



July 1, 2016

Teresa Fleming, Buyer
State Purchasing Bureau
1526 K Street, Suite 130
Lincoln, NE 68508

RE: Request for Best and Final Offer for RFP Number 5317 Z1, organization, communication, training and leadership for Nebraska's tobacco prevention youth empowerment movement.

As requested, Firespring's Best and Final Offer (BAFO) for RFP # 5317 Z1 is enclosed. We have adjusted our cost proposal to accommodate the estimated annual budget included on the BAFO form you provided.

We did not make any assumptions about budget increases beyond the 2016–2017 fiscal year. Should additional monies become available, we will work with Tobacco Free Nebraska to allocate the budget to ensure the greatest benefit for the program and its efforts.

We appreciate your time and consideration, and we look forward to continuing our work on this initiative. Please let me know if you have any questions regarding this information.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Snitily", with a long, sweeping underline.

Dave Snitily, President
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402.437.0187

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Lincoln, NE 68512
402.437.0000

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Omaha, NE 68124
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Council Bluffs, IA 51503
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Best and Final Offer (BAFO)

Cost Proposal

Request for Proposal 5317 Z1

Bidder's Name: **Firespring**

BIDDER IS REQUIRED TO SUBMIT THE BAFO COST PROPOSAL BY UTILIZING THIS FORM ONLY.

The following is an outline of 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.

Cost Proposal	Date of Award through June 30, 2017	July 1, 2017 through June 30, 2018	July 1, 2018 through June 30, 2019	July 1, 2019 through June 30, 2020	July 1, 2020 through June 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.	\$101,516.70	\$101,516.70	\$101,516.70	\$101,516.70	\$101,516.70

The salary totals for the No Limits Project Coordinator and Assistant are estimated and could be subject to change based on future FLSA regulations and/or federal laws governing overtime.

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.	\$10,185.00	\$10,185.00	\$10,185.00	\$10,185.00	\$10,185.00
b. Youth Leadership – Training/Support/Leadership	\$15,600.00	\$15,600.00	\$15,600.00	\$15,600.00	\$15,600.00
c. Outreach/Recruitment – Efforts to reach and recruit new participants	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00

d. Nebraska Youth Engagement – Provide training, support and opportunity for young people to engage in tobacco control efforts through policy and media advocacy, forming community and school linkages, and fighting pro-tobacco influences.	\$53,700.00	\$53,700.00	\$53,700.00	\$53,700.00	\$53,700.00
3. Creation – Development of promotional/media initiatives, counter-marketing messages, age appropriate gear/incentive, and/or brand recognition to advance initiative objectives.	\$2,248.30	\$2,248.30	\$2,248.30	\$2,248.30	\$2,248.30
4. Evaluation/Assessment – Evaluate progress towards initiative objectives and/or assessment of current environment.	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

When a budget is established for the subsequent years, adjustments can be made as necessary.