

State of Maine
Master Score Sheet

| RFP# 202507093 | | | | | |
|--|-------------------|---|---|----------------------------|---------------------|
| Media Buy | | | | | |
| Bidder Name: | | Blaze Partners | Dirigo Public Affairs + PLUS Communications | Frame Media Strategies LLC | NL Partners |
| Proposed Cost: | | \$300,000.00 | \$300,000.00 | 300,000.00 | \$295,901.00 |
| Scoring Sections | Points Available | | | | |
| Section I: Preliminary Information | Pass/Fail | N/A | N/A | N/A | N/A |
| Section II: Organization Qualifications and Experience | 35 | 32 | 10 | 29 | 17 |
| Section III: Proposed Services | 40 | 32 | 20 | 20 | 25 |
| Section IV: Cost Proposal | 25 | 22.29 | 22.29 | 22.29 | 22.60 |
| TOTAL | <u>100</u> | <u>86.29</u> | <u>52.29</u> | <u>71.29</u> | <u>64.60</u> |
| Bidder Name: | | Results Marketing and Design, dba Ethos | Schatz Strategy Group, LLC | Stratacomm LLC | |
| Proposed Cost: | | \$300,000.00 | \$300,000.00 | \$267,500.00 | |
| Scoring Sections | Points Available | | | | |
| Section I: Preliminary Information | Pass/Fail | N/A | N/A | N/A | |
| Section II: Organization Qualifications and Experience | 35 | 30 | 20 | 30 | |
| Section III: Proposed Services | 40 | 32 | 20 | 30 | |
| Section IV: Cost Proposal | 25 | 22.29 | 22.29 | 25 | |
| TOTAL | <u>100</u> | <u>84.29</u> | <u>62.29</u> | <u>85</u> | |

Award Justification Statement
RFP# 202507093 Media Buy

I. Summary

The Department of Public Safety, Bureau of Highway Safety is seeking proposals for media buy. Seven (7) proposals were received to the RFP that was posted.

II. Evaluation Process

The evaluation team consisted of John Roma, Karrie Cormier and Nick Brown who met with Kristen Morin, the RFP Coordinator. After receiving the proposal packets, the RFP Coordinator sent the Acknowledgement and Disclosure form to the team members. The RFP Coordinator also sent out the proposal packets to the evaluation team members, less the Cost Proposal sections. The evaluation team members and RFP Coordinator met together to discuss the proposal packets on two separate days: 9/5/2025 and 9/8/2025.

III. Qualifications & Experience

The awarded bidder, Blaze Partners, demonstrated in their proposal that they have a strong understanding of the needs outlined in this RFP. Blaze Partners provided examples of projects that they have completed that are related to the work needed as identified in this RFP.

IV. Proposed Services

The evaluation team reviewed the proposed services in each packet received. The team was interested in the attention to detail surrounding NHTSA media campaigns and media placement needed to reach the intended audiences. Based on the information received from each bidder, the team discussed the strengths and weaknesses of each proposal and assigned a score to each proposal. The selected bidder, Blaze Partners, had a proposal that was clearly tailored to MeBHS, showing additional effort being put in. The proposal is well thought-out and eye-catching. The proposed services are clear and concise, and the examples are relevant to MeBHS.

V. Cost Proposal

The cost proposal was scored by the RFP Coordinator, based on the formula stated in the RFP. The lowest bid was: \$267,500.00 and received 25 points. Proposals for the media buy ranged from \$267,500.00 to \$300,000.00.

VI. Conclusion

The evaluation team reviewed and scored all of the proposals received. They discussed the pros and cons of each proposal received and scored them based on the discussion about each proposal with a focus on proposed services as well as qualifications and experience. Blaze Partners was awarded with 86.29 points out of 100, giving them the highest score overall.



**STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
Bureau of Highway Safety**

**Michael J. Sauschuck
Commissioner**

**Janet T. Mills
Governor**

September 15, 2025

Blaze Partners
Jim Hauptman, Principal, Managing Director
269 US-1, Suite 201
Falmouth, ME 04105

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Jim Hauptman:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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:

- Blaze Partners

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

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

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

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

Sincerely,

Kristen Morin
Contract Grant Specialist
kristen.morin@maine.gov
45 Commerce Drive, Suite 1
Augusta, ME 04330

STATEMENT OF APPEAL RIGHTS

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



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September 15, 2025

Dirigo Public Affairs + PLUS Communications
Rebekah Gudeman, Managing Director
PO Box 424
Cumberland, ME 04021

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Rebekah Gudeman:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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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September 15, 2025

Frame Media Strategies LLC
David Loughran, President
BJ McCollister, Partner
188 State Street, Suite 202
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear BJ McCollister:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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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45 Commerce Drive, Suite 1
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September 15, 2025

NL Partners
Russell Leonard, President
299 Ocean House Rd.
Cape Elizabeth, ME 04107

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Russell Leonard:

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September 15, 2025

Results Marketing and Design, dba Ethos
Tim Blackstone, CEO
17 Ash Street
Westbrook, ME 04092

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Tim Blackstone:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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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kristen.morin@maine.gov
45 Commerce Drive, Suite 1
Augusta, ME 04330

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Commissioner**

**Janet T. Mills
Governor**

September 15, 2025

Schatz Strategy Group, LLC
Sheree Lewis, Manager
11950 W. Highland Ave.
Blackwell, OK 74631

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Sheree Lewis:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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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45 Commerce Drive, Suite 1
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Governor**

September 15, 2025

Stratacomm LLC
Travis Austin, Managing Partner
Jayda Leder-Luis, Vice President
1828 L St. NW, Suite 401
Washington, D.C. 20036

SUBJECT: Notice of Conditional Contract Award under RFP # 202507093, Media Buy

Dear Jayda Leder-Luis:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Buy. 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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Thank you for your interest in doing business with the State of Maine.

Sincerely,

A handwritten signature in black ink that reads "Kristen Morin".

Kristen Morin
Contract Grant Specialist
kristen.morin@maine.gov
45 Commerce Drive, Suite 1
Augusta, ME 04330

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Blaze Partners
DATE: September 4, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP) | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 32 |
| Section III. Proposed Services | 40 | 32 |
| Section IV. Cost Proposal | 25 | 22.29 |
| <u>Total Points</u> | <u>100</u> | <u>86.29</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Blaze Partners
DATE: September 4, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

- Proposal is customized to MeBHS RFP
 - Shows additional effort made even though they did not use the provided outline
- Proposal is eye-catching
- Well thought-out
- Clear and concise
- Case studies are listed out of order under the Organizational Chart
 - Otherwise, proposal was submitted in requested format and requested order
- Used file naming convention requested in RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Blaze Partners
DATE: September 4, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 32 |

Evaluation Team Comments:

- I. Overview of the Organization
 - Founded in 2015
 - Based in Falmouth, Maine
 - Well organized
 - Easy to follow proposal
 - Free of major grammatical errors
 - B Corp certified as of 2022 (Puts their employees and community first before the business)
 - Works with 25-35 clients at a time
 - i. Noted that 25-35 is their sweet spot, anything more than that would take away from others.
 - ii. Will MeBHS be a priority within those 25-35 clients?
 - Use Mac and cloud-based system
 - i. Concern of MAC to PC compatibility
 - ii. Will cloud based system be compatible to State cloud system
 - Proposal is customized to MeBHS RFP
 - i. Shows added effort
 - ii. Shows attention to detail
 - iii. Catches the eye
 - Proposal is in order, except that case studies are listed under the Organizational Chart
 - Provided 3 examples of companies they have worked with
 - i. Focused on different goals for each example and how they accomplished said goal.
 1. Amtrak Downeaster
 - a. Discussed specific data and results
 - b. Provided examples of posts they have made

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

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DATE: September 4, 2025

- c. Would have liked to see analytics of the shared example posts

2. Maine Spirits

- a. Discusses specific data and results
- b. Provided examples of posts they have made
- c. Would have liked to see analytics of shared example posts

3. Brookfield Renewable N.A.

- a. Went specifically into the data and results
- b. Provided examples of posts they have made
- c. Would have liked to see analytics of shared example posts

- Each PSA felt personal and thought-out
 - i. Each example provides a different focus
 - ii. Efficient examples
 - iii. Examples include safety messaging and targeting audiences
 - iv. One campaign specifically related to safety behavioral change
 - 1. Shows understanding of safety messaging
 - v. All 3 examples provided are Maine businesses
- Lacking analytical data surrounding social media posts
- Lacking how data was tracked throughout each campaign
 - i. Would have liked more details regarding analytics and tracking throughout the provided examples.

II. Subcontractors

- None used

III. Organizational Chart

- Provided
- Includes pictures of each employee
- Shared names, job titles, and specialties for each employee who would be working on MeBHS's account: "Your Day-to-Day Team"

IV. Litigation

- No current or pending litigation to disclose

V. Financial Viability

- i. Currently in good standing
- ii. Low risk

VI. Licensure/Certification

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Blaze Partners

DATE: September 4, 2025

- Not required, none provided

VII. Certificate of Insurances

- Policy expires 9/11/2025 – Renewal/New COI will be required for file if selected

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Blaze Partners
DATE: September 4, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 32 |

Evaluation Team Comments:

Proposed Services

- Clearly customized to MeBHS
- Noted desire to increase awareness and promote safer behavior
- Did not break out per campaign; only mentioned TV, Print, Radio
 - Would have liked to see suggestion of which channel would fit which campaign best
- Proposed services shared ideas on what to focus on – this read very one-size fits all instead of identifying which platform would work best for each individual campaign and each individual audience
 - Missed 80% of target audiences
 - Only mentioned Males 18-49
 - Too generalized
- Noted that Meta would not be a good pick for us and provided that the reason being our budget
- Event signage is noted in proposed services
 - Event signage is optional and strictly based on funding allowances

Implementation – Work Plan

- Would have liked to see mention of each campaign being treated differently from one another
- Liked seeing the different media outlets mentioned
- Liked the mention of streaming services vs typical TV ads
- Liked that they limited to specific avenues of media mix – refreshing
- No mention of Young Drivers, Mature Drivers, Vulnerable Roadway Users – only target audience noted is Males 18-49
- Examples provided of what a reporting deck would look like
- Reporting appears to be detailed, but images are hard to read
- Upfront with where we should not put our money
 - Brings the questions what else should we change/add/do differently?
- Mentioned would get more bang for our buck with condensing our channeling
- Aware what the NHTSA media calendar would look like

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Blaze Partners

DATE: September 4, 2025

- Reporting appears to be detailed; however, images are hard to read
 - Would have liked a link or clearer image for review
- Flighting does not consistently match up with NHTSA Campaign calendar
 - Pedestrian Safety is in quarter #3 and Distracted Driving and Seat Belt are in quarter #1
 - Would have liked to see the campaign flight customized to MeBHS
 - Flight calendar matches more closely with holidays vs. NHTSA calendar

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Blaze Partners
DATE: September 4, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 300,000.00 | x | 25 points | = | 22.29 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Dirigo Public Affairs + PLUS Communications
DATE: September 4, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
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| Section I. Preliminary Information (Eligibility) | N/A | N/A |
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TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Dirigo Public Affairs + PLUS Communications

DATE: September 4, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

- Files were not submitted in the format requested.
- Significant amount of time was spent on reformatting files so could be reviewed by evaluation team.
- RFP requested file naming convention was used.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
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DATE: September 4, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 10 |
| Section III. Proposed Services | 40 | 20 |
| Section IV. Cost Proposal | 25 | 22.29 |
| <u>Total Points</u> | <u>100</u> | <u>52.29</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Dirigo Public Affairs + PLUS Communications

DATE: September 4, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

- Files were not submitted in the format requested.
- Significant amount of time was spent on reformatting files so could be reviewed by evaluation team.
- RFP requested file naming convention was used.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Dirigo Public Affairs + PLUS Communications
DATE: September 4, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 10 |

Evaluation Team Comments:

- I. Overview of the Organization
 - Based out of Arlington, Virginia
 - i. Pride themselves on being built for Maine.
 - Did not mention much about themselves
 - CEO has understanding of NHTSA campaigns and AAA Driver campaigns
 - Unclear whether one or two companies (Dirigo Public Affairs + PLUS Communications)
 - Unable to determine if they have a physical location in Maine
 - PLUS Communications states is based out of Virginia
 - Proposal reads as though Dirigo “knows Maine” but PLUS Communications is the company that does the work
 - Proposal is unclear
 - Examples provided, but very surface level
 - i. Portland Sea Dogs
 - ii. Charter Communications
 - iii. AHCA/NCAL
 1. No information about what they did as an example and how it would relate
 2. Lack of meaningful details to examples
 3. Excessive amount of typos
 4. Excessive use of acronyms with no explanation
 5. Hard to determine scope of services
 6. Examples appear to be primarily political campaigns
 - a. Does not resonate with safety messaging
 - b. Does not demonstrate how they would be able to handle MeBHS messaging
 - Project 3; typo of “anddeployed”
 - Mention of AAA and AT&T Distracted Driver, but did not elaborate
 - States “...works in Augusta and on the airwaves”
 - i. There is more to Maine than Augusta

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Dirigo Public Affairs + PLUS Communications

DATE: September 4, 2025

II. Subcontractors

- Unclear if subcontractors are used or not
- Proposal appears to reflect Dirigo Public Affairs OR PLUS Communications as a subcontractor
- If PLUS Communications is a subcontractor, there is no contact information listed

III. Organizational Chart

- Org Chart is provided, but only top leadership
- States 200+ additional staff undisclosed
- Unclear who we would be working with
- Has more people in their organizational chart than Dirigo Public Affairs
- Extremely vague
- Failed to provide job descriptions
- 200+ additional staff; are they under Dirigo Public Affairs or PLUS Communications?

IV. Litigation

- None noted or provided

V. Financial Viability

- Dun & Bradstreet snapshot provided lists OMNICOM Group LLC
 - i. Does not disclose that they were a subsidiary of Omnicom Group LLC
- No detail provided
- Low-Moderate risk

VI. Licensure/Certification

- None required, none provided

VII. Certificate of Insurances

- Insured company is Omnicom Group LLC
 - i. Does not disclose who Omnicom Group LLC is anywhere else throughout proposal
- Names insured as PLUS Communications, LLC, but no mention of Dirigo Public Affairs
- COI reflects coverage for property, errors and omissions
- Unable to determine if any liability coverage in place
- No contact person listed

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Dirigo Public Affairs + PLUS Communications
DATE: September 4, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 20 |

Evaluation Team Comments:

Services to be Provided

- Clear goal mentioned of increasing recall by 8%
 - The goal of increasing recall by 8% is MeBHS's goal as stated on the Q&A Summary
- Stated knowledge of NHTSA calendars but did not provide further explanation or detail about how it would be implemented
- Shared specific media plans for each demographic
- Noted use of digital billboards
 - Billboards are illegal in Maine
- Vague proposal: provided the bare minimum based on what was requested in the RFP

Implementation – Work Plan

- Mentions weekly and quarterly check-ins
- States they plan to review as they go and make sure there is not any fatigue
- Use of several tag lines throughout proposal
 - They sound cool, but what do they mean?
 - "When it comes to safety campaigns, performance is the standard".
 - Unclear what this line means

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Dirigo Public Affairs + PLUS Communications

DATE: September 4, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 300,000.00 | x | 25 points | = | 22.29 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Frame Strategies
DATE: September 4, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 29 |

Evaluation Team Comments:

I. Overview of the Organization

- Based in Portland, Maine
- In business almost 20 years
- Works in more than 40 states
- Standout: “when considering radio spend, we look beyond a statewide plan, considering regional factors like commuter trends and the prevalence of pre-bluetooth cars on the road.”
- Provided examples of Island Institute, UMaine and Versant
- Each example was included for a different reason/outcome
 - i. Ex 1 – Included to say that they reached their goal.
 - a. Did they only focus on Facebook? Would have liked to see the campaign as a whole.
 - ii. Ex 2 – Included to show increasing enrollment at UMaine
 - iii. Ex 3 – Included because had over-delivery – setup a broad audience
 - a. Did not mention what/who those audiences were or how they were determined
 - iv. Examples were lacking detail overall
 - 1. Examples did not disclose any specific analytics or data points on how their campaigns did
- Enjoyed the innovative approach and how factors specific to Maine were addressed

II. Subcontractors

- Not working with any subcontractors on this project

III. Organizational Chart

- Provided
- 4 Partners and 3 Account Executives
- Detail not provided regarding the descriptions of employees
- Detail not provided regarding who we would be working with

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Frame Strategies

DATE: September 4, 2025

IV. Litigation

- Has not been named in any litigation at this time

V. Financial Viability

- Provided
 - i. \$0.00 debt
 - ii. Low-Moderate risk
 - iii. Nothing substantial to note

VI. Licensure/Certification

- Not required
- Noted Certification in Coursera Advertising with Meta Certification and Skillshop Google Ads Measurement Certification
 - i. Shows effort being put in to stay relevant with the ever-changing online advertising and media buys

VII. Certificate of Insurances

- COI provided
- Appropriate coverage

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Frame Strategies
DATE: September 4, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 20 |

Evaluation Team Comments:

Services to be Provided

- Reads as very cut and paste
- Reads very one-size fits all approach for placement
 - Not tailored to MeBHS
- No mention of MeBHS or projects or campaigns that would relate to MeBHS
- No timeline provided
- No indication of how they would align with the NHTSA calendar
 - No calendar proposal
 - No mockup proposal
 - Unable to determine actual proposal
- States would like to meet with us to discuss further

Implementation – Work Plan

- Take away: we must select them to find out what they are going to do for us
 - Plan is going to be created when we select them for award package
 - Listed what the developed plan would include
 - No pre-plan
 - No proposal
- Proposed Services reads as though we would be going in ‘blind’
 - Plan is to be created based on meetings with MeBHS staff
- Use of a “pulsing” schedule
- NHTSA calendar was provided in the RFP to use as an example for when and what should be planned – did not use this to their advantage
- Placement was cut and dry, lacking depth and detail
- Unable to determine what they would be doing for us
- Mentions bi-weekly, monthly and quarterly reporting on results

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Frame Strategies
DATE: September 4, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 300,000.00 | x | 25 points | = | 22.29 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: NL Partners
DATE: September 8, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 17 |
| Section III. Proposed Services | 40 | 25 |
| Section IV. Cost Proposal | 25 | 22.60 |
| <u>Total Points</u> | <u>100</u> | <u>64.60</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: NL Partners
DATE: September 8, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

- Budget was discussed within proposal in File #3
 - Review team members are not intended to see cost proposal prior to reviewing and scoring Section 2 and Section 3.
 - Cost proposal is only intended to be provided in File #4
- Files were submitted with requested naming convention and file type as requested in RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: NL Partners
DATE: September 8, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 17 |

Evaluation Team Comments:

- I. Overview of the Organization
 - Has worked with MeBHS for almost 20 years
 - Based out of Cape Elizabeth, Maine
 - Bidder noted that they have increased MeBHS's media recall rate by 8%
 - i. Proposal does not indicate the timeframe being referenced for this increase
 - ii. When in the past 20 years did the MeBHS recall rate increase by 8%?
 - Like that they showed the target rate and the goal, but results listed were very vague. Ex Project Three "Results – Very Strong!".
 - i. Would have liked to see more details about the results.
 - Provided examples of their work:
 - 1. MeBHS
 - i. One Text of Call campaign; currently running May thru September 2025
 - ii. Negotiated bonus media and added value
 - 2. DHHS – 988 Maine
 - i. Helped DHHS launch 988 Maine Lifeline this year
 - ii. Objective was to develop a statewide media campaign to inform Mainers of the program
 - iii. Goal was to generate awareness. Study found that they doubled awareness.
 1. Results provided states "completely data driven" but no data to backup that statement
 - Would have liked to see an additional project example since MeBHS project was example #1
 - All projects were relevant
- II. Subcontractors
 - Does not plan on hiring any subcontractors for this contract
- III. Organizational Chart

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: NL Partners

DATE: September 8, 2025

- Provided
- Brief; President and 4 other team members
- No indication of who we would be working with if selected

IV. Litigation

- Bidder has not been involved in any litigation for the past five years

V. Financial Viability

- States “has not subscribed to Dun & Bradstreet since 2020; therefore, we have not submitted financial information to them in five years.”
 - i. Recipients of federal dollars are required to register their business and obtain a UEI (Unique Entity Identifier) number; bidder stated that this reporting has not been done since 2020
- Managed \$2.5 Million in budgets in 2025
- Moderate-High Overall Business Risk rating on Dun & Bradstreet snapshot
- Dun & Bradstreet snapshot appears to be current
 - i. Concern of current information after Bidder’s initial comment regarding not subscribing to Dun & Bradstreet since 2020

VI. Certificate of Insurances

- Provided accurate COI
- Sufficient coverage

VII. Licensure/Certification

- Not required, none provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: NL Partners
DATE: September 8, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 25 |

Evaluation Team Comments:

Services to be Provided:

- Bidder provided outline of what elements will be provided
 - Market plan development
 - Media plan development
 - Media plan monitoring and tracking
 - Campaign monitoring
- Noted NHTSA materials, i.e. media calendar, data, marketing materials, studies and research
- Detailed breakdown of each campaign
 - Detailed cost was included for each campaign
 - Cost is only intended for File #4 and not to be reviewed until after Consensus Team has completed their reviews of Files 1, 2 and 3
- Bidder mentions a new channel recommendation – Display Ads
 - Interesting – will this need to be created, or can our existing media be used for it?
- Lack of attention to detail – lacking closed parathesis on “Recommended campaign flighting (consistent with NHTSA calendar”
- Use of acronyms with no breakdown: “OLV”
- Goal of 8% increase in awareness.
- Provided list of added value to be provided by bidder
- Marketing goals listed are overall, big picture goals, but not measurable

Implementation – Work Plan

- 7 Step plan listed and detailed
- Proposed services file discusses cost
 - Cost is only intended for File #4 – so reviewers do not see cost prior to reviewing Organization Qualifications and Experience (File #2) and Proposed Services (File #2)
- Will provide quarterly post-buys and annual program reports
- Included added value to each program

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: NL Partners
DATE: September 8, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 295,901.00 | x | 25 points | = | 22.60 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Results Marketing and Design dba Ethos
DATE: September 8, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 30 |
| Section III. Proposed Services | 40 | 32 |
| Section IV. Cost Proposal | 25 | 22.29 |
| <u>Total Points</u> | <u>100</u> | <u>84.29</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Results Marketing and Design dba Ethos

DATE: September 8, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Results Marketing and Design dba Ethos
DATE: September 8, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 30 |

Evaluation Team Comments:

- I. Overview of the Organization
 - 25 Years of experience
 - Dan McMillin has worked previously with MeBHS from 2012-2020
 - Worked closely with sister company, Vont, digital marketing firm.
 - Worked with MMTA, SAMHS, Office of Health Insurance, and CDC
 - Works closely with sister company – VONT
 - i. VONT – a digital marketing firm launched in 2007
 - Bidder provided examples of their work, including graphics and videos
 1. Maine Motor Transport Association
 - a. Produced the Go Your Way Maine – YouTube series
 - b. Launched a radio and streaming audio campaign
 - c. Secured sponsorships
 - d. Impact: drew thousands of views on episodes with positive feedback
 - i. How many thousands of views?
 - ii. Would have liked to see more data and results based on the company's goal
 2. Maine Department of Labor – Maine Apprenticeship Program (MAP)
 - a. MAP is part of the state's strategy to add 75k jobs to Maine by 2029
 - b. Launched Good Work Lives Here campaign
 - c. Impact: in 2023, registered apprentices doubled by reaching 3,088 apprentices and 130 sponsors
 - d. Provided graphics and examples of handouts, website and videos
 - i. Unclear if these were posted to Social Media
 3. Heatable
 - a. A startup company that wanted a clear branding message: Low priced heating oil. Real smart. Real fast. Real easy.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Results Marketing and Design dba Ethos

DATE: September 8, 2025

- b. Impact: exceeded its customer acquisition and retention goals
- c. Shared graphic and social media posts they made
 - i. Showed engagement of the posts – very high
 - 1. At this time MeBHS does not use social media stories
 - ii. Provided specific reach and trend data
- Each project is different, but remains relevant to the RFP
- On page 11 and 16 of File 2, “ROI” is used with no explanation of abbreviation – explanation comes later on pg 20.

II. Subcontractors

- Portland Marketing Analytics, LLC – to be used
- Experience and qualifications provided
- Bio provided

III. Organizational Chart

- Extensive, over 30 employees
- Hard to read – initial images, over 30 employees listed under “Meet the Team”
- Bio of 5 individuals
 - i. Unclear if these 5 individuals are who we would be working with

IV. Litigation

- None to note within last 5 years

V. Financial Viability

- Dun & Bradstreet snapshot is from 6/24/2024
- Low risk

VI. Licensure/Certification

- Not required, none provided

VII. Certificate of Insurances

- Certificate of Insurance is technically out of date as of today 9/8/2025, if awarded bid, will need updated/renewed version
- Sufficient coverage if policy is renewed

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Results Marketing and Design dba Ethos
DATE: September 8, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 32 |

Evaluation Team Comments:

- I. Services to be Provided:
 - Provided accurate information of review of FY2023 Highway Safety Annual Report
 - Shared our mission and priority audiences
 - Proposal reflects review of MeBHS goals and as a whole
 - Would have liked to see examples of which media platform would be used for which campaign
 - Clearly described deliverables
 - Added value is mentioned – “Promotions, secured through value-adds like sponsorships, giveaways, and interviews”
- II. Implementation – Work Plan
 - Detailed plan
 - Included who we would be working with during each phase
 - Discussed how long each phase would take to complete
 - References made to NHTSA calendar
 - Would have liked to see more personalization in the proposal
 - Would have liked to see what one campaign would have looked like
 - Shared media buy tools and strategies that they plan to use
 - Will provide quarterly and annual reporting, with option for more frequent reporting if desired

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Results Marketing and Design dba Ethos

DATE: September 8, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 300,000.00 | x | 25 points | = | 22.29 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Schatz Strategy Group, LLC
DATE: September 8, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 20 |
| Section III. Proposed Services | 40 | 20 |
| Section IV. Cost Proposal | 25 | 22.29 |
| <u>Total Points</u> | <u>100</u> | <u>62.29</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Schatz Strategy Group, LLC

DATE: September 8, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

- File naming convention is unorthodox and confusing to read
 - Did not use file naming convention as requested in RFP
- Did not submit proposal in requested format
 - Two Microsoft Word documents for Appendix A and B (File #1)
 - Three PDF files with company name, appendix _, and file name (Files #2, #3 and #4)

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Schatz Strategy Group, LLC
DATE: September 8, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 20 |

Evaluation Team Comments:

- I. Overview of the Organization
 - Based out of Oklahoma and Washington DC
 - Over 30 years of experience
 - Has relationships with NHTSA in regions 6 and 8
 - Has partnerships with DOT and Federal Highways
 - Examples were specific to Region 6 and Region 8 and FWHA
 - i. Good examples, but information was not relevant to the RFP
 - Proposal did not discuss metrics of media buy, instead focused more on creative aspect
 - No Maine or Northeast specific details
 - i. What about your company qualifies you to work in Maine?
 - ii. Do you have a location in Maine?
 1. Unclear
 - Projects discussed what they did, but no description of *how* they did
 - Pedestrian social media calendar –
 - i. Good example, but how did it do? Did you stick within the budget?
 - Project 3 is more relevant to based on the information provided
 - i. Would have liked to see more data points and examples regarding how they achieved their goal
 - Provided laundry list with no substance
- II. Subcontractors
 - Does not intend on using them for this project.
- III. Organizational Chart
 - Provided names and job descriptions
 - Reads rushed and messy
 - Unable to easily determine who we would be working with for this project
- IV. Litigation
 - None to note within the past five years.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Schatz Strategy Group, LLC

DATE: September 8, 2025

V. Financial Viability

- Cannot click to review
- Screenshot of overview page
 - i. Unable to confirm Financial Viability by what is provided.
- Prompts from RFP were left in for Financial Viability, Licensure/Certification and Certification of Insurance
 - i. Reflects lack of attention to detail.

VI. Certificate of Insurances

- Provided
- Dated 3/4/2025, prior to their coverage being effective
 - i. Unable to determine if this is current coverage based on the dates listed
 - ii. Sufficient coverage if this is still in effect.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Schatz Strategy Group, LLC
DATE: September 8, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 20 |

Evaluation Team Comments:

- I. Proposed Services
 - Noted that 35% decrease in motor vehicle fatalities in 2023, but no mention of if National statistic or Maine specific.
 - Proposal focuses solely on NHTSA
 - Proposal states “traffic safety concerns will be addressed across the state especially in counties that experienced the most fatalities per 100,000 residents.”
 - There are only 5 counties in Maine that have more than 100,000 residents
 - Lacking accurate target audience – Mention of 16-35 (highest-risk group for traffic incidents), however this is not the only target audience
 - Noted that has no experience within state of Maine, stated that has experience in 12 other states, but none specific to or similar to Maine demographic
 - Mention of use of billboards
 - Billboards are illegal in state of Maine
 - Good experience, but proposal is not tailored to Maine
 - No effort to tailor their proposal to state of Maine.
 - Acknowledged that they do not have experience in Maine
- II. Implementation – Work Plan
 - Timeline is vague
 - Based on NHTSA only
 - Went back to recap and share their experience and why they are the best for this job
 - Reads like a resume
 - Timeline states full launch of buy in month 6, and will make adjustments in months 7-12 based on performance
 - Timeline is not conducive to 10/1/2025 contract start date
 - Talked primarily about communities and demographics in Midwest

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Schatz Strategy Group, LLC

DATE: September 8, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|--------------|
| 267,500.00 | , | 300,000.00 | x | 25 points | = | 22.29 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Stratacomm
DATE: September 8, 2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Kristen Morin
Names of Evaluators: John Roma, Karrie Cormier, Nick Brown

| <u>Pass/Fail Criteria</u> | <u>Pass</u> | <u>Fail</u> |
|--|--------------------------------|------------------------------|
| Section I. Preliminary Information (Eligibility) | N/A | N/A |
| <u>Scoring Sections</u> | <u>Points Available</u> | <u>Points Awarded</u> |
| Section II. Organization Qualifications and Experience | 35 | 30 |
| Section III. Proposed Services | 40 | 30 |
| Section IV. Cost Proposal | 25 | 25 |
| <u>Total Points</u> | <u>100</u> | <u>85.00</u> |

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Stratacomm
DATE: September 8, 2025

**OVERVIEW OF SECTION I
Preliminary Information**

| |
|------------------------------------|
| |
| Section I. Preliminary Information |

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Stratacomm
DATE: September 8, 2025

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

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--|-----------------------------|---------------------------|
| Section II. Organization Qualifications and Experience | 35 | 30 |

Evaluation Team Comments:

- I. Overview of the Organization
 - Based out of Washington, DC
 - In business for over 30 years
 - Client profile includes NHTSA, FMCSA and US Department of Energy and the National Energy Technology Lab, also several vehicle manufacturers
 - i. Working on NHTSA campaigns since 2019
 - Did research Maine regarding unbelted crashes
 - Has received multiple awards for their work
 - Project One supplies link which must be signed into in order to review
 - i. Unable to review
 - Provided project examples that are high dollar based
 - i. It is much easier to show an improvement when large amounts of money are included to be able to throw at a project or heavily run the campaign.
 - Very largescale projects
 - i. MeBHS is not as large scale as proposal would suggest
 - ii. Proposal does not indicate what can be done with a lower cost budget
- II. Subcontractors
 - No plan of working with subcontractors for this project.
- III. Organizational Chart
 - Provided
 - Included who would be working with MeBHS and their job descriptions
 - i. Shared relevant work they have completed
- IV. Litigation
 - Nothing to note within last 5 years.
- V. Financial Viability
 - Provided
 - Moderate risk

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Stratacomm

DATE: September 8, 2025

VI. Certificate of Insurances

- Provided
- Sufficient coverage

VII. Licensure/Certification

- Not required, but provided relevant certificates:
 - i. Public Relations Society of America
 - ii. PR Council
 - iii. American Association of Advertising Agencies

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Stratacomm
DATE: September 8, 2025

**EVALUATION OF SECTION III
Proposed Services**

| | <u>Points Available</u> | <u>Points Awarded</u> |
|--------------------------------|-----------------------------|---------------------------|
| Section III. Proposed Services | 40 | 30 |

Evaluation Team Comments:

- I. Services to be Provided
 - Specifically laid out everything planned to do
 - Plan to leverage national insights towards our media buys
 - Maine specific insights are more necessary for this RFP
 - Provided a chart of TV channels watched at specific times of the year and what sporting events are most watched
- II. Implementation – Work Plan
 - Bidder shared that they have an annual placement of \$75 Million in advertising across nation, state and local markets
 - Indicating that they have leverage and buying power
 - How is this helpful to Maine?
 - How will they do with a lower budget?
 - Would have liked to see examples of lower budget buys and projects
 - Intending to utilize national and local personalities
 - Provided examples of people and radio stations to target in Maine
 - Do they already have connections with these people and stations?
 - How will this help or hinder future buys?
 - Mention of specific corridors where there are high speed crashes happening
 - No indication of specific timelines or flights to show when these campaigns would plan to be released or how long it will take to get the buys in motion
 - Noted that post campaign reporting will be on a quarterly basis
 - Unclear how long it will take to complete each project
 - Proposal reads that NHTSA is top priority
 - MeBHS needs to be top priority for purposes of this RFP
 - Would have liked to see more consistent focus on MeBHS throughout proposal
 - Considerable amount of buzzwords
 - Several undefined acronyms throughout proposal
 - Mentions “Up to 10 media flights per year”
 - NHTSA has 13-14 media flights per year

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER: Stratacomm

DATE: September 8, 2025

- Are there buys not discussed within the proposal?
- What about the other 3-4 media flights in the NHTSA calendar?
- Concern of buys being missed based on “10 flights per year”

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202507093
RFP TITLE: Media Buy
BIDDER: Stratacomm
DATE: September 8, 2025

**EVALUATION OF SECTION IV
Cost Proposal**

| Lowest Submitted Cost Proposal | , | Cost Proposal Being Scored | x | Score Weight | = | Score |
|-----------------------------------|---|-------------------------------|----------|------------------|----------|-----------|
| 267,500.00 | , | 267,500.00 | x | 25 points | = | 25 |

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: September 3, 2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - 20 Full Time / 1 Part Time employees
 - 25-35 clients at any given time
 - B corp certified
 - Maine based
 2. Subcontractors
 - None planned
 3. Organizational Chart
 - Identified who contacts would be
 4. Etc.
 - Examples given include safety messaging, targeting audience
 - Included results and channels used
- II. Proposed Services
 1. Services to be Provided
 - Recommend limiting media channels
 - Justification for limiting channels utilized (cost effective, target audience, impact)
 - Generic to all campaigns – not specific
 - Local knowledge evident by channels identified
 2. Implementation – Work Plan
 - Specific channels identified along with tactics, target audience and performance indicators for each
 - Messaging calendar proposal included, incorporating NHTSA campaigns and holiday/high travel periods
 - Monthly dashboards, quarterly reporting and surveys

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: 08/27/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Well organized and easy to follow proposal, free of major grammatical errors
- I do like the customized proposal while also providing the required pieces
- Located in Falmouth – whole team fully working in office
- Founded in 2015
- B Corp Certified as of 2022 (put the employee and community first)
- Works with 25-35 clients at any given time
- Everything is Apple related and uses a cloud-based system
 - 1. Will that affect compatibility?
- Provided 3 examples of companies they have worked with: focused on different goals for each example and how they accomplished them
 - 1. Amtrak Downeaster
 - a. Went specifically into the data and results
 - b. Provided examples of posts they made
 - c. I would have liked to see the analytics in the posts they shared as examples
 - 2. Maine Spirits
 - a. Went specifically into the data and results
 - b. Provided examples of posts they made
 - c. I would have liked to see the analytics in the posts they shared as examples
 - 3. Brookfield Renewable N.A.
 - a. Went specifically into the data and results
 - b. Provided examples of posts they made
 - c. I would have liked to see the analytics in the posts they shared as examples
- Each PSA felt personal and well thought-out. Examples they provided different focuses for each PSA and personalized them. Really nice and efficient examples.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: 08/27/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- Really enjoyed how one of the campaigns was related to a safety behavioral change
- Only thing I would've liked to see was more analytical data around social media posts around each campaign and how it was tracked throughout the campaign
- 2. Subcontractors
 - Does not use any subcontractors
- 3. Organizational Chart
 - Provided org chart
 - 20 Full Time marketing professionals
 - 1 Part Time marketing professional
 - Shared names, titles, and specialties for each employee and who we would be specifically working with
- 4. Litigation
 - Not currently in any pending litigation
- 5. Financial Viability
 - Currently in good health and standing and a low risk
 - Request to redact the D&B screenshot
- 6. Licensure/Certification
 - Did not provide anything
- 7. Insurance
 - Provided adequate COI
 - Policy expires on 09/11/2025. New COI would be required if chosen assuming the policies would be renewed.

II. Proposed Services

1. Services to be Provided
 - Clearly customized to us- shows research was done
 - Wants to increase awareness and promote safer behavior
 - Pair consistent message with media placement that reach people in moments of influence
 - Provided accurate information in terms of the audience, channels, messaging
 - Shared some ideas on what to focus on – felt like one size fits all instead of identifying which platform would work best for each campaign and each audience
 - I liked the approach and media outlets they suggested. Streaming Services and Sports Terrestrial Radio. Refreshing to see the media

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: 08/27/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

strategy. Nice how they limited the channels and services to reach the audio.

- Also appreciated that they did not suggest Meta and provided reasoning behind it based on cost.
- Did notice that the campaigns were only targeted to 18-49 men. We understand that it is the main vulnerable road user, but it is concerning how they would be gearing our programs and if we would be missing out on target audiences for the different programs

2. Implementation – Work Plan

- Shared sample dashboards – harder to read, would have been better as a link or attachment, but great dashboard
- Outlined an easy-to-understand timeline
- Unfortunately, the campaign flight is not aligned with the NHTSA calendar. I would have liked to see the flight customized accurately to us. Appears to be lined up with Holidays v. NHTSA calendar

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: 9/2/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Talks about the past and future of the company
 - B Corp Certified
 - 25-35 clients at a time.
 2. Subcontractors
 - None
 3. Organizational Chart
 - Very clean and easy to follow.
 - Gives a bio of who we would be working with and picture.
 4. Projects
 - Identified Who and Why in Downeaster
 1. Did use AI in a pinch but moved away from that after that.
 - Each project shows an increase in engagement or increased site traffic.
 - Project two results were impressive and realistic.
 - Brookfield talks about better use of budget.
 5. Etc.
 - Didn't use the outline provided, but everything was kept in order so it is easy to follow.
 - Duns and Bradstreet snapshots says Please redact? Is that for us or them?
- II. Proposed Services
 1. Services to be Provided
 - Streaming TV to Geotarget
 - Sports Radio Only it seems
 - YouTube ADs
 - Event Signage.
 - Gives explanation as to why Meta isn't a good pick for our budget.
 2. Implementation – Work Plan
 - Reporting looks to be very detailed, but images are hard to read. Would have been better to send as a link.
 - Flighting doesn't match up fully with NHTSA Campaign.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Blaze Partners

DATE: 9/2/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

1. Ped safety is in Q3, DD and Seat Belt in Q1
 - Reads like a one campaign fits all approach.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Dirigo Public Affairs PLUS Communications

DATE: 9/3/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Familiarity with highway safety laws
 - Experience with highway safety related issues (AAA driver safety, ATT distracted driving messaging, teen driver outreach)
 - Unclear who they are
 2. Subcontractors
 - unclear
 -
 3. Organizational Chart
 4. Etc.
 - None of the examples related to safety messaging / behavior change
- II. Proposed Services
 1. Services to be Provided
 - Clear goal for recall rate (8%)
 1. This was an answer listed on the Q&A Summary
 2. Implementation – Work Plan
 - Each campaign targeted to selected channels based on target audience
 - Billboards?
 - Weekly and quarterly check ins

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Dirigo Public Affairs

DATE: 08/27/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Based out of Arlington VA
 - Prides themselves in being built for Maine
 - Did not share a lot about themselves
 - CEO has understanding of NHTSA campaigns and AAA Driver Safety programs
 - Confused on whether it's one or two companies (Dirigo Public Affairs + PLUS Communications)
 - Can not determine if they have an actual location in Maine
 - Provided examples
 1. Portland Sea Dogs
 2. Charter Communications
 3. AHCA/NCAL
 - No meaningful details to any of the examples
 - No examples of data and actual results on each one
 - Hard to determine the scope of their services
 - All seem to be politically related rather than safety behavior changing
 2. Subcontractors
 - Unclear if they use subcontractors
 3. Organizational Chart
 - Provided Org chart, but only top leadership
 - 200+ employees they did not disclose
 - Did not share who exactly we would be working with
 - Hard to determine what PLUS and Dirigo are as a company
 4. Litigation
 - Did not provide
 5. Financial Viability
 - Provided Dun and Bradstreet for Omnicom Group LLC, not Dirigo and PLUS. HUGE concern as they did not disclose they were a subsidiary of Omnicom Group LLC.
 - Low-Moderate risk
 6. Licensure/Certification
 - Did not share anything

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Dirigo Public Affairs

DATE: 08/27/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

7. Insurance

- For some reason, redacted their limits. Because they did this, there is no way of knowing if the COI is actually real or filled in by them
- Share that they are Dirigo and PLUS, but insured in Omnicom Group LLC
- Unclear to know if we have appropriate coverages as it was all “redacted”
- Named insured includes PLUS communication but not Dirigo Public Affairs

II. Proposed Services

1. Services to be Provided

- Seemed very vague, gave us the bare minimum requirements
- Had a clear goal of increasing recall by 8%- which was the impact goal we had shared
- Demonstrated knowledge of our NHTSA calendar, but did not share in details how they would utilize it
- I did like to see that they shared specific media plans for each demographic
- Shared examples of added value
- Had down digital billboards- that is not allowed in Maine. Claims they are a Maine based company, shouldn't they know that?

2. Implementation – Work Plan

- They plan to review as they go, and make sure there is not any fatigue
- Weekly placement checks, quarterly wrap up reports
- They did not share any examples or analytics or any sort of media buy campaigns
- Confused on the last section, “When it comes to safety campaigns, performance is the standard”.

III. Overall Thoughts:

- Large red flags with not disclosing who Omnicom Group LLC is and how they are connected to each other.
- There is some familiarity to what we do, but they never went into details about it
- Seems rushed and missing key parts that we specifically requested

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Dirigo Public Affairs PLUS Communications

DATE: 9/2/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Keith has experience with Safe Driving Messaging.
- “.. works in Augusta and on the airwaves” sounds like they would only focus in Augusta.

2. Subcontractors

- Nothing noted, unless its “PLUS Communications”
- If so no contact info for them.

3. Organizational Chart

- It has faces and names, but not sure who we would be talking to.
- Only two people from Dirigo the rest is Plus.

4. Projects

- Project one, has no meaningful details of what the ads were, or where the print placements were placed.
- Project two is barebones. No details on what the media buy was or where it was focused. Or how this was done.
- Project three has a typo “anddeployed”. Uses acronyms without saying what they stand for.

5. Etc.

- Nothing about Litigation.
- Insurance is odd. Insured is “Omnicom Group Inc.” and Name insures includes “Plus”, nothing stated about Dirigo.
- Duns and Bradstreet is for Omnicom Group, and not who is applying. There are no additional details for clarification on this.

II. Proposed Services

1. Services to be Provided

- Each demographic has its own plan and campaign focus. Young, Male, and General.
- Includes details about added value.
- “Digital Billboards” those aren’t allowed in Maine.
- The rest is straight forward.

2. Implementation – Work Plan

- Make sure each PSA is the right fit for where it is being played.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Dirigo Public Affairs PLUS Communications

DATE: 9/2/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- Review PSA to make sure fatigue isn't setting in.
- Surveys to track awareness

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Frame Strategies

DATE: 9/3/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Maine based
 - Almost 20 years in business
 2. Subcontractors
 - None listed
 3. Organizational Chart
 - Provided
 - No specific descriptions of employees
 - No specific indication of who we would be working with
 4. Etc.
 - No examples related to safety messaging
- II. Proposed Services
 1. Services to be Provided
 - Generic proposal
 2. Implementation – Work Plan
 - “pulsing” schedule
 - Plan to be created – based on meetings with BHS staff
 - Bi-weekly, monthly and quarterly reporting on results

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Frame Strategies

DATE: 09/03/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Based in Portland Maine
 - Been in business for nearly 20 years
 - Combine emotional storytelling with cutting-edge targeting, tracking, and testing
 - 53 different data, targeting, and advertising platforms
 - Shared examples: Island Institute, UMaine, Versant
 - Examples did not disclose any specific analytics or data points on how their campaigns did
 - Each example focused on different goals and was included to share the different outcomes the company is capable of and not just increasing media recall rate
 - Enjoyed the innovative approach and how they discussed factors specific to Maine
 2. Subcontractors
 - Not working with any subcontractors on this project
 3. Organizational Chart
 - 4 partners and 3 account executives
 - They did not go into any detail about the descriptions or who we would be working with at the company
 4. Litigation
 - Not named in any litigation at this time
 5. Licensure/Certification
 - Coursera Advertising, Google Ads, etc
 - Shows the effort they are putting in to stay relevant with the changes of online advertising and media buys
 6. Financial Viability
 - Provided copy of Dun and Bradstreet. \$0 debt
 - Low-moderate risk
 7. Insurance
 - Provided copy of COI
 - Appropriate coverage

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Frame Strategies

DATE: 09/03/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- Very “copy and paste” feeling
- No reference to us or any of our projects or campaigns
- Did not share a timeline or how they would align with the NHTSA calendar
- Good information that they gave, not anything that is specific to us

2. Implementation – Work Plan

- Very vague
- Not much information relating to what they would do for us
- Sounds like they aren’t able to get us any information unless we choose them

III. Overall Thoughts:

- Overall they provided all of the required information. I would have liked to see more included under proposed services. Based on what was provided, we aren’t able to make an educated conclusion as to what they would exactly be doing for us. Just ideas and concepts which isn’t what we were really looking for.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Frame Strategies

DATE: 9-2-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Two decades of experience.
 - Worked in over 40 states.
 - "...Prevalence of Pre-bluetooth cars..."
 2. Subcontractors
 - No Subcontractors
 3. Organizational Chart
 - Easy to follow with names and faces.
 - Not sure who we would be speaking with.
 4. Projects
 - Each project focuses on something different, whether it is completing a goal, increasing enrollment, or over delivery.
 - Project one reads like a great example of creating a message for a media channel, and not so much about the buy itself.
 - Project two is the strongest example, with telling how they focused a buy, and targeted it.
 - Project three More details could have been given about how an audience was determined to reach out too not sure what characteristics are for each audience.. It is good to see the budget and how many impressions were generated.
 5. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Frame Strategies

DATE: 9-2-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- Feels like a one-size fits all approach for placement and not tailored to us.
- No individual campaigns are address such as Click it or Ticket or Impaired Driving and which type of messaging would work best. They do state they want to meet with us to go over this, but some examples would have gone a long way.
- With no calendar proposal, or mockup proposals leave a lot unknown.

2. Implementation – Work Plan

- Meet with us to develop a plan and they list out a timeline for how long each will take.
- Lists out what the developed plan will include.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: NL Partners

DATE: 9/5/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Partnering with BHS since 2006
 - Other state agency partnerships (DHHS)
 - Maine based
 - Stated goal of 8% increase in recall
 - No time period given for results of past performance
 2. Subcontractors
 - Does not plan on hiring subcontractors for this project
 -
 -
 3. Organizational Chart
 4. Etc.
 - Moderate to High risk on financial viability
- II. Proposed Services
 1. Services to be Provided
 - Look at what other states are doing
 - Develop plan after meeting with BHS (multi step plan leading up to implementation)
 - Costs included
 2. Implementation – Work Plan
 - Recommendations for each program (media channels and methods) to be discussed when meeting with BHS for approval

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: NL Partners

DATE: 09/04/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Located in Cape Elizabeth
- President – Russ Leonard
- Been in business since 1988
- Has worked with MeBHS since 2006
- “Has experience to successfully increase media recall rate by 8%” - what time period are they discussing?
- Provided examples of their work. I would have liked to see one additional example as we know what they have done with MeBHS.

1. MeBHS

- a. Showed the “One Text or Call” banner at multiple locations across Maine
- b. Did negotiate bonus media and added value that they give

2. DHHS- 988 Maine

- a. Helped DHHS this year launch 988 Maine Lifeline
- b. Objective was to develop a statewide media campaign to inform Mainers of the program
- c. Results- Goal was to generate awareness. Study found they doubled awareness. They didn’t share any specific data behind it and they claimed they are completely data driven.

3. DHHS- Child and Family Well- Being: Be There for ME

- a. July 2024- launched campaign
- b. Results- “Very Strong” Generated 19,000 users to the website. I would have liked to see a little more detail on these results like examples and data points.
- Does show that they are doing a lot of work in the relevant field to what we are looking for
- Proposal was not submitted properly

2. Subcontractors

- Does not plan on hiring subcontractors at this time

3. Organizational Chart

- Provided organization chart

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: NL Partners

DATE: 09/04/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- Team of 5
 - President: Russ Leonard
 - Rena Labue: Media Director
 - Andy Thorington: Creative Director
 - Lisa Leonard: Media Planning
 - Ken Hallee: Art Director
 - Did not provide any job descriptions or explain who we would be specifically working with
4. Certificates and Licensure
- Chose not to submit anything
5. Litigation
- Not involved in any litigation within the last 5 years
6. Financial Viability
- Chose not to subscribe to Dun & Bradstreet since 2020, so they shared their information is not accurate based on the D&B score
 - Managed \$2.5 Million in budgets in 2025
 - Moderate High Overall Business Risk
 - Dun and Bradstreet seem to be up to date with information. Is that accurate information? This is alarming.
7. Insurance
- Provided accurate COI
 - Sufficient coverage
 - (They need to change certificate holder if we do choose them)

II. Proposed Services

1. Services to be Provided
- Detailed breakdown of what they would provide
 - Did include the budget which was not supposed to be shared
2. Implementation – Work Plan
- Showed in detail how they plan to implement a media plan
 - Indicated they would continue to monitor and track as the plan was being implemented
 - Would provide quarterly post-buys and annual program report
 - Did include added value to each program

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: NL Partners

DATE: 9-2-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Focus on best rates and 1-for 1.
 - Media recall increase, doesn't say for which time period.
 2. Subcontractors
 - No Subcontractors
 3. Organizational Chart
 - Basic but easy to follow.
 - No details on who we will be working with.
 4. Projects
 - We are one of the projects. Helpful, but it would have been good to see a different or extra project, as we already know the work they did for us.
 - Project two has interesting relevant information.
 - Project three results are very basic. With three goals listed it sounds like only one was accomplished.
 5. Etc.
 - Doesn't subscribe to Dun and Bradstreet.
- II. Proposed Services
 1. Services to be Provided
 - Detailed breakdown of each campaign, and what would be planned for it. But the Cost shouldn't have been included in this section.
 - Critical insights to measure driver awareness
 - New channel recommendation- display ads. This is interesting but would this be something we would then need to create, or can our existing media be used for it.
 2. Implementation – Work Plan
 - 7-step plan listed and detailed.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Results dba Ethos

DATE: 9/5/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Several Maine state partnerships
 - Experience with behavior change marketing
 - Media partner has previous experience working on BHS campaigns (8 years)
 - 50+ employees
 2. Subcontractors
 - Portland Marketing Analytics
 3. Organizational Chart
 4. Etc.
- II. Proposed Services
 1. Services to be Provided
 - Includes breakdown of target audiences by specific program
 2. Implementation – Work Plan
 - Multi-phase process to develop plan
 - Quarterly / annual reporting (w/ options for more frequent if desired)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Results dba Ethos

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Located in Westbrook ME
- Founded in 1999
- Been operating for more than 25 years
- Worked with – MMTA, SAMHS, Office of Health Insurance, CDC
- Media Planner- Previously worked with MeBHS for 8yrs from 2012-2020 on our campaigns (worked for NL?)
- Works closely with sister company- VONT digital marketing firm launched in 2007
- Provided examples of work. Included graphics and videos
 - 1. Maine Motor Transport Association
 - a. Produced the Go Your Way Maine -YouTube series
 - b. Launched a radio and streaming audio campaign
 - c. Secured sponsorships
 - d. Impact: drew thousands of views on episodes with positive feedback. I would have liked to see more data and results from their company's goal
 - 2. Maine Department of Labor – Maine Apprenticeship Program
 - a. MAP is a part of the state's strategy to add 75k jobs to Maine by 2029
 - b. Launched Good Work Lives Here campaign
 - c. Impact: in 2023 doubled registered apprentices reached 3,088 apprentices and 130 sponsors
 - d. Provided graphics and examples of handouts, website, and videos that I assume were posted to social media
 - 3. Heatable
 - a. Start up company wanted a clear branding message- Low Priced heating oil. Real smart. Real fast. Real easy
 - b. Impact: exceeded its customer acquisition and retention goals
 - c. Shared graphics and social media posts they made

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Results dba Ethos

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- d. Showed the engagement of the posts- very high.
Utilized social media stories (something we do not do at this time)
 - e. Provided specific reach and trend data
 - 4. Each example was different, but was relevant and appreciated
- 2. Subcontractors
 - Portland Marketing Analytics, LLC – Chris Clegg
 - Shared relevant experience and qualifications
 - This company has done work in the public sector and understands the priority audiences and requirements of certain pieces
- 3. Organizational Chart
 - Provided Org Chart- over 30 employees.
 - Shared descriptions of roles of people we would directly be working with
- 4. Litigation
 - None
- 5. Certificates and Licensure
 - Not Applicable
- 6. Financial Viability
 - Attached D&B Screenshot
 - Screenshot provided is from June of 2024
 - Low risk
- 7. Insurance
 - Sufficient COI if the policy was renewed

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Results dba Ethos

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- Reviewed FY23 Annual Report – clearly did some research
- Shared our mission
- Shared the priority audiences
- Would have been more helpful for a few media platform examples
- Clearly described the deliverables
- Did discuss added value

2. Implementation – Work Plan

- Very detailed plan- included who we would be working with during each phase and how long that phase would take to complete
- Included reference to NHTSA's campaign calendar.
- I feel there could have been a little more personalization, there isn't any individualized program area campaigns
- Shared their media buy tools and strategies they plan to use

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Results dba Ethos

DATE: 9/5/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- 25 years of experience.
- Worked with other Maine Transportation agencies.
- Dan had prior experience with highway safety messaging.

2. Subcontractors

- Subcontract, Portland Marketing Analytics, LLC to be used.
- Contact information is included.

3. Organizational Chart

- “Meet the team” is hard to read
- But they included and bios given on key people.

4. Projects

- Project one is a little thin on post-campaign details. The experience is relevant though.
- Projects two and three do a great job showing the impact and evaluation of the campaigns.
- Details are given for each campaign strategy.

5. Etc.

II. Proposed Services

1. Services to be Provided

- Read through the FFY23 Annual Report
- Proposed services are detailed and hits what we would need.
- Not sure what “Pedestrian Be Visible” is.

2. Implementation – Work Plan

- Each campaign is listed, and work plan is easy to follow.
- A couple of examples of which media channel would work best for a campaign would have been helpful.
- The Media Buying strategies do help paint a better picture.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 9/5/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - 30 years experience
 - 80 govt agency partners
 - Previous work with NHTSA regions 6/8
 - Familiar with NHTSA calendars
 - No Maine experience
 2. Subcontractors
 - None planned
 3. Organizational Chart
 4. Etc.
 - Examples given are more creative than media buy
- II. Proposed Services
 1. Services to be Provided
 - Recommend a “robust mix” of channels (purpose and roles defined)
 1. 40% TV
 2. 15% radio
 3. 20% digital
 4. 15% social media
 5. 10% outdoor media
 - No work in Maine or Northeast, work has been in West and Southwest
 -
 2. Implementation – Work Plan
 - Multi-phase time line
 1. Full launch 4-6 months out
 2. Months 7-12 adjust based on performance data
 - Quarterly / annual reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Located in Oklahoma
- Been in business for over 30 years
- Worked with more than 80 government agencies
- Maintain a national presence with over 100 employees throughout the US
- Two main offices- Oklahoma and Washington DC
- Has longstanding partnerships with NHTSA Region 6 and 8, DOT, FHWA, TFHRC
- Provided examples of their work: Did not include any graphics
 - 1. NHTSA Region 6
 - a. Focused communications and media support to Louisiana, Mississippi, New Mexico, Oklahoma, Texas, Indian Nations
 - b. I would like to have seen some data points and examples of what they did to complete the goal
 - c. They included a lot of information, but didn't feel relevant to the proposal
 - d. Didn't get any results on how well the campaign went
 - 2. NHTSA Region 8
 - a. Focused on Colorado, Nevada, North Dakota, South Dakota, Utah, and Wyoming
 - b. Again, I would have liked to see more data points and specific examples of how they achieved their goal
 - c. Not a lot of discussion relating to a media buy
 - d. Again, a lot of information provided did not feel relevant to the proposal
 - 3. FWHA, TFHRC
 - a. This one felt a little more relevant in terms of the information they provided
 - b. I would have liked to see more data points and examples of how they achieved their goal
- No experience with Northeast and how we operate. Do they have an office in Maine?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

2. Subcontractors
 - Does not intend to use subcontractors
3. Organizational Chart
 - Provided Organizational Chart
 - It felt messy and not put together well, almost rushed
 - Did share the qualifications and job descriptions of the positions, but they were not tailored to the people, rather than to us and what they would be doing for us.
 - Unable to determine who exactly who we would be working with unless I pieced it together
4. Litigation
 - Not currently in litigation or have any open cases
5. Certificates and Licensure
 - Left the “prompt” notes from the RFP template instead of filling in the sections
6. Financial Viability
 - Left the “prompt” notes from the RFP template instead of filling in the sections
 - Provided screenshot of the D&B
 - Unable to click on the link to review the actual D&B
 - Unable to determine financial viability at this time based on the screenshot alone
7. Insurance
 - Left the “prompt” notes from the RFP template instead of filling in the sections
 - Did provide COI, was dated 03/04/2025 before their coverage was effective. Unable to determine if that is their current coverage based on dates
 - Sufficient Coverage assuming it is still in effect

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- Shared there was a 35% decrease in traffic fatalities in 2023. Was that national or in Maine?
- They will implement NHTSA's model for traffic safety campaigns. Does this mean they will only use NHTSA material and suggested postings? What about our organic content created specifically for Maine?
- Stated "traffic safety concerns will be addressed across the state especially in counties that experienced the most fatalities per 100,000 residents". There are only 5 counties in Maine that have more than 100,000 residents. Did they do their homework on us or is this proposal a copy and paste from another one?
- Acknowledge they do not have experience in Maine

2. Implementation – Work Plan

- Did not customize this proposal to Maine
- Did not share that they had any knowledge of specific radio or tv stations they wanted to utilize or if they had any connections with any
- Mentioned billboards- not allowed in Maine
- Did share a timeline- very vague. Do not plan on implementing anything until at least 6 months out
- Talks about tribal communities in West and Southwest. Did not mention what specific communities. Is this information accurate?
- They went back in to share their experience and why they are the best for the job. Not what this section was for

III. Overall Thoughts:

- I think they have a lot of experience working with NHTSA but unfortunately didn't show us exactly how they would operate for our media buy. Everything seemed tailored to larger states and there was ZERO customization to Maine in their work plan. They included some inaccurate information showing me they do not understand Maine. I also do not like that they do not have a base up here or even in the northeast. It can complicate many aspects to a media being in another region of the US.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 9/4/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Files are labeled incorrectly.
- Over 30 years of experience.
- Partnered with over 80 government agencies.
- Background in highway Safety.
- Nothing specific for our region or how to adapt to it.

2. Subcontractors

- No Subcontractors to be used.

3. Organizational Chart

- Chart is easy to follow.
- Personnel Job Description is included, saying which position does what. It would have been nice to have the person name also next to their position as I forgot who was who once I started reading the jobs on page 17.

4. Project

- Worked with NHTSA Region 6 and 8 and FHWA, and very details with relevant highway safety experience.
- Region 6 and 8 projects read more like Creative Media creation as opposed to a media buy and showing if there was an increase in recall. So many creative examples are included, it's hard to find the information needed that highlights successful media buys with increased recall rates.
- Project three is a better example by saying how they are realigning the brand to be more uniform. Doesn't really say if this was effective or not.

5. Etc.

- Financial Viability screen shot hard to read. Can't make out if it has all the details we need.

II. Proposed Services

1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Schatz

DATE: 9/4/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- Gives information on Demographics, Psychographics and Geographic.
- Gives a breakdown of Purpose and Roles for each media channel. They do say billboards for Outdoor and OOH, which are illegal in Maine.
- Each campaign has a demographic, except for VRU and Motorcycle riders.
- Would have been good to see an example of which media channel would work best for one campaign from there prior experience.

2. Implementation – Work Plan

- Timeline wouldn't work well with the media campaigns.
- Evaluation planned and details how each area will be evaluated.
- Included information from "File 2" here again.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 9/5/2025

EVALUATOR NAME: John Roma

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Extensive experience with NHTSA campaigns
 - 55+ employees
 - No Maine Experience
 - Based out of DC
 -
 2. Subcontractors
 - None planned
 3. Organizational Chart
 - Provided
 - Shared relevant individuals specific to MeBHS
 - Shared relevant work that they have completed
 4. Etc.
- II. Proposed Services
 1. Services to be Provided
 - Spelled out everything they planned to do
 - Intending to leverage national insights towards our media buys
 2. Implementation – Work Plan
 - Campaign planning to begin after marketing plan is approved
 - Final plans to be present to BHS as flowchart
 - Quarterly and annual reporting

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Based out of Washington DC
- In business for over 30 years
- Client portfolio of NHTSA, FMCSA, National Energy Technology Lab, and many vehicles manufacturers
- Has worked with NHTSA on their campaigns since 2019
- Received many awards for their work
- Examples Provided:
 - 1. NHTSA –
 - a. Working with them since 2019
 - b. Worked with every campaign they have to run ads
 - c. Included concept, video, print, media production during those campaigns but also included paid media
 - d. Unique approaches
 - e. Would have liked to see the goal set by NHTSA and what their paid media campaigns did to reach that goal
 - f. Did share statistics about what they were able to do and who they reached
 - 2. FMCSA-
 - a. Worked with them since 2014
 - b. Gave insights into the campaign and what they achieved
 - 3. NHTSA- Vehicle Safety
 - a. Shared examples of posts that went out during that campaign
 - b. Shared they also did video production in addition to paid media
 - c. Impressive and innovative stuff they're doing
- With them working so closely in this space already, how customized will our campaigns and media buy be or will it just piggyback off of what they are doing for NHTSA?
- Are they the ones that create the NHTSA graphics that get sent to us through TSM?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

2. Subcontractors
 - Does not plan on using any subcontractors
3. Organizational Chart
 - Provided Org Chart
 - Included who we would be specifically working with
 - Also shared their job descriptions and relevant work they have completed
4. Litigation
 - Provided D&B
 - Moderate Risk
5. Certificates and Licensure
 - Shared relevant certificates
 - Public Relations Society of America
 - PR Council
 - American Association of Advertising Agencies
6. Financial Viability
 - Provided D&B
 - Moderate Risk
7. Insurance
 - Provided COI
 - Sufficient Coverage

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 09/05/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- Specifically laid out the services they would complete
- They plan to leverage the national insights towards our media buys. Why not Maine?
- Shared specific ways they want to target our audiences
- Provided a chart of TV channels watched at specific times of year and what sporting events were watched the most

2. Implementation – Work Plan

- Shared they have an annual placement of \$75 million in advertising across nation, state and local markets so they have leverage and buying power. How is that helpful for us in Maine? We do not want our media to advertise nationally. Can they do well with a lower budget?
- Wants to utilize national personalities as well as local. Shares examples of people and radio stations in Maine to target. Do they already have connections?
- Mentions specific corridors where there are high speed crashes happening
- Does not show any specific timelines or flights showing us when they plan to release the campaigns or how long it takes to set media buys into motion

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 9/4/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Over 30 years of experience
- Background with NHTSA and FMCSA
- Did research on our State when it comes to unbelted crashes
- Two links included but unable to view “Drum Marketing Award”.

2. Subcontractors

- No Subcontractors

3. Organizational Chart

- Shows proposed team of who we would be working with and with a bio of each.

4. Projects

- Each project is unique and gives great insight with the budget they had to work with, and they were able to achieve with that budget. Except for project three, the budget isn’t listed.
- They don’t really show what they can pull off when the budget is smaller for multiple campaigns.
- They don’t say what AAF-DC is.

5. Etc.

-

II. Proposed Services

1. Services to be Provided

- Only 10 flights are planned, when there are at least 14 NHTSA Campaigns to plan for.
- MRI and GRIs said but not defined
- They did their homework on Maine and gave interesting ideas for new ideas to focus our messaging.
- Though all they have is good, seeing an example of what a plan for a campaign would be, would be very helpful. The chart is great, but they don’t say which campaign this information would work with.

2. Implementation – Work Plan

- UTM Said but not defined

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202507093

RFP TITLE: Media Buy

BIDDER NAME: Stratacomm

DATE: 9/4/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety, Bureau of Highway Safety

- Workplan goes through each step but reads like telling not showing.
A couple of mockup example for how one campaign would look.



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
Bureau of Highway Safety

Janet T. Mills
Governor

Michael J. Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507093
RFP TITLE: Media Buy

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

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

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

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

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

John Roma

Signature

09/02/2025

Date



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
Bureau of Highway Safety

Janet T. Mills
Governor

Michael J. Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507093
RFP TITLE: Media Buy

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

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

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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.

Karrie Cormier

Signature

08/20/2025

Date



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
Bureau of Highway Safety

Janet T. Mills
Governor

Michael J. Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202507093
RFP TITLE: Media Buy

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

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

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

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

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

Nicholas brown

Signature

08/20/2025

Date