

State of Maine
Master Score Sheet

RFP# 202503032					
Development of Regulatory Guidance Materials					
Bidder Name:		AECOM Technical Services, Inc.	Cumberland County Soil & Water Conservation District	DH Creative Productions LLC	Eastern Research Group
Proposed Cost:		\$408,528.00	\$398,873.00	\$421,650.00	422,253.00
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	40	34	33	22	36
Section III: Proposed Services	30	25	22	17	24
Section IV: Cost Proposal	30	20.16	20.65	19.53	19.50
TOTAL	<u>100</u>	<u>79.16</u>	<u>75.65</u>	<u>58.53</u>	<u>79.50</u>
Bidder Name:		FB Environmental	Industrial Economics Incorporated	Kleinfelder Northeast Inc	Lynker Corporation
Proposed Cost:		\$422,372.00	299,994.00	421,415.00	410,171.80
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	Pass
Section II: Organization Qualifications and Experience	40	34	31	35	34
Section III: Proposed Services	30	29	23	25	24
Section IV: Cost Proposal	30	19.50	27.45	19.54	20.08
TOTAL	<u>100</u>	<u>82.50</u>	<u>81.45</u>	<u>79.54</u>	<u>78.08</u>

RFP# 202503032					
Development of Regulatory Guidance Materials					
Bidder Name:		Naretiv	Viewshed	Waterview Consulting	
Proposed Cost:		274,500.00	419,976.00	425,000.00	
Scoring Sections	Points Available				
Section I: Preliminary Information	Pass/Fail	Pass	Pass	Pass	
Section II: Organization Qualifications and Experience	40	30	37	39	
Section III: Proposed Services	30	16	27	28	
Section IV: Cost Proposal	30	30.00	19.61	19.38	
TOTAL	<u>100</u>	<u>76.00</u>	<u>83.61</u>	<u>86.38</u>	

Award Justification Statement
RFP# 202503032 Development of Regulatory Guidance Materials

I. Summary

The above-mentioned RFP solicited proposals for professional communication, graphic design, and technical writing services to enhance technical regulatory guidance that the Maine Department of Environmental Protection is developing pertaining land use regulations, primarily under the Natural Resources Protection Act, Shoreland Zoning Act, and Erosion and Sediment Control Law. Eleven proposals were received and reviewed by the Evaluation Team (ET). The result of this RFP is an award for one contract. Based on the proposals the team recommended funding to be awarded to Waterview Consulting.

II. Evaluation Process

The Evaluation Team (ET) for this RFP included the following people: Cody Obropta (DEP), Jessica Damon (DEP), and John MacLaine (DEP). The process was facilitated by Nathan Robbins (DEP), Climate Change Specialist. Evaluation team members had participated in previous state grant review committees and were familiar with the State's process. Staff participating in the ET collectively had extensive experience with administering Department land use regulations, providing technical assistance to the regulated community, developing regulatory guidance materials, and delivering regulatory training to practitioners and to those in the regulated community. Coordination and orientation of the ET was conducted via email. ET members conducted independent reviews of applications and took notes on applications received.

Evaluations were compiled by Nathan Robbins. The ET held a pre-meeting on May 23, and preliminary evaluation meetings on June 11 and June 23, all via MS Teams. The ET met on June 26, also via MS Teams, to score the proposals using a consensus decision-making process. Nathan Robbins facilitated and took notes during meetings.

III. Qualifications & Experience

Applications that scored highest on the Qualifications and Experience had organizational capacity and/or well-rounded teams that would allow for project success. Key factors included:

- Relevant technical abilities in communications and design
- Supporting technical expertise in relevant work areas
- Maine based experience with project partners
- Strength in materials for project need
- Novel approaches or additional technical expertise in collecting feedback

IV. Proposed Services

Each application included a series of tasks designed to support the Department in its development of a variety of regulatory guidance materials using different communication methods. Some of the factors that reflect differences in scoring are listed below. Projects that scored higher tended to demonstrate:

- Capacity for project delivery in location of work areas
- Detailed comprehension of requested services
- Clearly defined plan for deliverables through entire project timeline
- Beneficial services offered in addition to request services

V. Cost Proposal

The Department is receiving a subaward of \$425,000 in grant funds for these contracted services, which was mentioned in the RFP. All proposals were at or below the maximum funding award amount. The total cost proposed for conducting all the functions specified in the RFP was assigned a score according to a mathematical formula: $(\text{Lowest submitted cost proposal} / \text{Cost of proposal being scored}) \times 30 = \text{pro-rated score}$. The cost proposals for all proposals are listed below.

AECOM	\$408,528.00
CCSWCD	\$398,873.00
DH Creative Productions	\$421,650.00
Eastern Research Group	\$422,253.00
FB Environmental	\$422,372.00
Industrial Economics Incorporated	\$299,994.00
Kleinfelder Northeast Inc	\$421,415.00
Lynker Corporation	\$410,171.80
Naretiv	\$274,500.00
Viewshed	\$419,976.00
Waterview Consulting	\$425,000.00

VI. Conclusion

The highest scoring proposal, Waterview Consulting, stood out because of their demonstrated effectiveness working in Maine and New England with several partners that will be part of the scope of work for this project. The team excels at science-based strategic planning and communication services for government agencies, NGOs, and academic entities. Several very high-quality videos, graphics, and report examples were provided that demonstrated a professional, elevated look across media types. The team includes additional subject matter expertise in community resilience and planning with Maine communities. The proposed workplan enhanced the original RFP and Q&A summary and provided a clear description of services and process to achieve those.



JANET T. MILLS
GOVERNOR

STATE OF MAINE
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

AECOM Technical Services, Inc.
254 Commercial Street, Ste 245
Portland, Maine 04101
ATTN: Chris Orr, Program Manager

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Chris Orr:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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:

- Waterview 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.

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17 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0017
(207) 287-7688 FAX: (207) 287-7826

BANGOR
106 HOGAN ROAD, SUITE 6
BANGOR, MAINE 04401
(207) 941-4570 FAX: (207) 941-4584

PORTLAND
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PORTLAND, MAINE 04103
(207) 822-6300 FAX: (207) 822-6303

PRESQUE ISLE
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PRESQUE ISLE, MAINE 04769
(207) 764-0477 FAX: (207) 760-3143

Letter to
July 14, 2025
Page 2 of 3

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

Sincerely,

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Nathan Robbins
Climate Change Specialist
Department of Environmental Protection
Nathan.P.Robbins@maine.gov | (207) 592-6590

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MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Cumberland County Soil & Water Conservation District
35 Main Street
Windham, ME 06067
ATTN: Katharine Wojcik, Outreach & Design Manager

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Katharine Wojcik:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

DH Creative Productions, LLC
534 Woods Edge Rd
Hermon, ME 04401
ATTN: Derek Hurder, Owner and Lead Designer

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Derek Hurder:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Eastern Research Group
561 Virginia Road, Building 4, Suite 300
Concord, MA 01742
ATTN: Chris Lamie, Vice President

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Chris Lamie:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

FB Environmental Associates
97 Exchange Street, Suite 305
Portland, ME 04101
ATTN: Bina Skordas, Senior Project Manager

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Bina Skordas:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Industrial Economics Incorporated
2067 Massachusetts Ave. 4th Floor
Cambridge, MA 02140
ATTN: Neal Etre, Principal

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Neal Etre:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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JANET T. MILLS
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STATE OF MAINE
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Kleinfelder Northeast Inc
1 City Center, Suite 403
Portland, ME 04101
ATTN: Travis Pryor, Project Manager

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Travis Pryor:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Lynker Corporation
740 Mo'owa'a St, Suite G
Honolulu, HI 96817
ATTN: Christopher Hawkins, Vice President

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Christopher Hawkins:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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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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.

AUGUSTA
17 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0017
(207) 287-7688 FAX: (207) 287-7826

BANGOR
106 HOGAN ROAD, SUITE 6
BANGOR, MAINE 04401
(207) 941-4570 FAX: (207) 941-4584

PORTLAND
312 CANCO ROAD
PORTLAND, MAINE 04103
(207) 822-6300 FAX: (207) 822-6303

PRESQUE ISLE
1235 CENTRAL DRIVE, SKYWAY PARK
PRESQUE ISLE, MAINE 04769
(207) 764-0477 FAX: (207) 760-3143

Letter to
July 14, 2025
Page 2 of 3

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

Sincerely,

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

Nathan Robbins
Climate Change Specialist
Department of Environmental Protection
Nathan.P.Robbins@maine.gov | (207) 592-6590

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

STATE OF MAINE
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Naretiv
21 Elm Street, Second Floor
Camden, ME 04843
ATTN: Mark Benjamin, Partner

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Mark Benjamin:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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:

- Waterview 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.

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

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Letter to
July 14, 2025
Page 2 of 3

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Climate Change Specialist
Department of Environmental Protection
Nathan.P.Robbins@maine.gov | (207) 592-6590

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JANET T. MILLS
GOVERNOR

STATE OF MAINE
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Viewshed
121 West Main Street
Yarmouth, ME 04096
ATTN: Judy Colby-George, Principal/Owner

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Judy Colby-George:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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:

- Waterview 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.

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Letter to
July 14, 2025
Page 2 of 3

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Nathan Robbins
Climate Change Specialist
Department of Environmental Protection
Nathan.P.Robbins@maine.gov | (207) 592-6590

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JANET T. MILLS
GOVERNOR

STATE OF MAINE
DEPARTMENT OF ENVIRONMENTAL PROTECTION



MELANIE LOYZIM
COMMISSIONER

AWARD NOTIFICATION LETTER

July 14, 2025

Waterview Consulting
31 Hawthorne Lane
Harswell, ME 04079
ATTN: Peter Taylor, Founding Principal

SUBJECT: Notice of Conditional Contract Award under RFP # 202503032,
Development of Regulatory Guidance Materials

Dear Peter Taylor:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Environmental Protection for RFP # 202503032, Development of Regulatory Guidance Materials. 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:

- Waterview 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.

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Letter to
July 14, 2025
Page 2 of 3

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Sincerely,

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Nathan Robbins
Climate Change Specialist
Department of Environmental Protection
Nathan.P.Robbins@maine.gov | (207) 592-6590

STATEMENT OF APPEAL RIGHTS

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: AECOM

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34
Section III. Proposed Services	30	25
Section IV. Cost Proposal	30	20.16
<u>Total Points</u>	<u>100</u>	<u>79.16</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: AECOM

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification
- Both materials include signature with date from senior personnel

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: AECOM

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34

Evaluation Team Comments:

- I. Overview of the Organization
 - Large, experienced organization with relevant experience nationally and in region.
 - Organization has worked on hundreds of federal and state technical publication deliverables across the USA.
 - Previous work examples with federal agencies. Community resilience project example in Maine provided.
 - The proposal has a nice visual quality, although it was very dense.
 - Graphic designs were engaging, reasonable infographics, overall attractive looking reports.
- II. Subcontractors
 - No anticipation of using any subcontractors
- III. Organizational Chart
 - Project Manager based in Maine
 - Large staff team in Maine and an office in Portland.
 - Support staff with recognized subject matter expertise in land use regulatory guidance, climate resilience and mitigation, and program management.
- IV. Litigation
 - Statement Included. Organization does not voluntarily comment.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: AECOM

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	25

Evaluation Team Comments:

- Thoroughly described details provided in scope of services.
- Management approach uses tools that are anticipated to create efficiencies and keep deliverables timely with robust engagement and comments.
- Offer extensive reviews of materials. All materials receive multiple editing rounds and evaluation.
- Offered additional support with engagements.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: AECOM

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	408,528.00	x	30 points	=	20.16

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Cumberland County Soil and Water Conservation District

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	33
Section III. Proposed Services	30	22
Section IV. Cost Proposal	30	20.65
<u>Total Points</u>	<u>100</u>	<u>75.65</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Cumberland County Soil and Water Conservation District

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from program manager.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Cumberland County Soil and Water Conservation District

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Organization and team have direct knowledge in subject matter expertise
 - They are already regularly working with core audiences of this project and are likely to have knowledge of many needs for materials.
 - CCSWCD has a history of working well with Maine DEP for many decades and staff are well-versed in DEP standards.
 - Developed guidance that is directed to as primary resources within OUR SHORE program.
 - Good report layouts, graphics simple. DEP has expertise in producing similar quality materials.
- II. Subcontractors
 - No anticipation of using any subcontractors
- III. Organizational Chart
 - In depth Maine footprint
 - May be limited in capacity for project scope.
- IV. Litigation
 - Statement included. CCSWCD has not been named in any current litigation or in any closed cases within the past five years.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Cumberland County Soil and Water Conservation District

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	22

Evaluation Team Comments:

- Scope of services was sufficient
- Service minimally described beyond what was already included in the RFP and Q&A summary.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Cumberland County Soil and Water Conservation District

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	398,873.00	x	30 points	=	20.65

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: DH Creative Productions

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	22
Section III. Proposed Services	30	17
Section IV. Cost Proposal	30	19.53
<u>Total Points</u>	<u>100</u>	<u>58.53</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: DH Creative Productions

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from owner/lead designer.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: DH Creative Productions

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	22

Evaluation Team Comments:

- I. Overview of the Organization
 - Experience in medical and higher education.
 - Have produced multimedia training packages.
 - Projects have smaller scope compared to the services requested in this project.
 - No links or images of work included.
- II. Subcontractors
 - No subcontractors are currently planned for this project.
- III. Organizational Chart
 - All work will be performed by one person, owner.
 - Unsure if they have enough capacity for the scope of services in this project.
- IV. Litigation
 - Statement included. DH Creative Productions, LLC is not currently involved in any litigation.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: DH Creative Productions

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	17

Evaluation Team Comments:

- Based in Maine.
- Brief workplan is included.
- Proposed services minimally described beyond what was already included in the RFP and Q&A summary.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: DH Creative Productions

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	421,650.00	x	30 points	=	19.53

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Eastern Research Group

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	36
Section III. Proposed Services	30	24
Section IV. Cost Proposal	30	19.50
<u>Total Points</u>	<u>100</u>	<u>79.50</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Eastern Research Group

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification
- Both materials include signature with date from senior personnel.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Eastern Research Group

DATE: June 26, 2025

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

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

Evaluation Team Comments:

- I. Overview of the Organization
 - Large company with access to variety and depth of expertise in environmental, engineering, economic, marketing, and communications services to state, federal, and local agencies.
 - Very experienced, nationally, and in region.
 - Several projects referenced in Maine are directly relevant to project work areas.
 - Previously worked with Maine DEP and several other State of Maine agencies.
 - Examples of graphic design and videos were professional. Strength in writing, less graphically inclined.
- II. Subcontractors
 - No subcontractors included.
- III. Organizational Chart
 - Based in MA. Smaller Maine footprint.
 - Experienced technical advisors and implementation team.
- IV. Litigation
 - Organization states “none”.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Eastern Research Group

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	24

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Tailored approach to Maine.
- Somewhat detailed timeline
- Provided experienced suggestions to improve collaboration and efficiency.
- Offered additional support with engagements.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Eastern Research Group

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	422,253.00	x	30 points	=	19.50

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: FB Environmental

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34
Section III. Proposed Services	30	29
Section IV. Cost Proposal	30	19.50
<u>Total Points</u>	<u>100</u>	<u>82.50</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: FB Environmental

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification
- Both materials include signature with date from owner, CEO.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: FB Environmental

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34

Evaluation Team Comments:

- I. Overview of the Organization
 - Productive history working with the Maine Department of Environmental Protection
 - Direct subject matter expertise in Maine and translating technical information to primary audiences in this scope.
 - Experienced in stakeholder engagement and community events.
 - The team does not have as much depth in graphic design but rebranded their website internally and would bring on an experienced subcontractor.
- II. Subcontractors
 - Subcontractor with demonstrated examples of professional graphic design work, videos.
 - Subcontract with geologist adds beneficial subject matter expertise.
- III. Organizational Chart
 - Maine-based company.
 - The team has depth of experience with local partners anticipated to be engaged with during the project.
- IV. Litigation
 - No statement included.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: FB Environmental

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	29

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Detailed, well thought out work plan and breakdown of services & deliverables.
- Provided experienced suggestions to improve collaboration and efficiency.
- Offered additional support with engagements.
- Offer additional knowledge transfer to staff.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: FB Environmental

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	422,372.00	x	30 points	=	19.50

Evaluation Team Comments:

- The proposal included hours for the range of services, range of hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Industrial Economics Incorporated

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	31
Section III. Proposed Services	30	23
Section IV. Cost Proposal	30	27.45
<u>Total Points</u>	<u>100</u>	<u>81.45</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Industrial Economics Incorporated

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification
- Both materials include signature with date from principal.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Industrial Economics Incorporated

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	31

Evaluation Team Comments:

- I. Overview of the Organization
 - Large organization, working on projects across US.
 - Experienced in creating visual and infographics in directly related work areas.
 - The information examples are professional, technical, and use straight forward presentations.
 - Projects in Maine with DOT and DEP.
- II. Subcontractors
 - Sub-contractor from Maine with expertise in engineering and design, and climate adaptation.
- III. Organizational Chart
 - Office based in Massachusetts, have staff working across country including project team members in Maine.
- IV. Litigation
 - Statement included. Organization not involved in any material litigation, nor have we been involved in any such matters within the past five years.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Industrial Economics Incorporated

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	23

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Detailed timeline broken down by quarter of proposal and deliverables
- Provided experienced project management and coordination to improve collaboration and efficiency.
- Small team footprint in Maine with supporting team outside of Maine.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Industrial Economics Incorporated

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	299,994.00	x	30 points	=	27.45

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Kleinfelder Northeast Inc

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	35
Section III. Proposed Services	30	25
Section IV. Cost Proposal	30	19.54
<u>Total Points</u>	<u>100</u>	<u>79.54</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Kleinfelder Northeast Inc

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification
- Both materials include signature with date from area manager.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Kleinfelder Northeast Inc

DATE: June 26, 2025

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

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

Evaluation Team Comments:

- I. Overview of the Organization
 - Experienced, large organization, with engineering, construction management, design, and environmental professional services.
 - Show strength in meeting communication needs for municipal audiences
 - Visually attractive layouts, infographics, realistic graphics examples, and video examples. Training video experience.
- II. Subcontractors
 - No anticipated need for subcontractors
 - Will draw on internal experts for in relevant resilience and permitting work areas.
- III. Organizational Chart
 - Have offices in Augusta and Portland.
 - Beneficial that staff includes landscape architect and coastal engineer.
- IV. Litigation
 - Statement included. No litigation history to report for the last five years.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Kleinfelder Northeast Inc

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	25

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- The team took time to include a redesigned chart of the existing OUR SHORE guide in the proposal.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Kleinfelder Northeast Inc

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	421,415.00	x	30 points	=	19.54

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Lynker Corporation

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34
Section III. Proposed Services	30	24
Section IV. Cost Proposal	30	20.08
<u>Total Points</u>	<u>100</u>	<u>78.08</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Lynker Corporation

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from senior personnel.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Lynker Corporation

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	34

Evaluation Team Comments:

- I. Overview of the Organization
 - Experienced organization with communications, outreach and engagement strategies.
 - Engaging style of material presented - fact sheets, infographics, and videos.
- II. Subcontractors
 - Subcontractor for videography produces high quality content.
- III. Organizational Chart
 - Have a technical lead in Portland.
- IV. Litigation
 - Statement included. There are no current or past litigation cases within the last five years.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Lynker Corporation

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	24

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Provided detailed additions for each aspect of the scope of work.
- Many staff are out of state.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Lynker Corporation

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	410,171.80	x	30 points	=	20.08

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Naretiv

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	30
Section III. Proposed Services	30	16
Section IV. Cost Proposal	30	30.00
<u>Total Points</u>	<u>100</u>	<u>76.00</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Naretiv

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from partner.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Naretiv

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	30

Evaluation Team Comments:

- I. Overview of the Organization
 - Cross sector experience in public health, food/agriculture, ocean conservation.
 - Professional, appealing materials.
 - Some links to reference materials are broken.
- II. Subcontractors
 - Using two very skilled subcontractors for graphics and video.
- III. Organizational Chart
 - Small 3-person team
 - Project manager based in Camden
- IV. Litigation
 - No statement included.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Naretiv

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	16

Evaluation Team Comments:

- Proposed services minimally described beyond what was already included in the RFP and Q&A summary.
- Limited reference to the RFP or work products.
- Only a brief work plan is included.
- Some concerns about capacity.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Naretiv

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	274,500.00	x	30 points	=	30.00

Evaluation Team Comments:

- The proposal included hours for the range of services, hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Viewshed

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	37
Section III. Proposed Services	30	27
Section IV. Cost Proposal	30	19.61
<u>Total Points</u>	<u>100</u>	<u>83.61</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Viewshed

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from principal/owner.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Viewshed

DATE: June 26, 2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	37

Evaluation Team Comments:

- I. Overview of the Organization
 - Small organization based in Maine
 - Have a productive history working with the Maine Department of Environmental Protection and other state agencies.
 - Experienced in assisting communities with technical regulatory assistance.
 - The proposal has a compelling presentation with a higher end quality of graphics and photographs, including use of a drone to improve storytelling.
- II. Subcontractors
 - Team proposes to work with two subcontractors, an illustrator and an editor.
 - Examples from illustrator are very good and would bring demonstrated capacities needed to bring this work to another level, beyond what DEP staff could do in house.
- III. Organizational Chart
 - The team has depth of experience with local partners anticipated to be engaged with during the project.
 - Landscape architecture, design, and planning expertise on team brings important perspective to “living” aspect of designs that will be featured in deliverables.
- IV. Litigation
 - Statement Included. Organization is not now, nor has it ever been involved in any litigation.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Viewshed

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	27

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Provided clear, well-thought-out information on processes.
- Included detailed timeline.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Viewshed

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	419,976.00	x	30 points	=	19.61

Evaluation Team Comments:

- The proposal included hours for the range of services, range of hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Waterview Consulting

DATE: June 26, 2025

SUMMARY PAGE

Department Name: Environmental Protection

Name of RFP Coordinator: Nathan Robbins

Names of Evaluators: Jessica Damon, John MacLaine, Cody Obropta

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	X	
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	40	39
Section III. Proposed Services	30	28
Section IV. Cost Proposal	30	19.38
<u>Total Points</u>	<u>100</u>	<u>86.38</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Waterview Consulting

DATE: June 26, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

Section I. Preliminary Information

Evaluation Team Comments:

- Proposal included cover page that includes organization address, a lead point of contact, and contact information.
- Proposal included responsible bidder certification.
- Both materials include signature with date from principal.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Waterview Consulting

DATE: June 26, 2025

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

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

Evaluation Team Comments:

- I. Overview of the Organization
 - The team has a wealth of experience with a range of clients in Maine and the New England area in the areas of science-based strategic planning and communication services for government agencies, nongovernment organizations, and academic entities.
 - The team has demonstrated a history of successfully delivering community resilience and regulatory guidance projects with state agencies in directly relevant project areas.
 - All materials have an elevated, compelling look.
- II. Subcontractors
 - Using a team of very skilled subcontractors for graphics, illustrations, video, modelling and animation, communications, and geomorphology.
 - The team brings several capacities beyond what DEP staff could do in house.
- III. Organizational Chart
 - All team members, except for one, live and work in Maine.
 - The team has depth of experience with local partners anticipated to be engaged with during the project.
- IV. Litigation
 - Organization states “none”.
- V. Certificate of Insurances
 - Included Certificate of Liability Insurance.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Waterview Consulting

DATE: June 26, 2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	30	28

Evaluation Team Comments:

- Provide proposed workplan that enhances the original RFP and Q&A summary.
- Clear description of services and process to achieve deliverables.
- Provide examples to improve collaboration and efficiency with experienced team.
- Offer attendance at demonstration project site visits.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER: Waterview Consulting

DATE: June 26, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
274,500.00	,	425,000.00	x	30 points	=	19.38

Evaluation Team Comments:

- The proposal included hours for the range of services, range of hourly rates, and the total cost.
- The proposal was within the allotted budget for this RFP.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: AECOM

DATE: June 9, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Does not comment on litigation

Included organizational chart, Appendix C and Certificate of Insurance

Application dense but nice visuals

Not much Maine based experience

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Seems complete

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: AECOM

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Large firm with directly relevant experience

Includes subcontractors

Project Manager based in Maine

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Few examples given but has engaging design elements

Graphics & Video experience, animation

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: AECOM

DATE: 6/20/2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*22 staff in Maine and an office in Portland.
Decent infographics and attractive looking reports.
Previous work with FEMA and US Army Corps.
Many publications across the USA.
Lots of support staff with relevant qualifications – but not necessarily Maine local experience (spread across USA).*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Lots of detail provided. Professional package.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Cumberland County Soil & Water Conservation District

DATE: June 11, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Appendix C – looks like it was done
Works with BLR 30 years
Did Coastal Bluff Planting Guide
Design work is basic

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Very limited scope

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Cumberland County Soil & Water Conservation District

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- Similar relevant experience and work products
- Good local expertise
- Familiar with Maine regulatory/outreach structure
- coastal planting guide, DACF guide, other pubs
- Maine-based, existing outreach network

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Includes requested info, specific deliverables
- Graphic designer and digital creator
- Well-versed in DEP standards
- Graphics & video
- Good layouts, graphics are simple
- Additional assistance with video production will be provided by a team members at the Cumberland County Soil & Water Conservation District as needed
- Video trainings will be scripted and filmed by CCSWCD staff using written input and objectives by the Department and partners

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Cumberland County Soil & Water Conservation District

DATE: 06/20/2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*Lots of history working with the Department.
Maine Coastal Bluff Planting Guide is incredibly useful and has had a lot of impact on contractors and designers. This is the kind of impact we need with OURSHORE.
Good report drafting and graphics (even though graphics are sometimes simple).
Experience doing video education and outreach for MS4 communities.
Good Maine footprint, but may be limited in capacity – only 3 people.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Not much detail.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: DH Creative Productions LLC

DATE: June 11, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

One person?

Projects not related to proposed work

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: DH Creative Productions LLC

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- Single person company
- Worked on several other outreach projects, not much included for examples
- Animation experience
- No subcontractors are currently planned for this project. All services—including strategic direction, technical writing, plain language editing, graphic design, layout, and video/multimedia production-
- may be a big series of projects for one person...

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meets requested services, No examples of visuals to review
- Based in Maine
- Work plan included

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: DH Creative Productions LLC

DATE: 06/20/2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*Solo-act, might have capacity issues. May not have much technical background
– Department may need to explain concepts and details which will take time.
Previous history producing multimedia training packages.
Previous projects seems smaller in scope compared to this project.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Some detail, but not much on the timeline.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Eastern Research Group

DATE: June 11 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Has worked with EPA and NOAA Maine
office/presence?
Decent graphics

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Complete and detailed proposal

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Eastern Research Group

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- large company, access to variety of expertise
- multidisciplinary consulting firm that has provided environmental, engineering, economic, marketing, and communications services to state, federal, and local agencies
- National Sea Grant, EPA work

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meets requested services
- Experience and examples of graphic design, video
- Lots of examples, Climate council work
- Includes somewhat detailed timeline
- Maine-based team, but national expertise
- more tailored approach to Maine

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Eastern Research Group

DATE: 06/20/2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Decent graphics, but nothing groundbreaking.

Some good technical advisors.

Looks like they are writing focused but less graphically inclined.

Previous work with EPA.

Based in MA – less Maine footprint.

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Decent detail.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: FB Environmental

DATE: June 11, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Lots of experience assisting states

Maine staff – local partners

Good examples

Using sub-contactor

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Detailed proposal – well thought out, very specific

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: FB Environmental

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John Maclaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- good experience in variety of topics
- subcontractors for additional expertise
- specialization in scientific communication and visualization to support community-based decision-making
- Maine-based company
- Good examples of similar materials, infographics

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meets requested services,
- Detailed work plan and breakdown of services & deliverables
- Graphics and examples provided
- Previous work with DEP for facilitations and many other services in past

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: FB Environmental

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Maine based company – lots of history working with the Maine Department of Environmental Protection

Lots of experience assisting States.

Geologist subcontractor – beneficial knowledge.

Good graphic design and good infographics.

Not much in the way of videography – but subcontractor may be able to provide that.

Lots of experience in stakeholder engagement, community events, and presenting in the room.

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Very detailed workplan.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Industrial Economics Incorporated

DATE: June 17, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Lots of examples

Not a lot of Maine specifics – Lisa Churchill sub-contractor from Maine

Visuals not super complicated

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Very detailed timeline of proposal and deliverables

A lot of information, professionally done

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Industrial Economics Incorporated

DATE: 6/10/25, 6/1/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- over 1000 projects, staff of over 125 consultants
- visual and infographics, related fields, Maine DOT/Maine DEP, many others
- based in MA, work across US
- subject mater experts & graphic design, video experience

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meet requested services
- Video, graphics examples provided, variety of styles
- Project management & coordination
- Infographics, lots of examples

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Industrial Economics Incorporated

DATE: 06/23/2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

125 consultants – worked for Maine DOT and Maine DEP in the past. Mass climate assessment looks good, so does the draft resilient coasts. Sea turtle video is very basic with only 109 views (low impact). Some videos have low maximum resolution. Decent infographic work. Articulate 360 web learning used for training modules. Lisa Churchill is the Maine contact located in Cumberland County.

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Good detail.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Kleinfelder Northeast Inc

DATE: June 20, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Examples not super relevant – a lot of sewer/CSO

Some staff in Portland

Show office in Augusta/Portland

Not as much climate resiliency

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Have a detailed plan for providing services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Kleinfelder Northeast Inc

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- engineering, construction management, design, and environmental professionalservices firm--extensive experience in multiple areas
- 100 office locations, 185 staff, 2 Maine offices
- Staff includes landscape architect & coastal engineer

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- realistic graphics examples, video examples
- good layouts, infographics
- meets requested services
- training video experience

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Kleinfelder Northeast Inc

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*2 Maine locations – Augusta and Portland
Massport Flooding Training video only has 7 views, but is a good tutorial.
CSO Worcester video unlisted with only 56 views. Some videos are old with no sound and long animations. Decent storymaps and 5-year plan booklets look good. Landscape Architect on staff + civil engineer + senior coastal engineer – bring good experience. Not much work in climate resiliency – more focused on municipal and transportation.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Very detailed.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Lynker Corporation

DATE: June 22, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Has worked with NOAA

Not Maine based – west coast

Good videos

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Complete

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Lynker Corporation

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- Has done multiple projects with NOAA, 100 active technical contracts, relevant experience
- deep staff experience, great subcontractors on video quality
- good examples of designs & infographics
- communications, outreach, engagement strategies

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meets requested content
- Engaging designs and relevant examples
- Video, graphics
- Cartoon and other video examples
- Not based in Maine, many staff out of state, Tech lead in Portland

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Lynker Corporation

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*NOAA Contractor – already has a lot of helpful background knowledge.
Largely based on West Coast – might have communication issues.
Undercurrent subcontractor – huge plus, these guys are incredible.
Fact sheet examples are good.
Reports are good, but nothing groundbreaking when it comes to infographics –
it's all stuff existing staff could create. Stand-alone infographics are better
(specifically NOAA Fisheries). Animation from animator seems unfinished –
missing sounds. Unlisted videos with low views – maybe animator is better as a
support role.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Good detail.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Naretiv

DATE: June 22, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Examples mostly not relevant

Video good quality

Appealing designs

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Staff from D.C. primary lead?

Not a lot of detail or timeline

Did not discuss specific projects in proposed services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Naretiv

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- based in Camden, examples for MDOE,
- Small team, subcontractors for graphics and video
- Stonyfield Organic, early intervention publications

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- minimal info provided on timeline
- good examples, style.
- No direct reference to the RFP or work products
- well produced video
- good technical graphics & infographics

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Naretiv

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*Some of the links to subcontractors materials don't work.
Ocean conservancy infographics/fact pages are high quality.
Video series is quite good.
Maine-based, located in Camden, ME.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Planning timeline severely lacking.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Viewshed

DATE: June 22, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Used to be TJD & A – scenic analysis

Works in Maine

Worked with DCAF

GIS experience/landscape arch.

High quality graphics

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Has assisted towns with SLZ maps

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Viewshed

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- focus on data visualization, engagement
- subcontract illustrator, editor
- scenic assessment handbook, great American neighborhood
- based in Maine, worked with multiple state agencies

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Provided detailed information and timelines
- provided detailed Gantt chart,
- drone video, engaging photos

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Viewshed

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Really high quality graphics & beautiful professional photographs of practices – this is important for encouraging the use of living shorelines. They have a landscape architect on staff – brings good perspective to the “living” aspect of shorelines. Their illustrator subcontractor is very good – having an illustrator is a big benefit because some practices don’t have many photographs and engineering details/cross sections can be dry and difficult to understand. Having access to a drone is a big benefit – helpful for photos that would otherwise be difficult to capture and good for video production. InDesign experience is a big benefit for high quality graphics production.

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Good detail.

STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Waterview Consulting

DATE: June 18, 2025

EVALUATOR NAME: Jessica Damon

EVALUATOR DEPARTMENT: Environmental Protection

***** Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

Coastwise road crossings/marsh migration – good examples

Use subcontractors

Good graphics – elevated cross sections

3D modeling videos well done

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Outlines series of meetings with Department

Clear and concise

Produces videos

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Waterview Consulting

DATE: 6/10/25, 6/11/25

EVALUATOR NAME: John MacLaine

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

- science-based strategic planning and communication services for government agencies, NGOs, and academic entities
- Wide range of clients
- Many publications in similar subjects
- Graphics, video assistance
- Maine-based team

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

- Meets proposal request, very relevant & similar examples
- Great Video/graphic/report examples
- Casco Bay Climate Change Vulnerability Report, Coastal & Social resilience projects
- 3d modelling/video. Great video quality from contractors
- Worked on CoastWise, marsh migration

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202503032

RFP TITLE: Development of Regulatory Guidance Materials

BIDDER NAME: Waterview Consulting

DATE: 06-23-2025

EVALUATOR NAME: Cody Obropta

EVALUATOR DEPARTMENT: Environmental Protection

Individual Evaluator Comments:

I. Organization Qualifications and Experience

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section II of the RFP.

*Lot's of previous work in ME and New England area
Worked on the Casco Bay report – decent design, but text heavy
Salt Marsh guides and State of Casco Bay reports have much more graphics and look quite good. CoastWise & Make Way for Marshes documents are good quality. They have a geomorphologist on staff which is a big plus. They plan to subcontract with Red Bird Media Group – they produce really high quality videos.*

II. Proposed Services

Proposal materials to be evaluated in this section: all elements addressed in Part IV, Section III of the RFP.

Provided good detail on timeline.



STATE OF MAINE
DEPARTMENT OF
ENVIRONMENTAL PROTECTION

Janet T. Mills
Governor

Melanie Loyzim
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20253032
RFP TITLE: Development of Regulatory Guidance Materials

I, Jessica Damon accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Environmental Protection. 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.

Signature

5-22-25

Date



STATE OF MAINE
DEPARTMENT OF
ENVIRONMENTAL PROTECTION

Janet T. Mills
Governor

Melanie Loyzim
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20253032
RFP TITLE: Development of Regulatory Guidance Materials

I, John MacLaine _____
accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Environmental Protection. 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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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.

Signature

5/23/2025

Date



STATE OF MAINE
DEPARTMENT OF
ENVIRONMENTAL PROTECTION

Janet T. Mills
Governor

Melanie Loyzim
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20253032
RFP TITLE: Development of Regulatory Guidance Materials

I, Cody Obropta accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Environmental Protection. 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.

05/23/2025

Signature

Date



STATE OF MAINE
DEPARTMENT OF
ENVIRONMENTAL PROTECTION

Janet T. Mills
Governor

Melanie Loyzim
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 20253032
RFP TITLE: Development of Regulatory Guidance Materials

I, Nathan Robbins accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Environmental Protection. 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.

Signature

5/22/2025
Date