
    - Jennifer Van Allen, Senior Client Manager
- II. Proposed Services
  - Strategy Development
    - Public Relations
    - Media Consulting
    - Media Buying
    - Copywriting
    - Advertising and Promotion
    - Graphic Design
    - Meeting Facilitation

**Personal Observation:**

- While this agency has done work for a lot of government institutions, the examples given look dated and linear.
- MaineDOT's Creative Services team has the talent to create projects of better quality than this.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Burgess Advertising & Marketing, Inc.**

**DATE: 12/8/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

A. Overview of Organization

- Established over 35 years ago
- A known entity
- Proven good work for MaineDOT
- Engaged in multiple projects for the state
- Wide range of creative resources – subcontractors
- Tight, concise proposal

B. Subcontractors

- FRAME Media Strategies
- No Umbrella Media
- Hallee Design
- Tom McPherson Photography
- Patrick Higgins Photo
- NOVA Partners
- Curry Printing

**II. Proposed Services**

- Media buying
- Advertising and promotion

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: File Public Information Services**  
**BIDDER NAME: ECBC Technologies LLC**  
**DATE: 12/13/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- Web development/applications/hosting agency
- One person
- No state/government work experience
- Very standard-looking WordPress stock template website example – Dr. Sofa
- Can't view the other examples because of a log-in requirement

**B. Subcontractors**

- No information

**C. Litigation**

- No information

**D. Liability Insurance**

- a. Not listed

**E. Organizational Chart**

- Eldon Conceicao

**F. Proposed Services**

- Content Management System (CMS) WordPress and custom layout/functionality.
- Hosting and Security
- Support and Maintenance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: File Public Information Services**  
**BIDDER NAME: Ethos Results**  
**DATE: 12/14/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- 22 years, over 50 staff
- Ethos has relevant experience working with several State of Maine agencies.
- partners, going back to 2002
- OK design work
- Sample websites are not linked; they can only be accessed through the agency's website or google.
- The websites given as samples do look very nice, though some give a connection error (not sure if it is the internet).
- In my opinion, the design samples in the RFP don't look as good as some of their work on their website.

**B. Subcontractors**

- None

**C. Litigation**

- None

**D. Organizational Chart**

- Listed

**E. Proposed Services**

- Public Relations
- Media Buying
- Advertising and Promotion
- Website Development and Maintenance



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Fuseideas**

**DATE: 12/9/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

- **Organization Qualifications and Experience**
  - Overview of Organization
  - 50 employees
  - Established company
  - Detailed description of proposed services and processes
  - Solid work Samples
  - Experience working with State agencies
  - Worked with MaineDOT
  - Multiple offices
  
- **Subcontractors**
  - Northeast Media Associates
  
- **Organizational Chart**
  - Owner is listed
  
- **Litigation**
  - None
  
- **Liability Insurance**
  - Listed
  
- **Proposed Services**
  - PR
  - Media Consulting
  - Media Buying
  - Advertising
  - Copyright and Report Writing
  - Graphic Design and Production
  - Meeting Facilitation
  - Website Development and Maintenance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Mishmash DBA Philbrook PR**

**DATE: 12/8/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- Certified as a State of Maine pre-qualified vendor for multimedia and creative services in the categories of Advertising Agency, Graphic Designer, Technical Writer, and Copywriter, with a score of 100 for all four.
- Multiple state/government projects
- OK design work but not better than we can do in-house.
- One of the subcontractors has submitted an RFP proposal for contracting with MaineDOT – conflict?

**B. Subcontractors**

- GoodQ Media - Media Buying and Planning (all)
- **Black Fly Media** - Video and Audio Production (all)
- Maria Cianchette, Designer - Graphic Design (some)

**C. Litigation**

- None

**D. Organizational Chart**

- Not listed

**E. Proposed Services**

- Public Relations
- Media Consulting
- Media Buying
- Advertising and Promotion
- Copywriting and Report Writing
- Graphic Design and Production
- Website Development and Maintenance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: File Public Information Services**  
**BIDDER NAME: Rinck Advertising, Inc**  
**DATE: 12/14/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- A nationally recognized, full-service marketing and advertising agency with over twenty years of experience
- Over 15 years working in the transportation industry
- The Proposed Services section is split in two, with an org chart in the middle
- 

**B. Subcontractors**

- Outsourced services will only be utilized when the scope requires specialized skill sets to implement required elements or integrations. Any outsourcing would be pre-approved by MaineDOT prior to the project start. For the services structured within the scope of this RFP, subcontractors will not be utilized. Rinck is a full-service agency and can perform all scope of services in-house.

**C. Litigation**

- None

**D. Organizational Chart**

- Listed

**E. Proposed Services**

- Public Relations
- Media Consulting
- Media Buying
- Advertising and Promotion
- Copywriting and Report Writing
- Graphic Design and Production
- Meeting Facilitation
- Website Development and Maintenance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**

**RFP TITLE: File Public Information Services**

**BIDDER NAME: Woodbury+Morse**

**DATE: 12/8/2022**

**EVALUATOR NAME: Vladi Cederman**

**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- A well-established agency
- Multiple state/government projects
- Solid examples
- Attractive designs
  
- Subcontractors
  - Animation
  - Audio Production
  - Photography
  - Videography & Editing

**B. Proposed Services**

- Media Buying
- Advertising and Promotion
- Graphic Design

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #: 202208134**  
**RFP TITLE: File Public Information Services**  
**BIDDER NAME: WSP USA Inc**  
**DATE: 12/14/2022**  
**EVALUATOR NAME: Vladi Cederman**  
**EVALUATOR DEPARTMENT: MaineDOT, Creative Services**

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

**Organization Qualifications and Experience**

**A. Overview of Organization**

- A large, multi-office agency
- Dedicated to serving communities, municipalities, local, state, and federal agencies
- Projects in the planning, transportation, engineering, strategic advisory, and construction management sectors
- No visuals reflecting work examples in the proposal
- The websites in the example are nice but quite generic.
- I feel that, based on the proposed services, the project examples in the RFP don't reflect the capabilities the agency lists, especially graphic design or metrics.

**B. Subcontractors**

- None listed

**C. Litigation**

- Listed – 11 cases in the last 5 years

**D. Organizational Chart**

- Listed

**E. Proposed Services**

- Public Relations
- Advertising and Promotion
- Copywriting and Report Writing
- Graphic Design and Production
- Media Buying
- Meeting Facilitation
- Website Development and Maintenance

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Staples Marketing, LLC DBA AFFIRM Agency  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience

Appendix C - Overview of Organization

- Public sector possibly transit focus
- lots of transit projects in US, a few in ME
- 15 employees

Web services – history reg. development and hosting and how you will ensure policy compliance

Dev/host/maintain 3 dozen websites for public sector clients starting 2018

Open source such as WordPress.

hosting outsourced to our 24/7 secure hosting partner

no policy compliance concerns

2 projects commuterconnect.us trasnitsolutions.org, showed multiform web pages in other areas as well. no ADA red flags

Subcontractors 0

Litigation 0

Certificate of Insurance y

Proposed Services

Referenced in Part II and what will be offered. Methods/resources/how.

Section is disorganized and hard to navigate what does that say about the products they would produce?

Discovery, UI architecture, design, dev, SEO/social, A on test server, migrate to live, training.

Weak on discussion of hosting or maintenance;

policy compliance addressed in build stage not mentioned in other stages

How expectations will be achieved – QA, Analytics, holistic assessments

Subcontractor roles 0

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** ECBC Technologies  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

\_Proposing ONLY Web Development and Hosting services.

*Organization Qualifications and Experience*

*Appendix C - Overview of Organization*

*2016 (6 yrs.)*

*small **web/software development** firm not advertising firm*

*100 clients from a diverse set of industries*

*in the US with the goal of providing best products and services related to software and web development*

*over 100 clients, included web applications design, CMS development, SEO, hosting...*

*Web services – history regarding development and hosting and how you will ensure policy compliance –*

*“ECBC has developed content and provided hosting for **several** websites and web applications” and provides examples of which 4 are development but not clear whether application or website or what “content development” means, as well as hosting. The rest are strictly hosting.*

*During dev/imp stage will review policies and ensure policy compliance, also work closely with OIT*

*No mention of ongoing support, SEO, etc. here or in project references.*

*2 projects*

*Website and web application - DRSOFA with a dispatch application; can't tab into right menu options.*

*Messy, disruptive but that may have been customer preference.*

*Web application, **so not pertinent to the services being requested** - schoolhealthtracker.org for COVID requires login credentials so **can't see it**.*

***No details provided at all***

*No hosting information provided*

*English errors e.g., "this website"*

***Bad at following instructions leading to poor format*** - Added resumes and additional material that should have been in proposed services, rather following format definitely not adjusted to this purpose. (Expiration date on bid in middle of proposal)

*Subcontractors no response*

*Litigation no response*

*Certificate of Insurance no response*

***Proposed Services***

*Referenced in Part II and what will be offered. Methods/resources/how.*

*From flier after Qualifications:*

*WordPress, explains why WordPress works well and list of its capabilities*

*Functional specs – custom UI/UX and staff empowered to update the websites*

*Will conform to ADA guidelines, security, performance, scalability which is not major concern here*

***Can provide support and maintenance but no mention of SOA, analytics.***

*Hosting – AWS lamp stack, unusual choice considering it is WordPress.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** ECBC Technologies

**DATE:** Nov 3, 2022

**EVALUATOR NAME:** Jennifer Chisum

**EVALUATOR DEPARTMENT:** DAFS, OIT

*Address support, maintenance, ownership,  
Process is UX design, coding, communicate, staging for testing/feedback, browser testing,  
training/documentation. Leaves out SOA, analytics, graphics work...*

*How expectations will be achieved*

*Not addressed*

*Subcontractor roles 0*



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Ethos  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience

Appendix C - Overview of Organization

- Large, 55+ people
- 22 yrs
- SOM work since 2002, MaineDOT experience
- What is the relationship between VONT and ETHOS? Wholly owned divisions of the parent company OK to claim their experience.

Web services – history regarding development and hosting and how you will ensure policy compliance –

- 2007 launched VONT digital marketing company...work together in same office, this is their area of expertise. Strong on all the digital marketing aspects.
- Would address policy by reading/talking to OIT

2 projects = Alford scholarships and Vaccinations

- Building a better gateway has some ADA contrast and tab issues. But brave like ME is clean

In proposed services section they show they are fully qualified to develop web apps in WordPress

Subcontractors 0

Litigation 0

Certificate of Insurance yes

Proposed Services

Referenced in Part II and what will be offered. Methods/resources/how.

Develop web apps in WordPress

They host on a virtual private server usually AWS but for us Flywheel

Addressed support, maintenance, ownership

I like their design questions

Mobile-friendly websites

Good process- Req discovery (tech/policy included), info arch, design, program, content dev, QA, hosting, support.

Policy compliance starts at beginning of process and incorp throughout

Beta site with feedback opportunity

Bad at following RFP instructions hosting pricing in the Services section.

How expectations will be achieved = strong - QA, beta testing, Analytics, search optimization, ongoing maintenance afterward = clear

Subcontractor roles 0 beyond hosting

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Fuseideas  
**DATE:** Jan 5, 2023  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience

Appendix C - Overview of Organization

- NE focus with Maine office, MaineDOT experience
- 50 employees

Web services – history reg. development and hosting and how you will ensure policy compliance

Fuseideas was originally formed as a website development and interactive solutions company 2006 continued to develop and manage websites, hosting and maintenance services for a wide variety of clients.

Samples include PIJ website; StrengthenME content/translators/enhanced portal

Familiar with UI/UX, ADA knowledgeable

Did not mention toolsets used, hosting approach, but both mentioned sites seem fine and ADA. Nothing about Search optimization, analytics qualifications

2 projects – none for website work included

Subcontractors y not for web stuff

Litigation 0

Certificate of Insurance y

Proposed Services

Referenced in Part II and what will be offered. Methods/resources/how.

Fuseideas follows all industry best practices in website development in both UI/UX.

Familiar with ADA and will comply with policies.

Not much information provided on design process, hosting, maintenance

How expectations will be achieved – Does not mention QA, Analytics,

Subcontractor roles 0

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Mishmash DBA Philbrook PR  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience

Appendix C - Overview of Organization

10 yrs.

Maine w/ history of Maine and some SOM work

Very small, 2 plus subcontractors

DBE if it matters here

Web services – history regarding development and hosting and how you will ensure policy compliance –

WordPress plus HTML, CSS, and PHP

Flywheel hosting

Over 40 websites developed; hosting 20+

They commit to policy compliance mention ADA testing, security

Multilanguage translation and SEO

2 projects

HM Payson -a few possible tab and contrast issues

MR Brewer – a few tabs contrast issues. Mention Google Analytics, SEO tuning, coordination with the ad program

DHHS - DHHS/OBH's OPTIONS including ongoing web support/refreshments, assessing user activity

Portland Rail design/hosting/maintenance of website

**Well organized and presented proposal**

Subcontractors several, not for web development/hosting.

Litigation 0

Certificate of Insurance y

**Proposed Services**

Referenced in Part II and what will be offered. Methods/resources/how. **Nicely professional**

Common sense design philosophy

SEO goals/Google analytics well understood

WordPress and empower us to update content, explained why WordPress simply.

Flywheel hosting

Staging site.

How expectations will be achieved

Did not discuss QA, ADA, policy compliance in this section

Subcontractor roles 0 in web development and hosting, clearly described.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** Rinck Advertising  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience  
Appendix C - Overview of Organization  
>20 yrs. experience. 15 yrs. I transportation  
National w/ Lewiston HQ, wide variety of customers  
Full service advertising  
IT includes website design/development app dev, e-commerce, etc.  
Transportation experience, some SOM experience, DOT once over 20 yrs. ago  
Continuous optimization

*Web services – history regarding development and hosting and how you will ensure policy compliance –  
Very applicable experience – websites for*

*Did not separate qualifications and services proposed as requested.*

*Will comply with all policies*

*WordPress, Drupal, and custom coded platforms, and provide support to in-house developers*

*Analytics/KPIs monitored and adjust to keep the traffic up*

*Provides hosting, including suggestions to share hosting. Monitors/finetunes, keeps fresh*

*A UX/UI specialist*

*OIT collaboration experience*

*Describes security in the hosting environment, reasonable*

*2 projects – suicide prevention, tobacco*

*Nice looking. Tab issues and contrast issues on Maine quit link*

*Subcontractors no but might outsource with permission for specialized services.*

*Litigation 0*

*Certificate of Insurance y*

*Proposed Services*

*Referenced in Part II and what will be offered. Methods/resources/how*

*Just referred back to the Qualifications*

*Services offered based on qualifications notes: develop and manage websites, create digital advertising, execute email marketing, search engine marketing and social media management for our clients –*

*Web policy compliance*

*Content Management Systems (CMS) like WordPress and Drupal, and custom platforms such as Python, React, Symphony and PHP.*

*Maintaining existing web properties*

*hosts sites, will group sites on a server for cost savings*

*campaign traffic and tracking is set up and firing appropriately to deliver results on campaign Key*

*Performance Indicators (KPI)*

*QA included pre-launch quality assurance checklists, security plans, and optimization techniques to trouble-shoot and assure seamless executions. In addition to website development, Rinck brings a comprehensive online strategy to our digital clients, to deliver ROI, increased unique visitors, increased time on site, decreased bounce rate, and increased consumer engagement. – which is not described section*

*Did not identify how they design and develop the website/who hosts.*

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** Rinck Advertising

**DATE:** Nov 3, 2022

**EVALUATOR NAME:** Jennifer Chisum

**EVALUATOR DEPARTMENT:** DAFS, OIT

How will expectations be achieved – mentioned analytics, KPI, QA

Very weak on how they will perform services

Subcontractor roles 0

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134  
**RFP TITLE:** Public Information Services  
**BIDDER NAME:** WSP USA Inc  
**DATE:** Nov 3, 2022  
**EVALUATOR NAME:** Jennifer Chisum  
**EVALUATOR DEPARTMENT:** DAFS, OIT

\*\*\*\*\*

**Individual Evaluator Comments:**

Organization Qualifications and Experience

Appendix C - Overview of Organization

Large engineering and professional svc firm = communications professionals who happen to work in the planning, transportation, engineering, strategic advisory, and construction management sectors

with 140 staff in several Maine offices

government specialization

a lot of MaineDOT engineering work

Web services – history regarding development and hosting and how you will ensure policy compliance –

Robust team – integrates CADD, data, graphics. for many purposes including PR, toolsets not mentioned

Their web history section was dedicated to ADA compliance approach. so all we have is 3 certain webpages developed and 1 hosting experience (Umberco)

3 web projects –

Vermont (DDI), webpage – no tab/contrast issue noticed. included a driving road model and a video.

Walk Bridge Replacement Project in Norwalk, Connecticut. - no tab/contrast issue noticed, interactive map & they're maintaining the website,

Plus, another mentioned - [www.interstatebridge.org](http://www.interstatebridge.org). tab issues

Allyson's experience in Services does not mention specific content management, search optimization, seems to be a web application developer

no mention of analytics, SEO

Subcontractors no but might outsource with permission for specialized services.

Litigation 11, for engineering work and 1-2 "breach of contract" unspecified

Certificate of Insurance y

Proposed Services Not really responsive for Web Development and Hosting.

Referenced in Part II and what will be offered. Methods/resources/how.

Will design and create content as needed. Backend for user-maintained content. Listed types of website content they could include.

Services- mentioned in qualifications create and maintain webpages, both standalone or folded into an already existing page, that allows the project team to relay timely and accurate information to the public

No discussion of their design build process except ADA in qualifications.

No discussion of their hosting

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202208134

**RFP TITLE:** Public Information Services

**BIDDER NAME:** WSP USA Inc

**DATE:** Nov 3, 2022

**EVALUATOR NAME:** Jennifer Chisum

**EVALUATOR DEPARTMENT:** DAFS, OIT

No discussion of analytics, SOA, maintenance practices in this section

No mention of WordPress or Drupal or content management

No mention of QA, test sites



STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION

Janet T. Mills  
Governor

Bruce Van Note  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202208134**  
**RFP TITLE: Proposals for Public Information Services**

I, Michael Cole, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Transportation. 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.**

DocuSigned by:  
*Michael P J Cole*  
8180865FA97D402...

\_\_\_\_\_  
Signature

10/19/2022

\_\_\_\_\_  
Date





STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION

Janet T. Mills  
Governor

Bruce A. Van Note  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202208134**  
**RFP TITLE: Public Information Services**

I, Paul Merrill, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Transportation. 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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**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.**

Handwritten signature of Paul D. Merrill in black ink.

Signature

10-19-22  
Date



STATE OF MAINE  
DEPARTMENT OF TRANSPORTATION

Janet T. Mills  
Governor

Janet Mills  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202208134**  
**RFP TITLE: Public Information Services**

I, Vladislava Cederman, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Transportation. 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.**

*Vladislava Cederman*

Signature

12/7/2022

Date



STATE OF MAINE  
DEPARTMENT OF Transportation

Janet T. Mills  
Governor

Bruce Van Note  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 220208134**  
**RFP TITLE: Public Information Services**

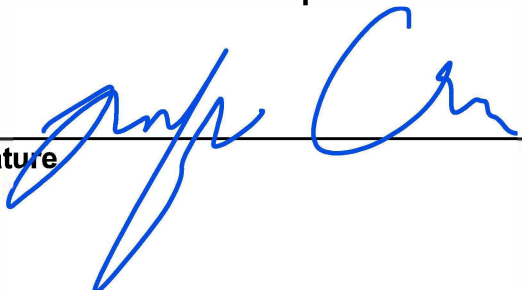
I, JENNIFER CHISUM accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Transportation. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder 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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\_\_\_\_\_  
Signature Date 10/19/2022