

**Best and Final Offer (BAFO)
Cost Proposal
Request for Proposal 5317 Z1**

Bidder's Name ENVOY, INC.

BIDDER IS REQUIRED TO SUBMIT THE BAFO COST PROPOSAL BY UTILIZING THIS FORM ONLY. The following is an outline for the basic elements toward which the costs may be applied. The goal is to maximize the effectiveness of dollars and apply the most resources to the elements that will result in providing organization, communication, training and leadership for Nebraska's tobacco prevention youth empowerment movement.

The estimated budget for 2016-2017 is \$185,000.00.

BAFO Cost Proposal	Date of Award through 06/30/2017	07/01/2017 through 06/30/2018	07/01/2018 through 06/30/2019	07/01/2019 through 06/30/2020	07/01/2020 through 06/30/2021
1. Planning and Management – Project planning should be a collaborative effort between TFN staff, state youth advisory team and the winning contractor. Project management is the responsibility of the contractor as well as management of all staff assigned to the project.	<u>\$70,000</u>	<u>\$70,000</u>	\$	\$	\$
2. Implementation					
a. Infrastructure – Development of an infrastructure for statewide youth leadership around tobacco prevention, emphasizing the recruitment and involvement of youth not traditionally involved in prevention initiatives. The infrastructure should build capacity both at the local and the state level with a focus on youth engagement in making social norm changes around tobacco use through environmental changes.	<u>\$43,500</u>	<u>\$43,500</u>	\$	\$	\$
b. Youth Leadership – Training/Support/Leadership	<u>\$20,000</u>	<u>\$20,000</u>	\$	\$	\$
c. Outreach/Recruitment – Efforts to reach and recruit new participants	<u>\$20,000</u>	<u>\$20,000</u>	\$	\$	\$
d. Nebraska Youth Engagement –Provide training, support and opportunities for young people to engage in tobacco control efforts through policy and media advocacy, forming community and school linkages, and fighting pro-tobacco influences.	<u>\$21,500</u>	<u>\$21,500</u>	\$	\$	\$
3. Creation – Development of promotional/media initiatives, counter-marketing messages, age appropriate gear/incentive, and/or brand recognition to advance initiative objectives.	<u>\$20,000</u>	<u>\$20,000</u>	\$	\$	\$
4. Evaluation/Assessment - Evaluate progress towards initiative objectives and/or assessment of current environment.	<u>\$5,000</u>	<u>\$5,000</u>	\$	\$	\$