State of Maine
Master Score Sheet

		Lewis & Ellis, LLC	Cannabis Public Policy Consulting
Bidder Name:		**Lewis & Ellis, LLC**	**Cannabis Public Policy Consulting**
Proposed Cost:		**$750,000**	**$158,260**
Scoring Sections	**Points Available**		
Section I: Preliminary Information	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	25	12.5	25
Section III: Proposed Services	50	20	45
Section IV: Cost Proposal	25	5.3	25
TOTAL	**100**	**37.8**	**95**

Award Justification Statement
RFP# 202409165
Market, Economical and Statistical Analysis

I. Summary

The Department of Administrative and Financial Services (Department) sought 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 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.

II. Evaluation Process

Upon receipt of the RFP Evaluator Forms and the Agreement Disclosure Statements, the two proposals were shared with the three RFP evaluators:

- Lisa Roberts, Deputy Director of Strategic Initiatives
- Vernon Malloch, Deputy Director of Operations
- Gabi Pierce, Policy Director

Evaluators individually reviewed each proposal against the RFP and submitted individual notes to the RFP Coordinator.

A Team Consensus Meeting was held on October 29, 2024.

III. Qualifications & Experience
- Polished, professional organization.
- CPPC is the only cannabis-focused consulting and research firm that does not consult for the industry nor participate in advocacy for or against cannabis legalization.
- Well organized proposal; demonstrates level of readiness to start on day one.
- Demonstrated experience in cannabis with numerous subject matter experts identified.
- Demonstrated experience working with regulators.
- Demonstrated experience with analytical research, data analysis, policy simulation/projections, etc.
- Demonstrated position to add data and already have an existing simulation lab.
- Bidder issues among the largest and most comprehensive surveys on cannabis related outcomes, the Regulatory Determinants of Cannabis Outcomes Survey (RDCOS) – its flagship product.
- Collects data on over 200 cannabis-related outcomes —including consumer behaviors, public health measures, and demand— and is administered in all 50 states.
- Public policy/health and econometric expertise in house.

1

- Projects:
  - Michigan Cannabis Regulatory Agency – Economic analysis of Michigan's cannabis industry, including an estimation of the size of the adult-use, medical, patient/caregiver, and illicit markets. Used the Cannabis Policy Simulation Lab to conduct predictive modeling and simulate the expected size of each cannabis market over the next five years.
  - Maryland Legislature – Developed advanced predictive statistical models to predict market and health outcomes for several years following the legalization of adult-use cannabis in Maryland.
  - Virginia Cannabis Control Authority – Economic and policy analysis of Virginia's medical cannabis program.
- Projects demonstrate:
  - Ability to design and deploy surveys, as well as demonstrated experience with policy simulation;
  - Depth of experience and ability to fulfill Scope of Services detailed in Part II of RFP#202409165;

IV. Proposed Services
- Met all of the requirements in RFP.
- Clear; step-by-step explanation of services offered.
- Demonstrated familiarity with cannabis, the Maine Office of Cannabis Policy (OCP) and OCP's current vendor (Metrc) regarding data.

- Task 1: Survey & Other Methods Data Collection for Strategic Planning
  - Clear plan for survey recruitment and survey sample size with multiple waves of recruitment; demonstrated ability to complete as planned.
  - Demonstrated ability to complete as planned.
- Task 2: Predictive Modeling for Strategic Planning
  - RDCOS – use, data available, what data is needed and how to acquire it.
  - Demonstrated ability to analyzing supply and demand.
  - Understanding of federal legalization landscape and its impacts on interstate commerce.
- Task 3: Policy Simulation of Maine's Cannabis Regulatory Environment for Strategic Planning
  - Demonstrated experience with use of a simulation lab.
- Task 4: Reporting of Findings
  - Specificity regarding reports with timetable provided.
  - Explicit list of reporting modalities and targeted what OCP could use for
- Task 5: Communications and Distribution for Data-Informed Policy Decision Making
  - Demonstrated use of information to inform future actions.
- Task 6 Stakeholder Engagement:
  - Meets all requirements of services to be provided.
- Tasks 7 and 8: Providing Data Ownership and Maine IT Compliance

- Aware of data compliance expectations; developed plan and demonstrate how they will meet expectations.
- Provided detailed appendix with direct references to third party host's (Qualtrics) data management policy to address specific questions – detailed; linked to address concerns.
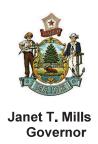
V. Cost Proposal

Cannabis Public Policy Consulting's cost proposal is the lowest of the two submitted – $158,260.

Lewis & Ellis, LLC's cost proposal - $750,000

VI. Conclusion

Based on their RFP proposal, Cannabis Public Policy Consulting is best suited 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.

STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AWARD NOTIFICATION LETTER

October 31, 2024

Via Email: Mslade@cannabispublicpolicyconsulting.com

Cannabis Public Policy Consulting
Mackenzie Slade, Executive Director
490-B Boston Post Rd.
Sadbury, MA 01776

SUBJECT: Notice of Conditional Contract Award under RFP #202409165, Market, Economical and Statistical Analysis

Dear Cannabis Public Policy Consulting:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Market, Economical and Statistical Analysis. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Cannabis Public Policy Consulting

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

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

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

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

Sincerely,

Tracy Jacques, Esq., Director of Special Projects
Office of Cannabis Policy
Maine Department of Administrative and Financial Services
#162 State House Station
Augusta, ME 04330-0162

STATEMENT OF APPEAL RIGHTS

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

**Janet T. Mills
Governor**

**Kirsten Figueroa
Commissioner**

AWARD NOTIFICATION LETTER

October 31, 2024

Via Email: jyu@lewisellis.com

Lewis & Ellis, LLC
Joshua Yu, Vice President & Principal
6600 Chase Oaks Blvd, Suite 150
Plano, TX 75023

SUBJECT: Notice of Conditional Contract Award under RFP #202409165, Market, Economical and Statistical Analysis

Dear Lewis & Ellis, LLC:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for Market, Economical and Statistical Analysis. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Tracy Jacques
Names of Evaluators: Lisa Roberts, Vernon Malloch, Gabi Pierce

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)		
N/A	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**25**	**25**
Section III. Proposed Services	**50**	**45**
Section IV. Cost Proposal	**25**	**25**
Total Points	**100**	**95**

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments:

Appendix A (Proposal Cover Page) - Discussed and meets requirements

Appendix B (Debarment, Performance and Non-Collusion Certification) - Discussed and meets requirements

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	25	25

Evaluation Team Comments:

Base score of 12.5 for meeting organizational qualifications and experience; additional points provided for exceeding requirements. Team consensus on bidder meeting organizational qualifications and experience. Additional points were awarded for the level of detail and specify, as well as clear demonstration of cannabis experience, government experience.

I. Overview of the Organization
- Polished, professional organization.
  - i. "CPPC is the only cannabis-focused consulting and research firm that does not consult for the industry nor participate in advocacy for or against cannabis legalization."
- Well organized proposal; demonstrates level of readiness to start on day one.
- Demonstrated experience in cannabis with numerous subject matter experts identified.
- Demonstrated experience working with regulators.
- Demonstrated experience with analytical research, data analysis, policy simulation/projections, etc.
- Demonstrated position to add data and already have an existing simulation lab.
  - i. Bidder issues among the largest and most comprehensive surveys on cannabis related outcomes, the Regulatory Determinants of Cannabis Outcomes Survey (RDCOS) – its flagship product.
  - ii. Collects data on over 200 cannabis-related outcomes —including consumer behaviors, public health measures, and demand— and is administered in all 50 states.
- Public policy/health and econometric expertise in house.
- Projects:
  - i. Michigan Cannabis Regulatory Agency – Economic analysis of Michigan's cannabis industry, including an estimation of the size of the adult-use, medical, patient/caregiver, and illicit markets. Used the Cannabis Policy Simulation Lab to conduct predictive modeling and

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

                simulate the expected size of each cannabis market over the next five years.
-     ii. Maryland Legislature – Developed advanced predictive statistical models to predict market and health outcomes for several years following the legalization of adult-use cannabis in Maryland.
-     iii. Virginia Cannabis Control Authority – Economic and policy analysis of Virginia's medical cannabis program.
- Projects:
  - i. Demonstrated ability to design and deploy surveys, as well as demonstrated experience with policy simulation;
  - ii. Demonstrate depth of experience and ability to fulfill Scope of Services detailed in Part II of RFP#202409165;
  - iii. Linked to work deliverable.

II.   Subcontractors
- Bidder will subcontract to Eastern Research Group (ERG) for this scope of services.
- Identified subcontractor specializes in providing technical expertise in the fields of economic research, policy, and analysis, engineering and environmental services, communications, occupational health and safety, information technology, and lifecycle analysis.
- Subcontractor has experience in public sector, including: U.S. Department of Human Health and Services (HHS), FDA's Center for Tobacco Products (CTP) and the Office of the Assistant Secretary for Planning and Evaluation (ASPE), as well as state government agencies.
- Demonstrated subcontractor's relevant experience to RFP#202409165.
- Clear documentation of feedback pathways between bidder and subcontractor.
- Key staff identified. Resumes provided; appropriate qualifications and experience.

III.   Organizational Chart
- Discussed and meets requirements.
- Demonstrated qualifications and experience in cannabis, as well as survey formulation and application.
- Organizational chart is clear, easy to follow, understanding who is responsible for aspects of the RFP.
- In addition to providing an organizational chart, bidder also provided organization charts for each task identified in the RFP and included where subcontractors will be utilized.

IV.   Litigation
- The bidder has no current litigation nor closed cases over the past 5 years.

V.   Financial Viability
- Sufficient information provided regarding income and balance sheets.
- No concerns identified.

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

VI.   Licensure/Certifications
- Sufficient information provided, demonstrating experience with specific project experience details.
- Provided certifications from Collaborative Institutional Training Initiative demonstrating that Gideon Cunningham has completed courses for "Social & Behavioral Research (IRB)."
- Provided resumes for subcontractors.

VII.   Certificate of Insurance
- Provided.

STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**50**	**45**

Evaluation Team Comments:

Base score of 25 for meeting proposed services; additional points provided for exceeding requirements. Team consensus on bidder meeting proposed services. Additional points were awarded for the level of detail and specify, as well as clear demonstration of cannabis experience, government experience. Team consensus is that the bidder would have been awarded the full 50-point allotment but for providing a one-year work plan. Five points were deducted from the full 50-point allotment.

- Met all of the requirements in RFP.
- Clear; step-by-step explanation of services offered
- Demonstrated familiarity with cannabis, the Maine Office of Cannabis Policy (OCP) and OCP's current vendor (Metrc) regarding data.
- Meets all requirements of services to be provided.

- Task 1: Survey & Other Methods Data Collection for Strategic Planning
    - Clear plan for survey recruitment and survey sample size with multiple waves of recruitment; demonstrated ability to complete as planned.
    - Demonstrated ability to complete as planned.
- Task 2: Predictive Modeling for Strategic Planning
    - RDCOS – use, data available, what data is needed and how to acquire it.
    - Demonstrated ability to analyzing supply and demand.
    - Understanding of federal legalization landscape and its impacts on interstate commerce.
- Task 3: Policy Simulation of Maine's Cannabis Regulatory Environment for Strategic Planning
    - Demonstrated experience with use of a simulation lab.
- Task 4: Reporting of Findings
    - Specificity regarding reports with timetable provided.
    - Explicit list of reporting modalities and targeted what OCP could use for
- Task 5: Communications and Distribution for Data-Informed Policy Decision Making
    - Demonstrated use of information to inform future actions.
- Task 6 Stakeholder Engagement:

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

- - o Meets all requirements of services to be provided.
  - Tasks 7 and 8: Providing Data Ownership and Maine IT Compliance
    - o Aware of data compliance expectations; developed plan and demonstrate how they will meet expectations.
    - o Provided detailed appendix with direct references to third party host's (Qualtrics) data management policy to address specific questions – detailed; linked to address concerns.

- Work plan: Workplan is only for one year; RFP specified a two-year initial review period.

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Cannabis Public Policy Consulting
DATE: October 29, 2024

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
$158,260	÷	$158,260	x	25 points	=	25

Evaluation Team Comments:

- Cost proposal includes the following:
  - Staff Resources – Employees (Titles/Hourly Rates)
  - Purchased Services – Non-Employees
    - Subcontractors
  - Purchased Services – Percentage of Incidentals
    - 0%
  - Non-Personal Service Items
    - Recruitment
    - Qualtrics Master License Utilization Fee
    - IRB Submission

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

SUMMARY PAGE

Department Name: Department of Administrative and Financial Services
Name of RFP Coordinator: Tracy Jacques
Names of Evaluators: Lisa Roberts, Vernon Malloch, Gabi Pierce

Pass/Fail Criteria	Pass	Fail
Section I. Preliminary Information (Eligibility)		
N/A	**N/A**	**N/A**
Scoring Sections	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	**25**	**12.5**
Section III. Proposed Services	**50**	**20**
Section IV. Cost Proposal	**25**	**5.3**
Total Points	**100**	**37.8**

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

OVERVIEW OF SECTION I
Preliminary Information

Section I. Preliminary Information

Evaluation Team Comments:

Appendix A (Proposal Cover Page) - Discussed and meets requirements

Appendix B (Debarment, Performance and Non-Collusion Certification) - Discussed and meets requirements

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

EVALUATION OF SECTION II
Organization Qualifications and Experience

	Points Available	Points Awarded
Section II. Organization Qualifications and Experience	25	12.5

Evaluation Team Comments:

Base score of 12.5 for meeting organizational qualifications and experience; additional points provided for exceeding requirements. Team consensus on bidder meeting organizational qualifications and experience. No additional points were awarded, nor were any points deducted from base score.

I.   Overview of the Organization
- Meets minimum requirements.
- Demonstrated skills to analyze and engaged in predictive modeling.
    i. Statistical consulting – health, and property & casualty insurance operations, regulatory compliance, and expert testimony.
    ii. Strong experience in insurance and healthcare, but demonstrated no cannabis experience nor a plan to address that.
- Demonstrated highly skilled and interdisciplinary team.
    i. No clear subject matter expert regarding cannabis.
    ii. No clear subject matter expert regarding stakeholder engagement
- Demonstrated ability to evaluate and improve statistical sampling methodology but do not demonstrate experience sampling for survey purposes.
- Demonstrate strong background in actuarial science.
- Projects:
    i. Excess Reinsurance ("XSRE")
    ii. California Department of Managed Healthcare – Office of Plan Monitoring ("CA DMHC - OPM")
    iii. JTurner Research.
- Projects:
    i. Not timely relevant; none of the projects occurred after 2020 (2018, 2019, 2020).
    ii. Nor did the projects include survey development/deployment.
    iii. Bidder did not use projects as a way to demonstrate experience and expertise needed to perform Part II – Scope of Services to be Provided of the RFP.
II.   Subcontractors

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

- Bidder does not intend to use subcontractors.

III. Organizational Chart
- Discussed and meets requirements.
- Resumes provided for each individual listed on the organizational chart.
- Team leads identified for: Survey Design, Predictive Modeling, and Policy Simulation.
  i. No demonstrated experience regarding survey design and execution.

IV. Litigation
- **"4. Litigation - Confidential" section to be treated as confidential, per Title 1, Chapter 13, Subchapter 1-A, Section 433, as it pertains to Confidential Business Information and Competitive Harm.**
  i. Disclosure of August 2024 settlement.

V. Financial Viability
- Insufficient information provided; proposal mentions both Lewis and Ellis Parent, LLC and Lewis and Ellis, LLC; unclear on which members or entity will be making decisions on behalf of the bidder.

VI. Licensure/Certifications
- Information provided; resumes for experienced actuaries, statisticians and consultant.
  i. Does not demonstrate experience with specific project experience details. For example, Project Manager is responsible for communications and stakeholder engagement but the resume does not reflect that experience.

VII. Certificate of Insurance
- Provided

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

EVALUATION OF SECTION III
Proposed Services

	Points Available	Points Awarded
Section III. Proposed Services	**50**	**20**

<u>Evaluation Team Comments</u>:

Base score of 25 for meeting proposed services; additional points provided for exceeding requirements. Team consensus on bidder meeting proposed services. However, points were deducted based on lack of cannabis experience and lack of demonstration regarding how bidder will use possessed experience to address that.

- Discussed each requirement of the RFP but insufficient detail provided.
    - Lacks detail/context on proposed plan making it difficult to assess skills, abilities or if they understand deliverables.
    - No examples or detail on how bidder would meet the scope of services.
    - Bid appears to be technically robust, the lack of explicit detail connecting these techniques to the RFP's deliverables limits the ability to evaluate the bid's overall suitability and relevance to OCP's needs.
    - Typographical error: "L&E will develop statistical models for the validation of property appraisals."

- Survey & Other Methods Data Collection for Strategic Planning
    - No detail on survey tools except Microsoft Forms, which may not be a sophisticated enough platform.
    - No detail provided on online recruitment strategies.
    - Bidder indicates "While L&E does not have direct experience with recruiting a large number of individuals for sampling purposes, our team has extensive experience in similar areas and a proven track record of successfully adapting to new challenges." Provided no evidence demonstrating team's "extensive experience in similar areas." Provided ample evidence in the project examples that bidder has experience with modeling and statistical review of existing data but did not demonstrate evidence of survey design and execution within the project examples provided.
    - Basic restatement of RFP requirements without providing detail on how requirements will be met.
    - No mention of driving under the influence.

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

- - Bidder stated they would design questions to gather data on production volumes, sales figures, and market trends, demonstrating a lack of familiarity with the industry and what data is currently available.
  - Bidder stated they would research and access external datasets with relevant data, demonstrating a lack of familiarity with the industry and what data is currently available.
  - Bidder states they would collaborate with OCP to determine appropriate sampling frame, parameters, and methodology to ensure a representative sample, demonstrating a lack of familiarity.
- Predictive Modeling for Strategic Planning
  - Lacks contextual information with methods aligning with deliverables.
- Policy Simulation of Maine's Cannabis Regulatory Environment for Strategic Planning
  - Modify term key variables but do not identify any, demonstrating a lack of knowledge.
- Reporting of Findings
  - Will provide detailed reports with methodology, analysis, and findings, including executive summaries and graphics
    - Did not provide timeline for reporting.
- Communications and Distribution for Data-Informed Policy Decision Making
  - Bidder stated they will collaborate with OCP staff to create surveys or focus groups of program participants and ensure representative sampling.
- Stakeholder Engagement
  - Work plan identifies work in year two of the contract only; unable to determine if bidder understands scope of work.
- Data Ownership:
  - Met requirements in RFP.
- MaineIT Requirements:
  - Met all of the requirements in RFP.
- Work Plan:
  - One round of surveying despite RFP asking for multiple rounds of surveying.

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER: Lewis & Ellis, LLC
DATE: October 29, 2024

EVALUATION OF SECTION IV
Cost Proposal

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
$158,260	÷	$750,000	x	25 points	=	5.3

Evaluation Team Comments:

- Cost proposal includes the following:
    - Staff Resources – Employees (Titles/Hourly Rates)
    - Purchased Services – Non-Employees
        - $0
    - Purchased Services – Percentage of Incidentals
        - 0%
    - Non-Personal Service Items
        - Supplies and materials
        - Travel

- Cost proposal does not provide a level of detail needed to assess.
- Propose travel costs but do not propose travel to Maine.
- Materials and supplies allocated but no detail provided

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Cannabis Public Policy Consulting
DATE: 10/27/2024
EVALUATOR NAME: Vern Malloch
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

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

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Individual Evaluator Comments: Vern Malloch October 27, 2024

I. Organization Qualifications and Experience
     1. Overview of Organization
          - Strong cannabis experience
          - Already has a database of information to assist in the work, to include other states and trend patterns since 2021
          - Strong understanding of cannabis markets and regulatory schemes
     2. Subcontractors
          - Eastern Research Group (ERG) will perform statistical and survey work
          - They appear well qualified and experienced
     3. Organizational Chart
          - Detailed
          - All staff appears well qualified and experienced in cannabis

II. Proposed Services
     1. Services to be Provided
          - Discusses all the required items in the RFP
          - Survey for data gathering and issue reports
          - Metrc data from OCP to be used for modeling in conjunction with survey results
          - Project team materials and one annual report, 4 informational sheets, one whitepaper, three infographics
     2. Implementation – Work Plan
          - Satisfactory timeline

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Cannabis Public Policy Consulting
DATE: 10/27/2024
EVALUATOR NAME: Vern Malloch
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

- Already has nationwide and state specific data through their RDCOS cannabis survey (Regulatory Determinates of Cannabis Outcomes Survey)
- Familiar with Metrc and data available on that system – we will need to provide it to them for Maine

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Cannabis Public Policy Consulting
DATE: 10.22.24
EVALUATOR NAME: Lisa Roberts
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

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Individual Evaluator Comments:

I.   Organization Qualifications and Experience
- P: Diversity of subject matter expertise in relevant fields and with demonstrated experience in cannabis space – worked with multitude of other cannabis regulatory agencies
- Does not consult with industry or do advocacy for/against cannabis
- P: Ample survey and topic specific analysis experience
- Will use a sub-contractor (Sub) for significant amount of assistance with survey design, analysis and modeling
- P: Sub has extensive experience working with public sector on relevant topics and in statistical methodologies, building models, performing supply chain and other relevant analyses; Sub staff have appropriate qualifications and relevant experience.
- Credentials provided for Internal Review Board (IRB); demonstrated IRB experience and knowledge

II.   Proposed Services
- P: Use of Regulatory Determinants of Cannabis Outcomes Survey (RDCOS) plus clear plan for data collection and understanding of what additional data is needed and how to acquire such (Task 1.1-1.2; 2.3)
- P: Clear plan for IRB approval (Task 1.3)
- P: Clear plan for survey recruitment and survey sample size; demonstrated ability to complete as planned (Task 1.4)
- I: Approach to analyzing supply and demand (Task 1.5), modeling impact of federal legalization/interstate commerce (Task 2.3); use of "Simulation Lab" for policy simulation generally (Task 3)
- P: Task 004 is clear and meets RFP requirements

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Cannabis Public Policy Consulting
DATE: 10.22.24
EVALUATOR NAME: Lisa Roberts
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

- P: Intends to use findings from Task 005 – which includes consulting on other OCP developed surveys or engagement tactics to optimize scientific integrity – to inform stakeholder engagement initiatives.
- P: Full suite of services for Task 006 from strategy ideation to execution and analysis
- Q: Under Task 006 – Stakeholder Engagement – Bidder says they will aid in the development of various work products, are those in addition to the deliverables itemized in Task 004 (top of page 10 File 3)?
- P: Data compliance awareness and plan for dealing with sensitive (personal, student, health etc.) data sets and/or collection thereof
- P: Meets all requirements of services to be provided

III.   Work Plan
- Q: Workplan is only for 1 year when the RFP specified a two-year initial review period. How does the workplan change if expanded to two years?

IV.   Cost Proposal – Appendix D
- Q: Workplan, and therefore cost, is only reflective of a one-year contract, how does the cost change if expanded to two years?

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Cannabis Public Policy Consulting
DATE: 10/23/24
EVALUATOR NAME: Gabi Pierce
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

****

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

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Individual Evaluator Comments:

I.   Organization Qualifications and Experience
1. Overview of Organization – Positive/interesting: CPPC states "CPPC is the only cannabis-focused consulting and research firm that does not consult for the industry nor participate in advocacy for or against cannabis legalization. Rather, CPPC helps governments deliver the data-informed, good government implementation of legalization policies necessary to achieve the goal of creating safe, equitable, and efficient markets." Project examples provided show depth of experience in cannabis research.
2. Subcontractors – positive, subcontractors utilized but clear documentation of communication and feedback pathways between bidder and subcontractors
3. Organizational Chart – positive/interesting: helpful to see organizational workflows broken down by project tasks
4. Etc. – Note: OCP's address is incorrectly recorded on each cover page provided, it reads "9 Union Street" when OCP's address is "19 Union Street"

II. Proposed Services
1. Services to be Provided – Data Collection and Analysis
- Survey creation and IRB approval – positive, step by step explanation of services offered
- Services to be Provided – Predictive Modeling for Strategic Planning – positive
- Services to be Provided – Policy Simulation of Maine's Cannabis Regulatory Environment for Strategic Planning – positive

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- Services to be Provided – Reporting of Findings – positive/interesting: explicit list of reporting modalities and target usage
- Services to be Provided – Communications and Distribution for Data-informed Policy Decision Making – positive
- Services to be Provided – Stakeholder Engagement – positive
- Services to be Provided – Data Ownership – positive
- Services to be Provided – MaineIT Requirements – interesting: detailed appendix with direct references to third party host's (Qualtrics) data management policy to address specific questions

2. Technical assessment – positive
3. Implementation – Work Plan – positive/interesting: thorough with clear task assignment and timelines

Project cost: $158,260

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Lewis & Ellis, LLC
DATE: 10/27/2024
EVALUATOR NAME: Vern Malloch
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

****

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

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Individual Evaluator Comments: Vern Malloch October 27, 2024

I. Organization Qualifications and Experience
    1. Overview of Organization
        - Strong experience in insurance and healthcare / statistical work / well qualified in that arena (P)
        - Weak / no cannabis experience and no detailed plan to address it or showing of similarities between previous work and cannabis (N)
    2. Subcontractors
        - None would be used
    3. Organizational Chart
        - Provides details on who will perform each task

II. Proposed Services
    1. Services to be Provided
        - Discusses all the required items listed in the RFP but short on details
        - Surveys and reports will be used to gather data but not any details
        - Did not mention impaired driving specifically (N)
        - Did mention school suspension / discipline (P)
        - Annual report, whitepaper of key findings and formal reports without specificity as to quantity (N)
        - Focus group surveys (P)
    2. Implementation – Work Plan
        - Short timeline and only a single survey? (N)
        - Would collaborate with OCP on sampling frame and methods to ensure rep sample – should they know this already? (Q)

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- Admit they do not have direct experience recruiting large number of individuals for sampling (N)
- The response says they would use a survey to gather market data such as production, sales, market trends. We already have this in Metrc – response suggests unfamiliarity with cannabis regulation. (N)

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Lewis & Ellis, LLC
DATE: 10.22.24
EVALUATOR NAME: Lisa Roberts
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
- Experience is primarily actuarial; risk analysis and predictive modeling
- N: None of the project examples include survey development or survey deployment to third parties.
- Q: Does Bidder have Internal Review Board (IRB) experience or certification?
- P: Hard skills to complete technically rigorous statistical analysis and modeling for property appraisals, insurance markets, etc.
- No sub-contractors used
- Q: Does project manager (as the staff member assigned) or anyone on project team have sufficient knowledge and/or experience in communications and stakeholder engagement?
- Q: Unclear if Bidder has direct Internal Review Board (IRB) experience

II. Proposed Services
- N: Bidder says "L&E will develop statistical models for the validation of property appraisals"; property appraisals are not in scope of this RFP (III.2)
- N: "Survey Creation and IRB Approval" section - Survey creation detail by topic is a general application without sufficient information to assess if Bidder has the expertise necessary for this survey design
- N: Does not provide sufficient detail on survey tools to be used or costs associated; unclear if the one tool mentioned in the "Survey Creation and IRB Approval" section is sophisticated enough to meet Department needs
- "Other methods of data collection" section lack sufficient detail regarding the who, what, where, when, why and how; workplan does not reflect realistic timeline for data collection (only 3-4 weeks allotted)

RFP #: 202409165
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DATE: 10.22.24
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- N: "Population Sampling" Section – Bidder does not provide any information on the "online recruitment platforms, social media groups and online forums/panels" that will be used or if there is a cost associated with the use of such.
- N: "Population Sampling" Section – Bidder does not have direct experience recruiting large individual samples for a survey
- N: "Predictive Modeling" and "Policy Simulation" – these sections include a lot of technical detail on statistical methods and predictive modeling approaches however, it lacks contextual information regarding how these methods align with the specific deliverables requested in the RFP. Absent this it is unclear if the bid adequately meets the outlined objectives.
- N: Sections C & D do not provide enough detail to assess Bidders understanding of work involved or ability to meet deliverables
- Although the bid appears to be technically robust, the lack of explicit detail connecting these techniques to the RFP's deliverables limits the ability to evaluate the bid's overall suitability and relevance to our needs.

III. Implementation – Work Plan
- N: only one round of surveying included despite multiple waves requested in RFP
- Section D (Stakeholder Engagement) is given insufficient attention and time (3-months at the end of Year 2, only)

IV. Cost Proposal
- N: highest bid
- Q: What travel costs are being incurred if no visits to Maine are included?
- Q: What materials and supplies are being billed?

RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis
BIDDER NAME: Lewis & Ellis, LLC
DATE: October 21 and 22, 2024
EVALUATOR NAME: Gabi Pierce
EVALUATOR DEPARTMENT: Department of Administrative and Financial Services

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

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
    1. Overview of Organization
        - Question: Consolidated financial statements are for Lewis & Ellis Parent, LLC (and its subsidiaries, including the applicant) and show a recent acquisition of Lewis & Ellis, LLC along with the issuance of Class A units – does this impact control of the entity or was this purely for debt restructuring purposes?
        - Question: Who are the managers controlling L&E, LLC? Need to see consents to see who is managing the parent company.
    2. Subcontractors - positive
    3. Organizational Chart – positive
    4. Etc. – positive – all required elements included

II. Proposed Services
    1. Services to be Provided – Data Collection and Analysis
        - Survey creation and IRB approval
            1. Question: What is meant by the first sentence of L&E's response under section 2 "services to be provided"? Specifically, what is meant by "Under the general direction of the OCP, L&E will develop statistical models for the validation of property appraisals."? This appears to be a typo and unrelated to the remainder of the response in this section.
            2. Negative: Under population sampling, L&E indicates "While L&E does not have direct experience with recruiting a large number of individuals for sampling purposes, our team has

RFP #: 202409165
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extensive experience in similar areas and a proven track record of successfully adapting to new challenges."
Question: What evidence is there in the record of the team's "extensive experience in similar areas"? There is ample evidence in the project examples provided that L&E have experience with modeling and statistical review of existing data, but I am not seeing evidence of survey design and execution within the project examples provided.

3. Question: What sort of familiarity does the applicant have with cannabis/controlled substances/drug policy? Not clear from responses or Appendix C supplemental information.

- Services to be Provided – Predictive Modeling for Strategic Planning
    1. Positive
- Services to be Provided – Policy Simulation of Maine's Cannabis Regulatory Environment for Strategic Planning
    1. Question: what sort of "key predictor variables"? Lacks specificity regarding cannabis-specific policy variables
- Services to be Provided – Reporting of Findings
    1. Positive-all required elements addressed
- Services to be Provided – Communications and Distribution for Data-informed Policy Decision Making
    1. Positive-all required elements addressed
- Services to be Provided – Stakeholder Engagement
    1. Appears that all required elements addressed however typo in sub-3,first bullet point
- Services to be Provided – Data Ownership
    1. Positive
- Services to be Provided – MaineIT Requirements
    1. Positive

2. Technical assessment – Question: Bidder does not have a "cyber risk appetite statement" – is this a problem?
3. Implementation – Work Plan
    - Appears that all required elements addressed

Project cost: $750,000

STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE
AND FINANCIAL SERVICES

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: RFP# 202409165
RFP TITLE: Market, Economical and Statistical Analysis

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

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

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

I understand 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.

Vernon W. Malloch   October 17, 2024
_____   _____
Signature   **Date**

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: RFP# 202409165
RFP TITLE: Market, Economical and Statistical Analysis

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

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Lisa C Roberts
_____
Signature

10.17.24
_____
Date

Rev. 4/4/2023

Janet T. Mills
Governor

Kirsten Figueroa
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202409165
RFP TITLE: Market, Economical and Statistical Analysis

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

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Gabrielle Bérubé Pierce
_____
Signature

October 17, 2024
_____
Date