**STATE OF MAINE**

**Dept. of Administrative and Financial Services**

***Office of Cannabis Policy***



**RFP# 202409165**

**Market, Economical and Statistical Analysis**

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| *All communication regarding the RFP must be made through the RFP Coordinator.* | | |

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| **Submitted Questions Due Date** | September 27, 2024, no later than 11:59 p.m., local time |
| *All questions must be received by the RFP Coordinator by the date and time listed above.* | |

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| **Proposal Submission Deadline** | **DATE:** | October 4, 2024, no later than 11:59 p.m., local time. |
| **TO:** | [Proposals@maine.gov](mailto:Proposals@maine.gov) |
| *Proposals must be received electronically by the Office of State Procurement Services by the date and time listed above.* | | |

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**PUBLIC NOTICE**

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**State of Maine**

**Department of Administrative and Financial Services**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

The Department of Administrative and Financial Services (Department) is seeking proposals for consultant services to assist the Office of Cannabis Policy (“OCP”) in survey and other methods data collection, predictive modeling and policy simulation of Maine’s Cannabis regulatory environment. Consultant services must also include writing reports on survey findings, drafting communications for data-informed policy decision making and stakeholder engagement as defined in the Request for Proposal (RFP) document.

A copy of the RFP and all related documents can be obtained at: <https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps>

Proposals must be submitted to the Office of State Procurement Services, via e-mail, at: [Proposals@maine.gov](mailto:Proposals@maine.gov). Proposal submissions must be received no later than 11:59 p.m., local time, on October 04, 2024. Proposals will be opened the following business day.

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**RFP TERMS/ACRONYMS with DEFINITIONS**

The following terms and acronyms, as referenced in the RFP, shall have the meanings indicated below:

|  |  |
| --- | --- |
| **Term/Acronym** | **Definition** |
| **Bidder** | Any individual or organization submitting a bid in response to this RFP |
| **Contract** | Formal and legal binding agreement |
| **CLA** | Cannabis Legalization Act |
| **Department** | Department of Administrative and Financial Services |
| **Maine IT/OIT** | Maine Office of Information Technology |
| **OCP** | Office of Cannabis Policy |
| **RFP** | Request for Proposal |
| **State** | State of Maine |

**State of Maine - Department of Administrative and Financial Services**

*Office of Cannabis Policy*

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

**PART I INTRODUCTION**

1. **Purpose and Background**

The Department of Administrative and Financial Services (Department) is seeking proposals for consultant services to assist the Office of Cannabis Policy (OCP) in survey and other methods data collection, predictive modeling and policy simulation of Maine’s Cannabis regulatory environment. Consultant services must also include writing reports on survey findings, drafting communications for data-informed policy decision making and stakeholder engagement as defined in this Request for Proposal (RFP) document. This document provides instructions for submitting proposals, the procedure and criteria by which the awarded Bidder will be selected, and the contractual terms which will govern the relationship between the State of Maine (State) and the awarded Bidder.

Description: Data collection and analysis provides significant value to DAFS/OCP as the State continues to understand the dynamics of cannabis in Maine and the real-life impact on Mainers from Kittery to Fort Kent.

Background and Introductory Information: Title 28-B [section](https://legislature.maine.gov/statutes/28-B/title28-Bsec107.html) 107 of the Cannabis Legalization Act (CLA) directs the Department to collect and analyze public health and safety data.

§107. Collection and analysis of public health and safety data

The office shall develop programs or initiatives to facilitate the collection and analysis of data regarding the effects of the use of cannabis in the State, including, but not limited to, youth and adult cannabis use; school suspension and discipline relating to the use of cannabis; poison center calls, emergency department visits and hospitalizations relating to the use of or exposure to cannabis; operating under the influence citations or arrests relating to the use of cannabis; motor vehicle accidents, including information on fatalities, relating to the use of cannabis; property crime relating to the regulated and unregulated adult use cannabis markets; and cannabis-related citations or arrests. The office may adopt rules to implement this section.

After a competitive bidding process in 2019 (RFP#201901014), OCP entered into a State of Maine, Office of State Procurement Servicesapproved contract. That contract was for consultant services to assist the Department in the promulgation of rules regarding adult use cannabis pursuant to newly passed laws. That contract involved a three-phase work plan for implementation that assisted the Department and OCP in achieving the above stated goals in a timely, efficient and transparent manner. The contract also provided for project direction and coordination, subject matter expertise, drafting and communication services, and all other services necessary to facilitate meetings with State of Maine stakeholders, lead public stakeholder engagement, draft all rules, form and work closely with the user and data groups, create workflow documents and staffing projections and present at public hearings with the State of Maine.

That contract was extended with Office of State Procurement Servicesapproval. The purpose of the extension was to provide scientific data collection and analysis to assist the OCP in the continuation of work to better understand the impact and dynamics of the cannabis markets in Maine. The scope of services included conducting surveys to track patterns and behaviors as the cannabis programs in Maine continued to mature and evolve and required an analysis of the findings into a report submitted to OCP. The extension also required the provider to serve as a resource in stakeholder engagement work conducted by the Office.

1. **General Provisions**
   1. From the time the RFP is issued until award notification is made, all contact with the State regarding the RFP must be made through the RFP Coordinator. No other person/ State employee is empowered to make binding statements regarding the RFP. Violation of this provision may lead to disqualification from the bidding process, at the State’s discretion.
   2. Issuance of the RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to the RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
   3. All proposals must adhere to the instructions and format requirements outlined in the RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals are to follow the format and respond to all questions and instructions specified below in the “Proposal Submission Requirements” section of the RFP.
   4. Bidders will take careful note that in evaluating a proposal submitted in response to the RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information in evaluating a Bidder’s experience and capabilities.
   5. The proposal must be signed by a person authorized to legally bind the Bidder and must contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
   6. The RFP and the awarded Bidder’s proposal, including all appendices or attachments, will be the basis for the final contract, as determined by the Department.
   7. Following announcement of an award decision, all submissions in response to this RFP will be public records, available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) ([1 M.R.S. § 401](http://www.mainelegislature.org/legis/statutes/1/title1sec401.html) et seq.).
   8. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to the RFP.
   9. All applicable laws, whether or not herein contained, are included by this reference. It is the Bidder’s responsibility to determine the applicability and requirements of any such laws and to abide by them.
2. **Contract Term**

The Department is seeking a cost-efficient proposal to provide services, as defined in the RFP, for the anticipated contract period defined in the table below. Please note, the dates below are estimated and may be adjusted, as necessary, in order to comply with all procedural requirements associated with the RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

Contract Renewal: Following the initial term of the contract, the Department may opt to renew the contract for two renewal periods, as shown in the table below, and subject to continued availability of funding and satisfactory performance.

The term of the anticipated contract, resulting from the RFP, is defined as follows:

|  |  |  |
| --- | --- | --- |
| **Period** | **Start Date** | **End Date** |
| Initial Period of Performance | January 1, 2025 | December 31, 2026 |
| Renewal Period #1 | January 1, 2027 | December 31, 2028 |
| Renewal Period #2 | January 1, 2029 | December 31, 2029 |

1. **Number of Awards**

The Department anticipates making one (1) award as a result of the RFP process.

**PART II SCOPE OF SERVICES TO BE PROVIDED**

The awarded Bidder will perform the following tasks:

1. Data Collection and Analysis
   1. Survey & Other Methods Data Collection for Strategic Planning
      1. Relevant survey creation and approval through the Internal Review Board (IRB), including:
         * 1. The current Maine cannabis market supply and demand and the potential for growth.
           2. Comparative analysis of Maine to other states.
           3. Comparative analysis of Maine jurisdictions, including their accessibility to cannabis.
           4. The elasticity of demand and its relation to current tax structures.
           5. The breadth and scope of the illicit market and the factors which contribute to it.
           6. Potential effects of federal legalization on cannabis on state marketplaces.
           7. Consumer behaviors and motivations.
           8. Youth procurement, use and behaviors.
           9. School suspension and discipline relating to the use of cannabis.
           10. Poison center calls, emergency department visits and hospitalizations relating to the use of or exposure to cannabis.
           11. Operating under the influence citations or arrests relating to the use of cannabis; motor vehicle accidents, including information on fatalities, relating to the use of cannabis; property crime relating to the regulated and unregulated adult use cannabis markets; and cannabis-related citations or arrests.
      2. Other methods of data collection
         * 1. OCP data sets, including those generated from external partners, e.g. the public health and safety programs.[[1]](#footnote-2)
           2. External data sets from other government agencies (e.g. Maine Center for Disease Control, Northern New England Poison Control, US census data) and/or non-governmental agencies (e.g. emergency departments) and/or other public data sets.
           3. Ability to receive, refine and incorporate both structured and unstructured data.
           4. Any collected data will be stored by and reported on by the selected bidder.
      3. Recruit large (e.g., over 1,000 participants), relevant population samples multiple times a year during the course of the contract.
         * 1. Target appropriate populations that may be cannabis users, non-cannabis users or a combination thereof.
           2. Appropriate security protocols to protect any confidential information or confidential groups of individuals. See Section E, Items a, b, and c.
           3. Share raw data with OCP, as requested.
      4. Acquire and analyze data.
   2. Predictive Modeling for Strategic Planning
      1. Provide predictive analytics and benchmarking at regular intervals (e.g., monthly, quarterly) for a duration yet to be determined.
         * 1. Test predictive accuracy for linear, quadratic, polynomial and other diverse mathematical models.
      2. Develop predictive models of at least three public health outcomes related to cannabis that predict future outcomes given similar existing conditions.
         * 1. Identify statistically significant covariates that relate to health outcomes.
           2. Conduct statistical analyses to determine if data meet linear, gaussian, or non-linear distribution assumptions.
           3. Explore and compare logistic regression, multinomial regression, linear regression, and negative binomial regression models while controlling for statistically significant covariates. Check for adequate model fits.
           4. Interpret differential percentage impacts of each predictor variable on targeted public health outcomes to facilitate easy to understand implications for public health.
      3. Provide predictive analytics and benchmarking regarding Maine’s economy when cannabis is federally legal, including the impact of interstate commerce.
   3. Policy Simulation of Maine’s Cannabis Regulatory Environment for Strategic Planning
      1. Simulate impacts of hypothetical future policies or abrupt shifts in the cannabis regulatory environment on future cannabis use, public health, and market outcomes.
         * 1. Code past and current statistics on unique policy outcomes (e.g., percentage of population within x distance to adult use store).
           2. Conduct statistical analyses to determine if data meet linear, gaussian, or non-linear distribution assumptions.
           3. Explore and compare logistic regression, multinomial regression, linear regression, and negative binomial regression models while controlling for statistically significant covariates. Check for adequate model fits.
           4. Test results of ranges of parameters for future policy changes (*e.g., assuming Y growth in percentage of population within Z distance to adult use stores*) by inputting the hypothesized values within each mathematical model previously determined to demonstrate high levels of predictive utility in step A(3)(a)(3), above.
           5. Interpret differential percentage impacts of each predictor variable on each hypothetical range of parameters for each policy outcomes to provide easy to understand policy implications.
2. Reporting of Findings
   1. Bi-weekly status update on the work plan for the implementation of the scope of services, including without limitation a general accounting of hours; summary of completed tasks completed by whom, a comparison of completed tasks to the original timelines, identification of any needs or challenges, next steps.
   2. Informational documents to promote or highlight findings, e.g. whitepapers.
   3. Formal reports detailing the methodology, summary of analysis and findings.[[2]](#footnote-3)
      1. Formal reports may include an executive summary with visual design.
      2. Formal reports must be accompanied by a readability analysis for the explicit purpose of boosting comprehension of the intended recipient.
   4. Informational material geared for consumption by an external stakeholder, including without limitation one-pager, handouts, infographics.
      1. Informational material must be accompanied by a readability analysis for the explicit purpose of boosting comprehension of the intended recipient.
3. Communications and Distribution for Data-Informed Policy Decision Making
   1. Provide strategy and communication consulting that assists with the interpretation of policy findings from the above tasks and planning to optimize long-term outcomes.
   2. Develop internal processes and deliver training to key OCP staff to maintain the core survey and analytics components to facilitate survival after the conclusion of the proposed contract.
   3. An annual report highlighting the results related to these deliverables to be used at the discretion of Maine’s OCP.
   4. Assist OCP with the creation of surveys or focus groups to prepare for and evaluate the success of OCP programs and processes.
      1. Engaging program participants on trainings and resources requested.
      2. Evaluating the created content and messages delivered in response to requested trainings and resources.
   5. Assist OCP in responding to data-based inquiries from the legislature or other entities that may be beyond our in-house capacity to answer.
4. Stakeholder Engagement
   1. Develop the necessary messages for each stakeholder based on this analysis and upcoming policy decisions provided by our report findings.
   2. Assist OCP with strategizing and planning for stakeholder engagements, e.g., workgroups, community listening tours, surveys, industry satisfaction surveys, municipality outreach, public health outreach.
   3. Using advanced implementation science methods, strategize and implement the stakeholder engagement workstreams.
5. Data Ownership
   1. All information, materials and data obtained under the contract will be exclusively owned by the Department.
   2. At the conclusion of the contract, or when requested, the awarded bidder shall turn over the Department’s Data to the Department’s designated agent, at no extra charge and in a format agreed upon.
   3. At the end of the resulting contract, the awarded Bidder shall have no rights or ability to retain or use the Department data.
6. MaineIT Requirements

1. Ensure all work delivered by the assigned project team is conducted within the Continental United States.
2. Ensure the Solution complies with the entire suite of [MaineIT Policies & Standards](https://www.maine.gov/oit/policies-standards), ensuring special attention is paid to:
   1. [General Architecture Principles](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fgeneral-architecture-principles_1.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336396623%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=A%2FF33EDQhGjSHL17w7KiMGxJm4a%2FDp3Cda5FzQdR4VU%3D&reserved=0)
   2. [System and Services Acquisition Policy and Procedures (SA-1)](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fsystem-services-acquisition-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336396623%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ctG1NriTCr583VeCddNadeCmmiiCjCOfWyJW98Isynw%3D&reserved=0)
   3. [Application Deployment Certification Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fapplication-deployment-certification_0.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336396623%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=i0Qw%2BQa9EsT66qPqls5Ku0tQf%2BQ3%2F7pg31BgEByZ1pA%3D&reserved=0)
   4. [Digital Accessibility and Usability Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fdigital-accessibility-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336396623%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TinoDjn%2FZ%2BGxVPkphHmTCPXF%2F5iM4zlY6uUgHw0GTU0%3D&reserved=0)
   5. [Remote Hosting Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fremote-hosting-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336396623%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6FrMpQYaPk9sPHCZzbzAF%2B98JNyptS5EPu2xcsuzI28%3D&reserved=0)
   6. [Data Exchange policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fdata-exchange-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=HhCWu%2B8%2BBYXd77kzFMXEjVJSfJfGbBRwfW5agpWjndg%3D&reserved=0)
   7. [Information Security Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Finformation-security-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=GrAqzbPyyr3wQgKC2EE04q32Y%2F2PWxZvB4d1vkgtjwM%3D&reserved=0)
   8. [Access Control Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Faccess-control-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=H66lLkOoTo%2BBuOAqSEYkViIKUbXh1HMMDNBMqpirwRU%3D&reserved=0)
   9. [Access Control Procedures for Users](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Faccess-control-procedures-for-users.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=nTLSXzLSZHRWIavNBqMLrTVPY9vehvdd8V8q6aGNazM%3D&reserved=0)
   10. [Risk Assessment policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Frisk-assessment-policy-procedure.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=1LxUodJE7HkyIzKSM9n0bB7%2F9yHuEQT4yqOuxSfdYiY%3D&reserved=0)
   11. [Vulnerability Scanning Procedure](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fvulnerablity-scanning-procedure.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=6R5X2brJyaqLP6Abx1XoYPEyeJwtCvv8vPzkJ5p0EzE%3D&reserved=0)
   12. [Security Assessment and Authorization Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2FSecurityAssessmentAuthorizationPolicy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=jLXyhJppTOAV9WoHmhMdGqioKR1xY08vVxC6tf7ahLI%3D&reserved=0)
   13. [System and Information Integrity Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fsystem-information-integrity-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=esdEu4wwWAGZ0QyYpH9Y%2B7lkkN25LvllWzngrKWK3M0%3D&reserved=0)
   14. [Configuration Management Policy](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.maine.gov%2Foit%2Fsites%2Fmaine.gov.oit%2Ffiles%2Finline-files%2Fconfiguration-management-policy.pdf&data=05%7C01%7CPeter.Lewis%40maine.gov%7C8104b55761da4095e87108db352f7f9b%7C413fa8ab207d4b629bcdea1a8f2f864e%7C0%7C0%7C638162250336552895%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=SonYJqdCUwld6BbX9CPhf9VelEDHjtlamZgAVpbl3gM%3D&reserved=0)
   15. [Business Continuity and Disaster Recovery Policy](https://www.maine.gov/oit/sites/maine.gov.oit/files/inline-files/BusinessContinuityDisasterRecoveryPolicy.pdf)
3. Ensure the Solution achieves the [NIST 800-53 Rev 5](https://csrc.nist.gov/publications/detail/sp/800-53/rev-5/final) for the remaining security and privacy control families to a security baseline appropriate to the impact level of the data as determined by the Department, including:
   1. Physical and Environmental Protection;
   2. Awareness and Training;
   3. Planning;
   4. Audit and Accountability;
   5. Assessment, Authorization, and Monitoring;
   6. Personnel Security;
   7. PII Processing and Transparency;
   8. Contingency Planning;
   9. Identification and Authentication;
   10. Incident Response;
   11. System and Communications Protection;
   12. Maintenance;
   13. Media Protection; and
   14. Supply Chain Risk Management to a security baseline appropriate to the impact level of the data as determined by the agency.
   15. A SOC 2 Type 2 to be submitted annually that includes the five Trust Services Principles (security, availability, processing integrity, confidentiality, and privacy)

**PART III KEY RFP EVENTS**

1. **Questions**
   1. **General Instructions:** It is the responsibility of all Bidders and other interested parties to examine the entire RFP and to seek clarification, in writing, if they do not understand any information or instructions.
      1. Bidders and other interested parties should use **Appendix E** (Submitted Questions Form) for submission of questions. The form is to be submitted as a WORD document.
      2. The Submitted Questions Form must be submitted, by e-mail, and received by the RFP Coordinator identified on the cover page of the RFP as soon as possible but no later than the date and time specified on the RFP cover page.
      3. Submitted Questions must include the RFP Number and Title in the subject line of the e-mail. The Department assumes no liability for assuring accurate/complete/on time e-mail transmission and receipt.
   2. **Question & Answer Summary:** Responses to all questions will be compiled in writing and posted on the following website no later than seven (7) calendar days prior to the proposal due date: [Office of State Procurement Services RFP Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps). It is the responsibility of all interested parties to go to this website to obtain a copy of the Question & Answer Summary. Only those answers issued in writing on this website will be considered binding.
2. **Amendments**

All amendments released in regard to the RFP will also be posted on the following website: [Office of State Procurement Services RFP Page](https://www.maine.gov/dafs/bbm/procurementservices/vendors/rfps). It is the responsibility of all interested parties to go to this website to obtain amendments. Only those amendments posted on this website are considered binding.

1. **Submitting the Proposal**
   1. **Proposals Due:** Proposals must be received no later than 11:59 p.m. local time, on the date listed on the cover page of the RFP.
      1. Any e-mails containing original proposal submissions or any additional or revised proposal files, received after the 11:59 p.m. deadline, will be rejected without exception.
   2. **Delivery Instructions:** E-mail proposal submissions are to be submitted to the State of Maine Office of State Procurement Servicesat [Proposals@maine.gov](mailto:Proposals@maine.gov).
      1. Only proposal submissions received by e-mail will be considered. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
         1. Proposal submission e-mails that are successfully received by the [proposals@maine.gov](mailto:proposals@maine.gov) inbox will receive an automatic reply stating as such.
      2. E-mails containing links to file sharing sites or online file repositories will not be accepted as submissions. Only e-mail proposal submissions that have the actual requested files attached will be accepted.
      3. Encrypted e-mails received which require opening attachments and logging into a proprietary system will not be accepted as submissions. Please check with your organization’s Information Technology team to ensure that your security settings will not encrypt your proposal submission.
      4. File size limits are 25MB per e-mail. Bidders may submit files separately across multiple e-mails, as necessary, due to file size concerns. All e-mails and files must be received by the due date and time listed above.
      5. Bidders are to insert the following into the subject line of their e-mail proposal submission: **“RFP# 202409165 Proposal Submission – [Bidder’s Name]”**
      6. Bidder’s proposal submissions are to be broken down into multiple files, with each file named as it is titled in bold below, and include:

* **File 1 [Bidder’s Name] – Preliminary Information:**

*PDF format preferred*

**Appendix A** (Proposal Cover Page)

**Appendix B** (Responsible Bidder Certification)

* **File 2 [Bidder’s Name] – Organization Qualifications and Experience:**

*PDF format preferred*

**Appendix C** (Organization Qualifications and Experience Form) and all required information and attachments stated in PART IV, Section II.

* **File 3 [Bidder’s Name] – Proposed Services:**

*PDF format preferred*

**Appendix F** (Technical Assessment Form) and all required information and attachments stated in PART IV, Section III.

* **File 4 [Bidder’s Name] – Cost Proposal:**

*Excel format preferred*

**Appendix D** (Cost Proposal Form) and all required information and attachments stated in PART IV, Section IV.

**PART IV PROPOSAL SUBMISSION REQUIREMENTS**

This section contains instructions for Bidders to use in preparing their proposals. The Department seeks detailed yet succinct responses that demonstrate the Bidder’s qualifications, experience, and ability to perform the requirements specified throughout the RFP.

The Bidder’s proposal must follow the outline used below, including the numbering, section, and sub-section headings. Failure to use the outline specified in PART IV, or failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive or receiving a reduced score. The Department, and its evaluation team, has sole discretion to determine whether a variance from the RFP specifications will result either in disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in the RFP will, at best, be considered minimally responsive.

Bidders are not to provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Additional materials not requested will not be considered part of the proposal and will not be evaluated. Include any forms provided in the submission package or reproduce those forms as closely as possible. All information must be presented in the same order and format as described in the RFP.

**Proposal Format and Contents**

**Section I Preliminary Information** (File #1)

* 1. **Proposal Cover Page**

Bidders must complete **Appendix A** (Proposal Cover Page). It is critical that the cover page show the specific information requested, including Bidder address(es) and other details listed. The Proposal Cover Page must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

* 1. **Responsible Bidder Certification**

Bidders must complete Appendix B (Responsible Bidder Certification). The Responsible Bidder Certification must be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

**Section II Organization Qualifications and Experience** (File #2)

* 1. **Overview of the Organization**

Bidders must complete **Appendix C** (Qualifications and Experience Form) describing their qualifications and skills to provide the requested services in the RFP. Bidders must include three examples of projects which demonstrate their experience and expertise in performing these services as well as highlighting the Bidder’s stated qualifications and skills.

* 1. **Subcontractors**

If subcontractors are to be used, Bidders must provide a list that specifies the name, address, phone number, contact person, and a brief description of the subcontractors’ organizational capacity and qualifications.

* 1. **Organizational Chart**

Bidders must provide an organizational chart.  The organizational chart must include the project being proposed.  Each position must be identified by position title and corresponding to the personnel job descriptions.

* 1. **Litigation**

Bidders must attach a list of all current litigation in which the Bidder is named and a list of all closed cases that have closed within the past five (5) years in which the Bidder paid the claimant either as part of a settlement or by decree.  For each, list the entity bringing suit, the complaint, the accusation, amount, and outcome.

* 1. **Financial Viability**

Bidders must provide the following information for each of the past three tax years:

* + 1. Balance Sheets
    2. Income (Profit/Loss) Statements
  1. **Licensure/Certification**

Bidders may provide documentation of any applicable licensure/certification or specific credentials that are related to providing the proposed services of the RFP. This documentation may include:

* Curricula Vitae and/or resumes of the multidisciplinary team members, including without limitation: academics, scholars, researchers, practitioners with experience in economics, statistics, public policy, health policy, drug policy, consumer behavior and law enforcement officers.
* Cannabis experience is not a prerequisite but is preferred.
  1. **Certificate of Insurance**

Bidders must provide a certificate of insurance on a standard ACORD form (or the equivalent) evidencing the Bidder’s general liability, professional liability and any other relevant liability insurance policies that might be associated with the proposed services.

**Section III Proposed Services** (File #3)

* 1. **Technical Assessment**

Bidders must complete **Appendix F** (Technical Assessment Form) to describe the Bidder’s capability to meet the stated requirements and policies identified in this RFP.

* 1. **Services to be Provided**

Discuss the Scope of Services referenced above in Part II of the RFP and what the Bidder will offer. Give particular attention to describing the methods and resources you will use and how you will accomplish the tasks involved. Also, describe how you will ensure expectations and/or desired outcomes as a result of these services will be achieved. If subcontractors are involved, clearly identify the work each will perform.

* 1. **Implementation - Work Plan**

Provide a realistic work plan for the implementation of the program through the first contract period. Display the work plan in a timeline chart. Concisely describe each program development and implementation task, the month it will be carried out and the person or position responsible for each task. If applicable, make note of all tasks to be delegated to subcontractors.

**Section IV Cost Proposal** (File #4)

* 1. **General Instructions**
     1. Bidders must submit a cost proposal that covers the period starting January 1, 2025 and ending on June 30, 2026.
     2. The cost proposal must include the costs necessary for the Bidder to fully comply with the contract terms, conditions, and RFP requirements.
     3. No costs related to the preparation of the proposal for the RFP, or to the negotiation of the contract with the Department, may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.
  2. **Cost Proposal Form Instructions**

Bidders must fill out **Appendix D** (Cost Proposal Form), following the instructions detailed here and in the form. Failure to provide the requested information, and to follow the required cost proposal format provided, may result in the exclusion of the proposal from consideration, at the discretion of the Department.

**PART V PROPOSAL EVALUATION AND SELECTION**

Evaluation of the submitted proposals will be accomplished as follows:

1. **Evaluation Process – General Information**
   1. An evaluation team, composed of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP.
   2. Officials responsible for making decisions on the award selection will ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal provides the best value to the State of Maine.
   3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders, if needed, to obtain clarification of information contained in the proposals received. The Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations. Changes to proposals, including updating or adding information, will not be permitted during any interview/presentation process and, therefore, Bidders must submit proposals that present their rates and other requested information as clearly and completely as possible.
2. **Scoring Weights and Process**
   1. **Scoring Weights:** The score will be based on a 100-point scale and will measure the degree to which each proposal meets the following criteria.

**Section I. Preliminary Information (No Points)**

Includes all elements addressed above in Part IV, Section I.

**Section II. Organization Qualifications and Experience (25 points)**

Includes all elements addressed above in Part IV, Section II.

**Section III. Proposed Services and Technical Assessment (50 points)**

Includes all elements addressed above in Part IV, Section III.

**Section IV. Cost Proposal (25 points)**

Includes all elements addressed above in Part IV, Section IV.

* 1. **Scoring Process:** For proposals that demonstrate meeting the eligibility requirements in Section I, the evaluation team will use a consensus approach to evaluate and score Sections II & III above. Members of the evaluation team will not score those sections individually but, instead, will arrive at a consensus as to assignment of points for each of those sections. Sections IV, the Cost Proposal, will be scored as described below.
  2. **Scoring the Cost Proposal:** The total cost proposed for conducting all the functions specified in the RFP will be assigned a score according to a mathematical formula. The lowest bid will be awarded 25 points. Proposals with higher bids values will be awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula is:

(Lowest submitted cost proposal / Cost of proposal being scored) x 25 = pro-rated score

No Best and Final Offers: The State of Maine will not seek or accept a best and final offer (BAFO) from any Bidder in this procurement process.  All Bidders are expected to provide their best value pricing with the submission of their proposal.

* 1. **Negotiations:** The Department reserves the right to negotiate with the awarded Bidder to finalize a contract. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department’s Request for Proposal to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with an awarded Bidder who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

1. **Selection and Award**
   1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Procurement Review Committee.
   2. Notification of conditional award selection or non-selection will be made in writing by the Department.
   3. Issuance of the RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to the RFP, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
   4. The Department reserves the right to reject any and all proposals or to make multiple awards.
2. **Appeal of Contract Awards**

Any person aggrieved by the award decision that results from the RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in [5 M.R.S.A. § 1825-E](http://www.mainelegislature.org/legis/statutes/5/title5sec1825-E.html) and [18-554 Code of Maine Rules Chapter 120](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-120).  The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of conditional contract award.

**PART VI CONTRACT ADMINISTRATION AND CONDITIONS**

1. **Contract Document**
   1. The awarded Bidder will be required to execute a State of Maine BP54-IT with appropriate riders as determined by the issuing department.

The complete set of standard State of Maine Service Contract documents, along with other forms and contract documents commonly used by the State, may be found on the Office of Procurement Services’ website at the following link: [Office of State Procurement Services Forms Page](https://www.maine.gov/dafs/bbm/procurementservices/forms)

* 1. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Procurement Review Committee. Contracts are not considered fully executed and valid until approved by the State Procurement Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Office of State Procurement Services, [Chapter 110, § 3(B)(i)](https://www.maine.gov/dafs/bbm/procurementservices/policies-procedures/chapter-110).)

This provision means that a contract cannot be effective until at least 14 calendar days after award notification.

* 1. The State recognizes that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Procurement Review Committee. Any appeals to the Department’s award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date listed in the RFP may need to be adjusted, if necessary, to comply with mandated requirements.
  2. In providing services and performing under the contract, the awarded Bidder must act as an independent contractor and not as an agent of the State of Maine.

1. **Standard State Contract Provisions**
   1. Contract Administration

Following the award, a Contract Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the entire contract period. Department staff will be available after the award to consult with the awarded Bidder in the finalization of the contract.

* 1. Payments and Other Provisions

The State anticipates paying the Contractor on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from the RFP.

**PART VII LIST OF RFP APPENDICES AND RELATED DOCUMENTS**

**Appendix A** – Proposal Cover Page

**Appendix B** – Responsible Bidder Certification

**Appendix C** – Qualifications and Experience Form

**Appendix D** – Cost Proposal Form

**Appendix E** – Submitted Question Form

**Appendix F** – Technical Assessment Form

**APPENDIX A**

**State of Maine**

**Department of Administrative and Financial Services**

**PROPOSAL COVER PAGE**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Bidder’s Organization Name:** | |  | | |
| **Chief Executive - Name/Title:** | |  | | |
| **Tel:** |  | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | |
| **Headquarters City/State/Zip:** | |  | | |
| ***(Provide information requested below if different from above)*** | | | | |
| **Lead Point of Contact for Proposal - Name/Title:** | |  | | |
| **Tel:** |  | | **E-mail:** |  |
| **Headquarters Street Address:** | |  | | |
| **Headquarters City/State/Zip:** | |  | | |

* This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
* No personnel currently employed by the Department or any other State agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder’s proposal.
* No attempt has been made, or will be made, by the Bidder to induce any other person or firm to submit or not to submit a proposal.
* The above-named organization is the legal entity entering into the resulting contract with the Department if they are awarded the contract.
* The undersigned is authorized to enter contractual obligations on behalf of the above-named organization.

*To the best of my knowledge, all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.*

|  |  |
| --- | --- |
| **Name (Print):** | **Title:** |
| **Authorized Signature:** | **Date:** |

**APPENDIX B**

**State of Maine**

**Department of Administrative and Financial Services**

**RESPONSIBLE BIDDER CERTIFICATION**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

*By signing this document, I certify to the best of my knowledge and belief that the aforementioned organization, its principals and any subcontractors named in this proposal:*

1. *Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
2. *Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:*
   1. *Fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state, or local government transaction or contract.*
   2. *Violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property.*
3. *Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification.*
4. *Have not within a three (3) year period preceding this proposal had one or more federal, state, or local government transactions terminated for cause or default*.
5. *Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above-mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*
6. *Is not a foreign adversary business entity (*[*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies)*).*
7. *Is not on the list of prohibited companies (*[*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies)*) or does not obtain or purchase any information or communications technology or services included on the list of prohibited information and communications technology and services* [*https://www.maine.gov/oit/prohibited-technologies*](https://www.maine.gov/oit/prohibited-technologies) *(Title 5 §2030-B).*

|  |  |
| --- | --- |
| **Name (Print):** | **Title:** |
| **Authorized Signature:** | **Date:** |

**APPENDIX C**

**State of Maine**

**Department of Administrative and Financial Services**

**QUALIFICATIONS and EXPERIENCE FORM**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |

|  |
| --- |
| **Present a brief statement of qualifications. Describe the history of the Bidder’s organization, especially regarding skills pertinent to the specific work required by the RFP and any special or unique characteristics of the organization which would make it especially qualified to perform the required work activities. You may expand this form and use additional pages to provide this information.** |
|  |

|  |
| --- |
| **Provide a description of projects that occurred within the past five years which reflect experience and expertise needed in performing the functions described in Part II – Scope of Services to be Provided of the RFP. Please note that contract history with the State of Maine, whether positive or negative, may be considered in rating proposals even if not provided by the Bidder.**  *If the Bidder has not provided similar services, note this, and describe experience with projects that highlight the Bidder’s general capabilities.* |

|  |  |
| --- | --- |
| **Project One** | |
| **Client Name:** |  |
| **Client Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Brief Description of Project** | |
|  | |

|  |  |
| --- | --- |
| **Project Two** | |
| **Client Name:** |  |
| **Client Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Brief Description of Project** | |
|  | |

|  |  |
| --- | --- |
| **Project Three** | |
| **Client Name:** |  |
| **Client Contact Person:** |  |
| **Telephone:** |  |
| **E-Mail:** |  |
| **Brief Description of Project** | |
|  | |

**APPENDIX D**

**State of Maine**

**Department of Administrative and Financial Services**

**COST PROPOSAL FORM**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

|  |  |
| --- | --- |
| **Bidder’s Organization Name:** |  |
| **Proposed Cost:** | **$** |

Instructions: Bidders must provide a proposal for costs associated with performing the tasks described in this RFP. Bidders should estimate the number of hours per month to be performed and provide a total projected cost for those services for each month, then annualize those monthly personal services cost. Bidders must also provide a cost for any non-personal service items and any indirect costs that are expected on an annual basis. The Total Project Cost will cover the Initial Period of Performance as described in Part I, C and Part IV, Section IV 1A, and will represent the “not to exceed” amount if awarded the contract. The Proposed Cost will be the amount used in the scoring cost formula detailed in Part V of this RFP.

|  |  |
| --- | --- |
| **Staff Resources – Employees (Titles/Hourly Rates)** | **Projected Costs** |
|  |  |
|  |  |
| Total Staff Costs | $ |

|  |  |
| --- | --- |
| **Purchased Services – Non-Employees** | **Projected Costs** |
| Consultants (including travel, etc.) |  |
| Other (Describe) |  |
|  |  |
| Total Purchased Services |  |

|  |  |
| --- | --- |
| **Subcontracting – Non-Employees** | **Projected Costs** |
| Percentage of non-employee direct personal & related incidental expenses, including travel | %\_\_\_\_\_\_\_ |
| Total Non-Employee Service Items & Incidental Expenses |  |

|  |  |
| --- | --- |
| **Non-Personal Service Items** | **Projected Costs** |
| Supplies and Materials |  |
| Employee Travel |  |
| **Total Non-Personal Service Items** | **$** |

|  |  |
| --- | --- |
| **Other Costs (attach a list, if necessary)** | **Projected Costs** |
| Indirect costs | **$** |

|  |  |
| --- | --- |
| **TOTAL COST** | |
| **Total Project Cost** | **$** |

**APPENDIX E**

**State of Maine**

**Department of Administrative and Financial Services**

**SUBMITTED QUESTIONS FORM**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

This form should be used by Bidders when submitting written questions to the RFP Coordinator as defined in Part III of the RFP.

If a question is not related to any section of the RFP, enter “N/A” under the RFP Section & Page Number. Add additional rows as necessary.

|  |  |
| --- | --- |
| **Organization Name:** |  |

|  |  |
| --- | --- |
| **RFP Section & Page Number** | **Question** |
|  |  |
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**APPENDIX F**

**State of Maine**

**Department of Administrative and Financial Services**

**TECHNICAL ASSESSMENT FORM**

**RFP# 202409165**

**Market, Economical and Statistical Analysis**

Bidders must complete the Technical Assessment Form embedded below.

The Technical Assessment Form may be obtained by double-clicking the Excel (.xlsx) icon below.

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1. In 2021, OCP engaged in a competitive bidding process that resulted in an initial two-year contract with Rescue Agency Public Benefit, LLC (Rescue), a behavior-change marketing company, which has since been renewed. Rescue was tasked with designing and implementing an extensive media campaign to educate and raise public awareness about health and safety concerns regarding cannabis use, particularly among individuals under the age of 21. This initiative led to the creation of two distinct campaigns. In 2023, OCP and Dirigo Safety, LLC (Dirigo) contracted for the development and execution of training programs focused on increasing awareness and education on cannabis laws and rules to State of Maine law enforcement officers to ensure law enforcement officers have the knowledge of the legal use of cannabis both in the medical use and adult use programs to prevent misunderstandings when officers face cannabis in the field. [↑](#footnote-ref-2)
2. [Maine Office of Cannabis Policy Cannabis Markets & Associated Outcomes - Survey Findings and Implications, Spring 2022.](https://www.maine.gov/dafs/ocp/sites/maine.gov.dafs.ocp/files/inline-files/Maine%20OCP%20AHP%20Report%2006-22.pdf) [↑](#footnote-ref-3)