



Arizona Health Care Cost Containment System

H.R. 1 Community Engagement & Medicaid Work Requirements Communications

AHCCCS YH26-0082 | June 2, 2026

Tiffanie Blanco, Purchasing Manager

Dear Ms. Blanco,

Gordley Group is pleased to submit our proposal in response to AHCCCS' request for communications and outreach services. For 35 years, we have helped organizations across Arizona build meaningful connections with the communities they serve through strategic communications, graphic design, advertising, media planning and public outreach. As an Arizona-based, full-service marketing and communications firm, our mission has always been to help those who help others.

What sets Gordley apart is our ability to combine creativity with strategy to deliver communications that inform, engage and inspire action. Our bilingual team, including native Spanish speakers, develops culturally relevant materials that reflect the values and lived experiences of Arizona's diverse communities.

The Gordley team brings extensive experience supporting public-sector and healthcare-related initiatives that require thoughtful messaging, cultural awareness and meaningful community engagement, particularly when serving diverse and historically underserved populations. Our team has successfully developed and managed outreach campaigns for government agencies, healthcare initiatives and statewide programs that have required strong public trust, multilingual communications and measurable public response.

Our creative team has produced award-winning graphic design, video production, digital content and advertising campaigns for audiences like low-income and limited English-proficiency communities. Our media specialists bring decades of expertise in media planning, buying, optimization and performance reporting across traditional and digital platforms, ensuring campaigns are strategic, accountable and effective. Whether conducting surveys, facilitating public engagement or developing targeted public relations campaigns, our community relations team is committed to delivering communications that are inclusive, responsive and impactful.

We appreciate the opportunity to be considered for this important work and look forward to being selected as a partner to support AHCCCS' communications and community engagement needs as the agency transitions under the new federal requirements.

Sincerely,



Tom Baca
President | Gordley Group

A

PRICING



Pricing Proposal

Gordley Group understands the crucial nature of ensuring projects stay on budget and on schedule. We have worked across a wide range of scopes and appreciate the sensitivities of judicious fund use by performing services within approved budgets. Our accounting system allows for daily tracking and reporting of charges for time and materials so our project managers can monitor and manage budgets on a real-time basis. When purchases are required on behalf of our clients, we request multiple bids to ensure the greatest value. Prior to beginning the effort, Gordley will consult with AHCCCS to fully define and understand the needs, goals, parameters and requirements of the effort, ensuring the services provided are both high-value and cost-efficient.

The attached cost breakdown is only a starting point. The Gordley team will work with AHCCCS to confirm the scope of work, formulate the communications plan, define related costs and provide a detailed budget for the effort. Once final budget allocations for services and expenses are approved, we will provide all services and deliverables within the approved price structure.

Total Budget: Services + Expenses | July 2026 – March 2027\$750,000

Phase 1 | Stakeholder Input.....\$63,000

Services \$49,000

- Account Management
- Strategic Research and Planning
- Public Outreach

Deliverables:

- Stakeholder Input Plan
- Stakeholder Engagement Summary
- Insights Summary Report
- Next Steps Recommendations

Expenses \$14,000

- Copies, mileage, meeting materials, venues and member stipends

Phase 2 | Planning and Message Development.....\$150,000

Services \$135,000

- Account Management
- Design Research and Planning
- Creative Concepting and Design

Deliverables:

- Communications Plan
- Creative Schedule
- Creative Assets

Expenses \$15,000

- Copies, mileage, social listening platform

Phase 3 | Publication, Implementation and Compliance \$422,000

Services \$137,000

- Account Management
- Marketing Research and Planning
- Media Management
 - Owned, Earned and Paid

Deliverables:

- Publication Plan and Schedule
- Publication Calendar
- Change Log
- Campaign Progress Reports

Expenses \$285,000

- Media costs are based on Gordley’s experience managing similar community campaigns and will be optimized throughout the campaign. Potential platforms will include both digital and traditional media
- Copies, mileage, meeting materials and venues

Phase 4 | Monitoring and Optimization \$115,000

Services \$30,000

- Account Management
- Media Management
 - Owned, Earned and Paid
- Creative Design and Layout

Deliverables:

- Change Log
- Campaign Progress Reports
- Campaign Final Completion Report

Expenses \$85,000

- Media costs are based on Gordley’s experience managing similar community campaigns and will be optimized throughout the campaign. Potential platforms will include both digital and traditional media
- Copies, postage, mileage, meeting materials and venues

Optional/Additional Creative Assets not included in the totals above:

- Short- and/or long-form videos

Option A:

Assumes stock video, stock music and AI voiceover

Pre-production: Script and storyboard

Post-production: Editing and AI voiceover in English and Spanish

Short-Form Video: \$2,750

Option B:

Assumes custom footage and audio, with a one-day shoot

Pre-production: Script, storyboard and location scouting

Production: On-location filming and audio production in English and Spanish

Post-production: Editing with stock music and voice-over

Short-Form Video: \$19,000

Long-Form Video: \$35,000

B

EXPERIENCE + CAPACITY



Firm Introduction

For 35 years, Gordley Group has helped organizations across Arizona build meaningful connections with the communities they serve. Based in Tucson, our team of 11 is united by a shared mission: *helping those who help others*.

As a full-service marketing and communications firm, we specialize in strategic messaging, graphic design, advertising and public outreach. Our experience spans more than 70 public- and private-sector clients, from local governments to educational institutions and statewide initiatives. We bring creativity and strategy together to deliver award-winning work that aligns with each client's goals — often pushing beyond traditional approaches to find solutions that truly resonate. Our bilingual capabilities, including native Spanish speakers, ensure we deliver culturally relevant and accessible materials for diverse audiences across Arizona.

What sets us apart is our collaborative, hands-on approach. Clients work directly with the professionals delivering their projects — no layers, no intermediaries. We adapt to meet each client's workflow, often functioning as an extension of internal teams. Daily team check-ins, flexible staffing and cross-trained team members help us stay responsive, nimble and ready to deliver on time and within budget. When needed, we also tap into a trusted network of creative and technical professionals to expand our capacity without compromising quality or communication.

Gordley has successfully partnered with government agencies — including transportation, environmental services, education, economic development and health services — to deliver creative solutions that meet public-sector standards and community needs. Our strength lies in translating dense or technical content into clear, compelling messages that inform, inspire and drive action. Whether developing materials to encourage behavioral change or simplify public-facing communications, our team understands how to communicate with purpose. Our work has been honored with numerous regional and national awards, but more important than accolades is our track record of achieving meaningful results.

35+ years

Advancing Arizona Communities

70+ clients

Public and Private

11 team members

One Shared Mission

To better understand the public's concerns, preferences and perceptions of an agency, issue, project or initiative, Gordley has conducted research and polling ranging from in-person, online and qualitative print surveys to more closely controlled, statistically valid and projectable public opinion surveys, depending on project needs and budget. Gordley has worked with and directed various research firms when a project has required statistically valid data within a certain percentage of reliability and has crafted survey questions and conducted intercept surveys when a more qualitative approach is needed. Each survey is carefully crafted to make sure participants are not "primed" to answer in a certain manner and that the results are defensible and relevant, thereby better informing decision-making.

Gordley's community relations team confirms that the messaging we craft is clear, culturally relevant and tailored to the diverse communities throughout Arizona. Our process — grounded in plain-language best practices, International Association for Public Participation principles and decades of

local communication experience — transforms complex, technical information into approachable, benefit-driven content that helps customers understand why participation matters and how to take action. We apply a structured message-review process to eliminate jargon, simplify technical language and ensure consistency across all channels. Readability tools, customer testing and style guides help maintain clarity and alignment with our clients' brand voice — approachable, trustworthy and people-centered.

Cultural relevance drives our communication strategies. Gordley's team designs materials that reflect the values, language and lived experiences of Arizona's diverse communities. Our bilingual staff members guide translation and adaptation efforts to make sure that Spanish-language materials are not only accurate, but also culturally attuned. We also reference the Spanish AP Style Guide to confirm written materials that require a more formalized structure are styled appropriately.

Our creative team brings decades of combined experience in graphic design, content development, strategic storytelling and essentially all other creative services specified in the Scope of Work. We have built a record of quality performance, concepting and designing content for audiences as diverse as multicultural communities, industry leaders, students, government officials, limited English-proficiency communities, scientific research teams, low-income communities and business executives. Gordley has earned numerous awards for its creativity and successful results in both long- and short-form videos, including high-budget television advertisements, short-format documentaries and informative videos edited using Adobe software. Our team also has a strong record of effectively engaging populations in languages other than English and of crafting communications that are fully accessible to people with disabilities. In fact, our team has completed well over 200 projects that specifically define, reach and engage minority and traditionally underserved segments of the population.



As a full-service, integrated marketing firm, Gordley brings deep, longstanding experience in media planning, buying and management for a wide range of clients. Our team has successfully managed all facets of media execution, including audience research, cost analysis and negotiation, media purchasing, placement confirmation, delivery verification, ongoing monitoring, optimization and detailed performance reporting. Gordley routinely works across a diverse mix of media channels and platforms, spanning traditional outlets and the full digital ecosystem.

As experienced media planners and buyers, Gordley has consistently applied a disciplined, data-driven approach to balancing reach and frequency within established budgets to maximize impact within target markets. Media channels and outlets are evaluated using objective performance criteria such as cost per point (CPP), gross rating points (GRPs), percentage of target audience reached and exposure frequency. This methodology has enabled Gordley to deliver efficient, accountable media investments aligned with campaign objectives and organizational priorities.



Gordley's media team has decades of experience in providing hands-on, proactive campaign management throughout the lifecycle of media buys, ensuring messaging remains effective, and resources are used efficiently as conditions evolve. Our team tracks delivery, pacing, reach and frequency against planned benchmarks, using performance data to identify opportunities for optimization. These efforts have included budget reallocations toward high-performing channels, refinements to audience targeting parameters and recommendations for creative or messaging adjustments to improve clarity and relevance. In addition, Gordley closely monitors external factors such as market conditions, media inventory availability and competitive activity to maintain campaign responsiveness. Complementing media execution, Gordley is highly skilled in interpreting performance data to inform strategic decision making. The media team regularly analyzes social media, website and digital advertising analytics — across paid, earned and owned channels — to identify patterns and trends. These insights have supported timely refinements to messaging and media tactics, driving improved campaign performance and measurable outcomes.

Project Experience Examples

TRICO ELECTRIC COOPERATIVE

outreach • surveys • focus groups • messaging • creative

Trico engaged Gordley to help develop and execute market research for the potential launch of a new high-speed internet service, Trico Fiber, specifically targeting its members. Considering the service-area limitations, intense competition and widespread message fatigue in a market saturated with price-driven internet offerings, Gordley developed targeted, member-centric messaging that reinforced Trico's competitive advantages without relying on broad, costly marketing tactics. We planned and held a series of focus groups across Trico's service territory that included a representative cross-section of its members. As additional research, our team conducted a member survey at Trico's annual meeting and reviewed Trico-provided data.

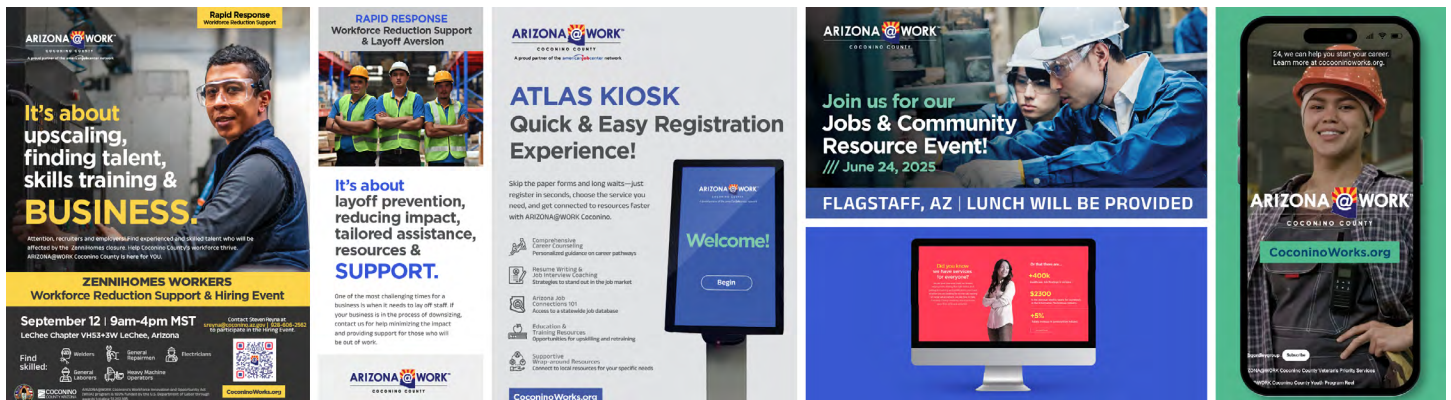
This input informed the brand development and creation of high-value messaging. The name, Trico Fiber, was not a preferred option by Trico leadership, but members' sentiment about the Trico name and their perceived association between "fiber" and superior internet service led to adoption of the name. Messaging was established based on what most matters to members when considering their internet needs. A diversified media mix, including alternative channels such as HOA direct outreach and point-of-purchase (POP) tactics in price-sensitive target areas, helped the messaging stand out and remain effective.



COCONINO COUNTY

outreach • research • creative • website • education • media mix • messaging

Gordley partnered with Coconino County to unify and strengthen the ARIZONA@WORK brand with a particular focus on reaching disadvantaged and underserved workers who could benefit from workforce development services. Through surveys, focus groups and research, Gordley developed motivating, community-centered messaging for deployment across accessible media, including radio, print, event materials and a brochure website, to raise awareness and connect job seekers with employment, training and support resources.



PIMA COMMUNITY COLLEGE (PCC)

creative • messaging • media management • videos • website

Gordley plans and implements a strong, diversified annual multimedia marketing campaign for PCC by developing key messaging coupled with attractive creative. We integrate traditional and digital channels, including direct mail, geofencing, paid social media ads, out-of-home advertising, audio streaming and extensive broadcast and streaming video in our media mix. All campaigns route back to a brochure site created and managed by Gordley's creative team. This website allows the media team full visibility into all analytics, allowing optimal reporting. The intent of campaigns is to reach prospective students (and their parents on portions of each campaign) across evolving media behaviors. This approach is supported by ongoing performance monitoring and optimization, with Gordley managing analytics, creative refreshes and real-time adjustments to ensure media efficiency and sustained enrollment growth amid rising competition and shifting population dynamics. As of Spring 2026, the success of our marketing efforts is evident as PCC has achieved 11 consecutive semesters of enrollment growth.



ARIZONA DEPARTMENT OF TRANSPORTATION (ADOT) ELECTRIC VEHICLE INFRASTRUCTURE DEPLOYMENT PLAN

public involvement plan • outreach • statewide reach

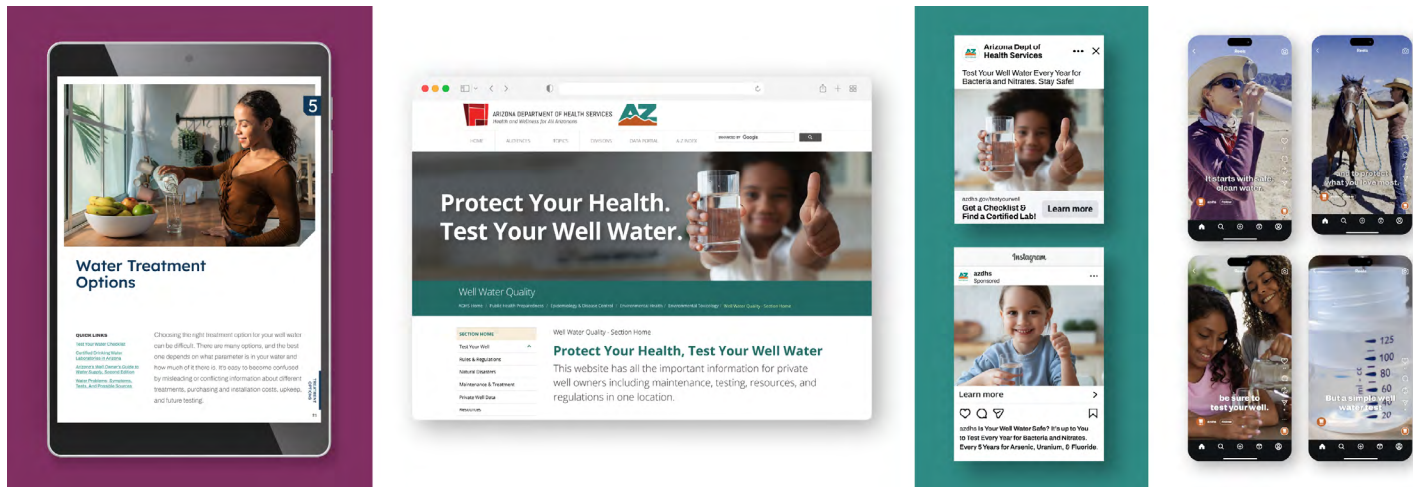
Gordley partnered with ADOT to conduct statewide virtual and in-person engagement efforts supporting the development of Arizona's Electric Vehicle Infrastructure Deployment Plan under the National Electric Vehicle Infrastructure (NEVI) Formula Program. The team planned and implemented the public involvement plan, co-hosted a statewide virtual public meeting and coordinated bilingual, in-person open houses in Tucson and Yuma to ensure broad, inclusive engagement to inform the public and gather meaningful input across Arizona.



ARIZONA DEPARTMENT OF HEALTH SERVICES (ADHS)

statewide audience • health • education • messaging • design • digital campaign

Gordley worked with ADHS to address critical public health risks associated with untreated well water by educating and motivating private well owners to test their water regularly. Using a data-driven, targeted approach that included geotargeted digital outreach, plain-language educational resources and an integrated media mix, Gordley increased awareness of groundwater contaminants and made it easier for well owners to take timely action to protect their health. Click through rates on banner ads, Meta (Facebook and Instagram) and Google ads well exceeded industry benchmarks and ADHS saw increased calls and emails about the program.



ARIZONA DEPARTMENT OF HEALTH SERVICES (ADHS)

statewide audience • health • education • videos

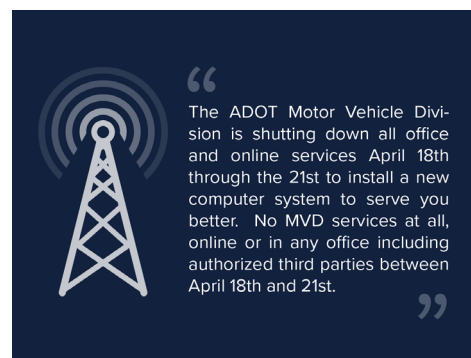
Gordley transformed ADHS' Cottage Food Program materials into an engaging, 16-part video series that guides aspiring entrepreneurs through safe food handling practices and business registration. Replacing dense, informational flyers, the series uses a cohesive narrative, real-life kitchen settings and relatable characters to balance professionalism with warmth. Each video simplifies complex regulations into digestible, step-by-step segments, helping viewers build confidence as they learn. Delivered on a tight timeline and under budget, the project increased accessibility while creating a more inviting, human-centered experience for future entrepreneurs.

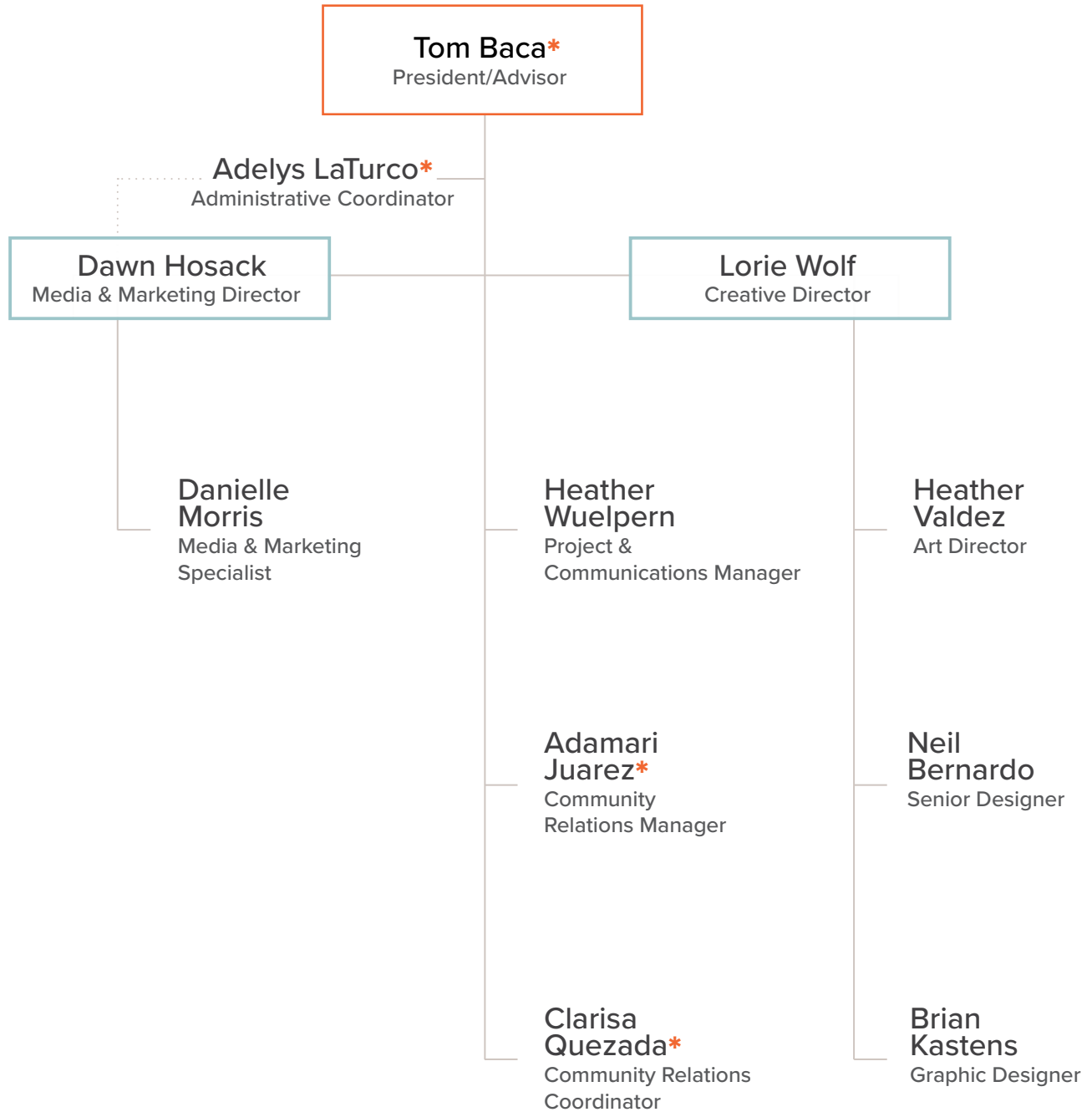


ARIZONA DEPARTMENT OF TRANSPORTATION (ADOT) MVD MAX

statewide audience • education • owned/earned media

Gordley led a coordinated, statewide communications push to ensure Arizona residents and businesses were informed about the temporary shutdown of MVD services during the launch of the new MVD Max system. By working with ADOT in securing extensive news coverage, deploying paid radio media across major markets, distributing public service announcements and tailoring outreach to high-impact user groups such as auto dealers and commercial fleets, Gordley ensured consistent messaging statewide while minimizing confusion and concern during a critical system transition.





*Bilingual in English/Spanish



Tom Baca – President/Advisor

Tom Baca leads Gordley Group’s strategic direction and oversees collaborative partnerships with organizations and the communities they serve. With more than 26 years of experience, he specializes in working with business and government leaders to develop and implement bilingual marketing, public relations and research-driven outreach initiatives.

Tom has played a key role in major regional efforts, including the Regional Transportation Authority’s (RTA) engagement, the Arizona Department of Transportation (ADOT) Sonoran Corridor Study and the City of Tucson General Plan Update. Across these projects, he has designed and led comprehensive public engagement strategies that increase understanding and encourage meaningful participation, particularly among traditionally underserved communities throughout Pima County.

He directs community outreach and public education efforts, including development of accessible project materials, facilitation of stakeholder working groups, Spanish-language engagement and formal public hearings. Known for his collaborative approach and ability to translate complex information into clear, relatable messaging, Tom helps build trust and foster informed decision-making across diverse audiences.



Heather Wuelper – Project & Communications Manager

Heather oversees proofreading and quality control to ensure all Gordley deliverables are accurate, clear and consistent. She leads messaging and content development across a wide range of materials, including social media content, publications, media advisories and news releases.

She also facilitates stakeholder workshops, panel discussions and community engagement activities that encourage meaningful participation and inclusive dialogue. Heather has supported and managed several community-focused projects, including the Pima County Safety Action Plan, Pima County Transportation Master Plan and City of Tucson Alamo Wash Greenway project.

In addition, Heather develops and edits content for marketing materials, advertising campaigns, public relations campaigns, websites and email marketing. She adapts her writing style to fit the goals of each project — from clear, brand-aligned marketing copy to concise advertising messaging and credible, community-focused public relations content.



Adamari Juarez – Community Relations Manager

Adamari supports a variety of community relations and public involvement efforts that Gordley plans and facilitates for public agencies, utilities, businesses and organizations across Arizona. She specializes in community outreach, public messaging and bilingual engagement, helping projects connect effectively with diverse audiences and stakeholders. Her responsibilities include planning and executing public involvement strategies, coordinating meetings and special events and supporting English/Spanish communications for a wide range of projects.

As a key member of Gordley’s Spanish-language outreach team, Adamari provides bilingual interpretation and translation for outreach efforts, informational materials and public notifications. She also serves as the lead Spanish editor and final proofer to ensure clear, accurate and accessible communications.

Adamari has supported outreach initiatives for the Pima Association of Governments Dial-a-Ride and Microtransit Service Area Analysis and the Regional Active Transportation Plan. She also led outreach for Tucson Electric Power’s Energy Program by engaging community stakeholders, coordinating outreach efforts and increasing public awareness of transportation and energy programs throughout Arizona.



Clarisa Quezada – Community Relations Coordinator

Clarisa supports Gordley’s public relations and outreach efforts by coordinating logistics and communications for community engagement events. She works closely with project managers and clients to ensure smooth event execution and effective outreach. Clarisa also provides bilingual interpretation and translation services, helping to create inclusive, accessible materials and communications for diverse audiences. Her role includes ensuring that public engagement activities are culturally responsive and well-coordinated.

She leads outreach support for the City of Yuma’s Road Safety Action Plan and nine City of Tucson Bike Boulevard projects providing bilingual translations of all deliverables and Spanish interpretation at in person events. For meeting logistics, she coordinates materials such as mailing pieces, factsheets, display boards and digital assets.



Dawn Hosack – Media & Marketing Director

With more than 14 years of experience supporting Gordley and its clients, Dawn specializes in research, media strategy and integrated marketing campaigns for public-sector agencies and higher education institutions. Her expertise includes traditional and digital marketing, budget management, concept and message development and monitoring and optimization across paid and earned media platforms. She has extensive experience developing data-driven campaigns that engage diverse audiences, including teens, young adults and Hispanic communities.

For Pima Community College, Dawn leads multimedia enrollment campaigns by overseeing strategy, media planning, budget management, negotiations, placement and performance optimization. She manages campaigns across radio, TV, outdoor, print, search, streaming, social media, SEO and digital marketing using advanced targeting strategies including geofencing, behavioral targeting, retargeting and programmatic media.

Dawn has also supported public education and community outreach campaigns for municipal clients including the City of Tucson and Town of Fountain Hills. Her work includes public surveys, focus groups and stakeholder engagement that inform branding, outreach and public messaging strategies through actionable research insights.



Danielle Morris – Media & Marketing Specialist

Danielle is a results-driven marketing and communications professional with a deep understanding in both media services and digital marketing. As a media specialist at Gordley, she researches and develops strategies for effective media placements, negotiates and facilitates the purchase of media and coordinates with multiple media outlets to ensure timely and effective delivery.

For all digital media clients, Danielle leads the daily monitoring and optimization of all campaigns including social media, paid search and ads across the web, placed directly in-house through our demand-side platform (DSP). She is proficient at search engine marketing (SEM), search engine optimization (SEO) and answer engine optimization (AEO) campaigns, leveraging the latest industry insights to drive a progressive, forward-looking approach to campaigns.

Danielle collaborates closely with the media and marketing director on campaigns for clients such as Pima Community College, Southwest Gas, Trico Electric, Arizona Department of Health Services, ADOT and Pima County, contributing to the development and execution of media strategies. Her approach is grounded in research, audience insight and creative problem-solving to deliver effective, goal-oriented results for a wide range of clients.



Lorie Wolf – Creative Director

Lorie is a creative leader and brand strategist with over 30 years of experience developing high-impact, integrated campaigns. As the creative director, she develops results-driven brand messaging and design that connects client objectives with diverse target audiences. Her strategic vision spans the entire creative lifecycle, and her collaborative, client-oriented approach elevates the visual execution of every project. As a result, Gordley delivers multifaceted campaigns and materials that create a well-informed, highly engaged public. Her expertise spans the full marketing ecosystem, including brand identity, integrated campaign development, social media content, print, publications, video, and website development, including SEO, AEO and WCAG AA 2.1 optimization and deployment.

Lorie has orchestrated essential public education and outreach initiatives across Arizona. For the Arizona Department of Health Services, she has developed vital statewide public health campaigns, including the award-winning Cottage Food Program video series, high-visibility Heat Safety program communications and comprehensive, multi-channel Well Water Safety educational outreach to protect the health of well owners and their families.

Her partnership with the City of Tucson Environmental Services includes a wide range of program materials, city-wide direct mail campaigns and public outreach events optimizing and enhancing program compliance through highly informational, plain-language materials. Lorie leads creative initiatives for the Arizona Department of Transportation, Pima County, the Town of Oro Valley, the Town of Fountain Hills, Trico Electric and Fiber Cooperative and Pima Community College.



Heather Valdez – Art Director

Heather is an accomplished art director with more than 20 years of experience shaping distinctive brand identities and high-impact visual campaigns. Guided by a user-first philosophy, she specializes in developing innovative communication solutions that bridge the gap between complex organizations and their target audiences — ultimately strengthening community connections through purposeful design.

Heather’s work includes regional, municipal and educational initiatives including the City of Tucson’s Plan Tucson General Plan, earning the prestigious Public Relations Society of America (PRSA) Best in Show award in 2023.

She has designed, developed and managed various user-focused websites including the award-winning Knowwheretothrow.com for the City of Tucson Environmental Services. She has also developed websites for the Town of Sahuarita’s Parks and Recreation Department and ARIZONA@WORK Coconino County. Currently, she leads the art direction of marketing collateral and website development for Pima Community College’s enrollment initiatives.



Neil Bernardo – Senior Graphic Designer

Neil is a distinguished design leader with over 25 years of experience crafting award-winning print, web and digital campaigns. His strategic approach centers on visual storytelling and dynamic content creation — delivering compelling audience experiences that yield measurable, trackable results.

Throughout his career, Neil has mastered a diverse array of creative disciplines, spanning website and video production, illustration and print design. On the digital front, he seamlessly manages complex web environments ranging from custom HTML/CSS builds to popular CMS platforms like WordPress, Wix and Squarespace.

At Gordley, Neil blends technical expertise with invaluable regional insight to guide high-impact community and municipal projects. His work includes design for the Pima County Transportation Master Plan outreach materials and development of community display boards and fact sheets, spearheading the design of the Arizona Department of Health Services (ADHS) Well Water Safety program website, designing campaign and marketing materials for the Town of Fountain Hills, the Marana Food Bank and Pima Community College.

Committed to the future of the industry, Neil continually integrates cutting-edge design tools into his workflow to maximize efficiency. He also channels his wealth of knowledge into mentoring the next generation of creatives as an adjunct professor at Pima Community College.



Brian Kastens – Graphic Designer

Brian is a versatile graphic designer dedicated to driving visual and brand success across a wide range of print and digital marketing campaigns. Combining natural design talent with a steadfast commitment to clients, he specializes in translating complex information into impactful, easy-to-read materials for diverse audiences.

His extensive production expertise spans the full spectrum of marketing collateral — from high-impact advertising and direct mail to large-scale reports and comprehensive public information materials.

Brian plays a key role in supporting critical municipal communication and community education initiatives. He partners closely with the City of Tucson Environmental Services to create engaging, clear resources that empower residents to make informed decisions about waste management and recycling while developing and executing high-profile public information campaigns, including the City of Tucson’s annual Brush & Bulky and Recycling mailers which distributed citywide to all residents.

C

METHODOLOGY + APPROACH



Phase 1: Stakeholder Input Plan and Insight Development

1.1 Stakeholder Input Plan

Gordley Group's stakeholder outreach team will take a people-centered approach that aligns with AHCCCS' ongoing focus on the member experience as we develop the Stakeholder Input Plan (SIP) and messaging to help the public become aware and clearly informed of the pending eligibility changes. As such, materials from the beginning will be designed and written as to not overwhelm members, consisting of information that is clear, concise and engaging.

Drawing on our 35 years of experience in developing public involvement plans, Gordley will develop a basic SIP that will outline the most important elements like engagement methods to be used by target audience, timeline, etc., so that the plan can be quickly reviewed and implemented based on AHCCCS' expectation of having the first public facing materials launched by September 1, 2026.

Stakeholder engagement efforts will focus on providing basic information on the upcoming changes, our intent for conducting the outreach and then gathering input from the various stakeholder populations on the following topics:

- **What needs** each group has that our team can address to help them move through the transition
- **What challenges** they foresee with the requirements and ideas they may have to overcome those challenges
- **What resources** we can provide them
- **What, when and how** we should communicate with them

Our team's understanding is that the pending changes will apply mainly to the approximately 429,000 members in the "expansion adult population" under the Affordable Care Act. This indicates that certain members will not be required to meet work and/or community engagement requirements. We plan to use member engagement to understand what impacted expansion adult population members would need to know versus those AHCCCS members who qualify through other pathways (disability, ALTCS, etc.).

Engagement methods for AHCCCS members and caregivers will involve coordination with AHCCCS and its partners, such as major health systems like Banner Health, to connect with members. By contrast, key staff at MCOs like Arizona Complete Health and other partners would be engaged directly to capture their insights.

As with all plans we develop for our clients, Gordley will submit drafts to you for review and final approval. Due to the tight timeframe, we would develop a plan within the first two weeks of contracting. AHCCCS would need to provide input on and approve the plan within two weeks of that to allow for the execution of the actual stakeholder engagement activities. Please see the "Identify and Engage Stakeholder Groups" section below for Gordley's strategies on engaging each group and when.

1.2 Stakeholder Groups Identification and Engagement

Gordley's team believes the stakeholder list provided by AHCCCS in the RFP is fairly comprehensive. Due to timeline and budget limitations, our team would focus on that list and only add other stakeholder groups to engage if and when identified during the plan development process, and if requested by AHCCCS. These additional groups would be included in other planned stakeholder engagement activities for the sake of efficiency. For purposes of Gordley's approach, we will refer to AHCCCS members and their caregivers simply as "members" and all other stakeholder groups as "providers and partners."

1.3 Collection of Qualitative Input

Providers and Partners Engagement

Gordley expects to engage first with providers and partners (including staff) through a survey and up to two virtual advisory panel meetings. This will help us gain insights to the topics outlined in the prior section but also provide guidance for engaging with members. We anticipate that this panel could be the State Medicaid Advisory Committee (SMAC), with facilitation of a Q&A on the aforementioned

topics possibly being part of SMAC's next anticipated meeting in July. We would also request AHCCCS identify any other key stakeholders not already represented on the SMAC to invite for this meeting (i.e., staff from each AHCCCS program, providers from regions/areas of the state not well represented, etc.).

An online survey would be sent to all providers and partners for their input. Skip logic would be used to separate questions from AHCCCS staff and other providers and partners. We would assume AHCCCS could support survey data analysis to help keep more of the cost allocated for the communications campaign itself.

Member Engagement

Overlapping with or immediately following provider and partner engagement, Gordley would gather feedback from members through a basic survey and direct engagement with select members to gain a deeper understanding of the needs of both the target 429,000 “expansion” population and the traditional population. Gordley will look to use a randomly selected pool of members representing a cross-section of each population, ensuring that the random selection process includes members in rural areas and other underrepresented groups. The invitation would include a quick two-to three-minute video inviting members to participate.

Gordley staff would then coordinate outreach to this pool through AHCCCS to invite these members to participate in an “AHCCCS Advisors” panel. We propose hosting five panel groups. Three groups would be hosted in person with one held in each of Phoenix,

Tucson and Flagstaff (aligning with AHCCCS’ three geographic service areas). The other two would be virtual statewide panel meetings, one in English and one in Spanish. Gordley would target a group of up to 15 participants per panel (up to 75 total) and offer a small stipend to each participant for their time.

Members who serve on AHCCCS’ Beneficiary Advisory Council and ALTCS Advisory Council would also be welcome to participate in one of the AHCCCS Advisors panels. Our team would also request further guidance from AHCCCS to confirm that members who are Native American would be properly represented in the panel process.

In addition to the AHCCCS Advisors, a member survey would be made available online to all members, but with an alternative print-friendly version for those who may not have access to the internet. The survey (both online and print-friendly versions) would also be made available in Spanish. The online survey would also be developed to WCAG 2.1 requirements for accessibility. Gordley would work with AHCCCS to help with the distribution of the survey through their owned and shared media channels and requesting the same from providers and partners.

1.4 Summary of Findings

Following completion of engagement, Gordley’s team would provide its findings in a Stakeholder Engagement Summary. The summary would be used to create and refine messaging and the overall campaign development. In particular, the summary would identify key findings by stakeholder group (staff, members and providers and partners) to guide targeted messaging development within the overall campaign. Insights will be used to shape communications for both the target and total Medicaid populations.

Gordley’s summary would outline responses and related recommendations related to the four key input topics outlined above.

1.5 Recommendations and Next Steps

The last Phase 1 deliverable of an Insights Summary Report and Next Steps Recommendations would in essence be the foundation of Gordley’s communications plan. For cost efficiency, we anticipate the plan would prioritize (but not necessarily exclude at any point) media opportunities in the following order:

- **Owned Media** – Take full advantage of AHCCCS-owned media channels such as AHCCCS Connect, Health-e-Arizona Plus, website, the new AHCCCS Solutions Center, etc.
- **Shared Media** – Social media and other media channels made available through providers and partners, other state departments (Arizona Department of Health Services), etc.
- **Earned Media** – Identify appropriate points in time to take advantage of news releases and pitch opportunities, including potentially asking members from the AHCCCS Advisors panels about potentially being interviewed by media about the transition and how AHCCCS is helping them.
- **Paid Media** – Will be used to “fill the gaps” as needed, in particular for underrepresented communities and areas.

Phase 2: Planning and Message Development

Building directly upon the qualitative insights gathered in Phase 1, Gordley’s creative team will work cross-functionally with the stakeholder outreach team to ensure findings and recommendations inform messaging development. The collaborative process will allow the creative team to gain a comprehensive understanding of stakeholder data, recurring themes, pain points and audience expectations, while gaining a command of AHCCCS’ policy interpretation and validation of the law.

From this foundation, a strategic messaging framework will be developed to reflect the needs, preferences and experiences for those directly impacted by AHCCCS programs. Our guiding philosophy will be steadfast — taking a deeply people-centered approach designed to inform, empower and support AHCCCS members and other stakeholders without overwhelming them.

With public-facing communications mandated to launch no later than September 1, 2026, and given that the Centers for Medicare & Medicaid Services’ (CMS) review and approval process can take up to 60 days, establishing a structured, highly collaborative and efficient creative workflow is paramount. To ensure total alignment with AHCCCS and federal compliance guidelines, our team will execute Phase 2 through a rigorous, multi-tiered creative discovery and development process.

2.1–2.7 Approach to Creative Discovery & Development Process

Project Framework and Communications Plan Alignment

Due to timeline requirements, Gordley’s creative team will immediately initiate planning for Phase 2, outlining all deliverables and channel requirements, set up file sharing and communication protocols, gather design direction research and put in scheduling framework to drive development forward as rapidly as possible. Once the Phase 1 Insights Summary Report (1.5) is complete, Gordley’s creative team will immediately begin the process of drafting a granular, itemized communications plan for agreed-upon deliverables, establishing precise content parameters, baseline messaging pillars and aesthetic guidelines tailored to AHCCCS’s visual identity.

Collaborative Client Review and Initial Approval

Gordley will submit a high-level draft communications plan to AHCCCS’ leadership. This interactive review process ensures that our messaging and creative trajectory mirrors the agency’s expectations and exact policy interpretations before any creative is produced.

Iterative Concepting, Rough Layouts and Copywriting

Upon receiving preliminary AHCCCS leadership direction, the creative team will simultaneously develop multiple, highly adaptable campaign concept directions, crafting preliminary plain-language messaging along with design concepts.

Design directions will draw inspiration from historical Public Health Emergency (PHE) outreach materials to maintain a comforting sense of visual and structural continuity for members while developing memorable, supportive visual elements and treatments from the ground up to ensure absolute clarity, scalability and impact.

Messaging directions will provide simplicity interpreting Medicaid policy changes by answering the most common questions AHCCCS recipients will have while framing the approach through the lens of the Insights Summary Report and Recommendations. Messaging library components will specify how to address topics in an accessible way and provide essential information to mitigate recipients from lapses in coverage.

Concepts will adhere to a deeply people-centered approach designed to inform, empower and support the primary target audience (members) and allow secondary target audiences (providers and partners) to amplify messaging at strategic touchpoints. A people-centered approach could include participant questions such as but not limited to:

- “Do new AHCCCS changes apply to me?”
- “Who should renew every six months?”
- “Do I need to participate in community engagement?”
- “Are there exemptions for community engagement?”
- “What are community engagement requirements?”
- “What are qualifying activities for community engagement?”
- “How do I report my community engagement activities?”
- “How do I update my contact information?”
- “Why should I read mail from AHCCCS weekly?”

2.1-2.7 Approach to Creative Discovery & Development Process

Iterative Concepting, Rough Layouts and Copywriting (Cont.)

Messaging focus and reach will encompass the diverse needs of the 429,000 impacted expansion adults aged 19–64, the potential impacted group for educational purposes, Arizona’s total AHCCCS population, AHCCCS providers, MCOs, community-based organizations, workforce agencies, advocates and internal AHCCCS staff and call-center teams.

Additionally, the Gordley creative team’s in-depth experience with high-risk populations will help us begin to develop distinct messaging, in the concepting stage, geared specifically for vulnerable demographics where compliance and disenrollment risks are highest. This includes highly accessible, low-literacy and culturally resonant variations for individuals experiencing homelessness, members living with serious mental illness (SMI) and rural populations facing geographic or digital isolation.

Formal Creative Presentation

Gordley will present initial concepts to the AHCCCS communication team that include copy frameworks geared to AHCCCS Members and providers and partners and rough layouts applicable to a sampling of the prioritized communication channels and key deliverables, outlining the strategic rationale behind Gordley’s messaging choices and channel adaptations.

- Key deliverable examples will be developed for each creative concept to demonstrate how messaging pillars will achieve the communication needs and overcome pain points of primary and secondary audiences.
- Design examples for key deliverables will demonstrate the adaptability of each creative concept across all communication channel applications.

Concept Revision and Development of Messaging Framework by Audience and Phase

Incorporating direct feedback from AHCCCS’ internal one- to two-week review window, our creative team will refine and adapt the chosen campaign direction. Additional primary messaging variants for AHCCCS members will be developed to address the awareness phase, pre-implementation reminders, active compliance periods and renewal determination touchpoints across meaningful communication channels for public messaging frameworks. Additional communication channels may also be presented based on target audience, accessibility and overall project goals.

Moreover, essential providers and partners specific framework will be fleshed out across touchpoints to address Phase 1 findings effectively by thoroughly addressing concerns and preferences of providers and partners and facilitating a robust development and review process of this pivotal segment’s messaging pillars.

Gordley will reach out to participants from Phase 1 to gain end-user insights, testing clarity, tone and effectiveness of messaging pillars for AHCCCS members, providers and partners. Feedback will be gathered, documented and adjustments made for AHCCCS referral during the review of final concepts.

Concurrently, we will initiate extensive pre-production protocols, outlining every message touchpoint and communication channel, the development schedule and phases for all accessible and reusable creative and visual assets listed in 8.4 in the Scope of Work as identified and approved by AHCCCS’ communications team. Script writing, storyboarding and logistics for short- and/or long-form video and webinars will need to be prioritized if these components are approved for development.

Presentation of Messaging Library and Client Approval

The finalized, fully realized campaign platform — including comprehensive messaging, structural design execution frameworks adapted for the needs across all audiences and communication channels — will be presented to AHCCCS for formal executive sign-off prior to asset production.

Asset Layout Production and Media Preparation

The creative team will transition approved concepts into final layouts, formatting assets across toolkits, all specified print, digital, web content, emails, templates, videos and social media channels.

Every visual asset designed by Gordley will be crafted to meet strict accessibility and technological standards. All media copy will be approved in English before translation and layout of those materials in Spanish. Spanish copy will be natively developed and reviewed to ensure cultural relevance and grammatical precision.

2.1-2.7 Approach to Creative Discovery & Development Process

Presentation of Messaging Library and Client Approval (Cont.)

Asset Review and Validation

All completed assets, videos and layouts will be submitted to AHCCCS in a rolling process for final validation, certifying that every component is audit-ready and compliant with state and federal standards.

Transition to Final Production and Phase 3

Approved final files will be packaged, version-controlled and prepared for distribution in Phase 3. Recognizing that federal parameters and user sentiments naturally shift over time, our creative team will treat the messaging framework as a flexible, evolving document. We will provide rapid, agile messaging and asset updates driven by four distinct feedback loops:

- End-User Insights: Direct preference shifts, behavioral challenges or communication barriers captured during ongoing public interactions.
- Federal Policy Evolutions: Statutory refinements or clarifications stemming from updated federal guidance.
- CMS Review Feedback: Direct instructional modifications received during the official federal review process.
- Call Center & Operational Data Trends: Spikes in specific member questions or rising error rates identified via direct call logs.

Our team will immediately use these data points to refine text formatting, alter graphic imagery and adjust campaign language to proactively eliminate confusion, counter misinformation and protect member coverage.

Approach: Phase 3

Phase 3: Publication, Implementation and Compliance

3.1 Publication Plan & Schedule

Gordley develops publication plans through a structured, milestone-driven process that aligns media deployment, content readiness and campaign objectives with defined timelines and approval workflows.

As Gordley's creative team advances work on the Phase 2 Communications Plan, the media team will develop the formal Publication Plan & Schedule. The plan will be operationalized in our project management system (Asana), which will function as the centralized system of record for:

- Task assignment, sequencing and deadlines
- Approval workflows and status tracking
- Real-time visibility for AHCCCS stakeholders
 - AHCCCS will be granted access to ensure full transparency, collaboration and auditability

Since AHCCCS and its partners will be deploying all owned media, Gordley will use Google Sheets to publish the Publication Tracking Calendar, which will include all phases, publications, deployment windows, timelines, deadlines and flight dates. The schedule can be sectioned or coded by entity (i.e., AHCCCS, Gordley, MCOs) and media type (i.e., owned, shared, earned, paid) so that all activity can be monitored within the integrated communications plan.

The Publication Tracking Calendar will be intentionally designed to balance reach and frequency across channels while ensuring that messaging is delivered in a coordinated and strategically sequenced manner. This sequencing supports audience engagement over time, allowing messaging to build awareness, reinforce key themes and drive action. Schedules will be maintained dynamically and updated as needed to reflect performance insights, shifting priorities or external factors, ensuring that the campaign remains on track and responsive to changing conditions.

3.2 Content Publication & Distribution

Gordley executes content publication and distribution through a coordinated, multi-channel process that ensures messaging is delivered accurately, consistently and strategically across all approved platforms.

All content distribution activities will be governed by the approved Publication Plan & Schedule and managed through Asana and the centralized Publication Tracking Calendar to ensure alignment with timelines, approvals and campaign priorities.

Content will be deployed across a fully integrated mix of channels, including:

- Owned media
- Shared media
- Earned media coordinated through internal and external communications teams
- Paid media placements across traditional and digital platforms, such as display, video, search, social media, streaming audio and broadcast

For owned media, AHCCCS and its partners can access all approved creative assets in the shared Google Drive. Each folder will be labeled or coded for cross-referencing against the Publication Tracking Calendar. This ensures all content is published according to channel-specific requirements and deployment timelines, and that each asset is delivered in the correct format, location and sequence.

Based on the final Communications Plan, earned media will be facilitated by Gordley in coordination with AHCCCS and its partners.

For paid media, Gordley will manage distribution through a combination of direct vendor coordination and in-house programmatic capabilities. Using our demand-side platform (DSP), we can deploy digital campaigns in real time across an expansive network of inventory, enabling precise audience targeting and efficient delivery.

Distribution strategies will incorporate:

- Demographic, geographic and behavioral targeting
- Geofencing and audience segmentation
- Platform-specific ad formats and requirements
- Frequency management to reinforce messaging without oversaturation

Coordination between Gordley and AHCCCS ensures accuracy, consistency and control across all channels. All publication activities will be verified, logged within the Publication Tracking Calendar and monitored to confirm successful deployment and delivery.

3.3 Formatting and Packaging Content for Distribution

Gordley prepares all campaign materials for publication through a standardized formatting and packaging process that ensures content is accurate, compliant and optimized for each distribution channel.

All assets are finalized according to platform-specific technical specifications and media requirements, including:

- File formats, dimensions and aspect ratios for digital and social platforms
- Resolution, color profiles and production specifications for print and out-of-home advertising
- Encoding, file size and length requirements for video, audio and broadcast placements

Final approved deliverables will be organized in the shared Google Drive, aligned with the Publication Plan & Schedule, allowing all stakeholders to easily identify, access and deploy the correct version of each asset.

Content packages may include:

- Digital ad sets (display, video, audio and social placements)
- Broadcast-ready video and audio files
- Print-ready production files
- Supporting copy, captions and metadata as required by each platform

3.4 Coordination with Internal Teams

Gordley utilizes a structured and collaborative approach to coordinate all publication and distribution activities across internal teams and AHCCCS stakeholders. Our model ensures alignment between strategy, creative development, media execution and client approvals, while maintaining efficiency and accountability.

Dawn Hosack, Media and Marketing Director, will serve as the primary point of contact and coordination hub for all phase 3 activities. She will be responsible for facilitating communication between Gordley's internal teams (media, creative and project management) and AHCCCS staff, as well as any participating partners or MCOs. Roles and responsibilities will be clearly defined at the outset of Phase 3 to prevent duplication of effort and ensure accountability. Regular coordination keeps campaign status, tasks and timelines aligned through check-ins, real-time updates and cross-team communication.

3.5 Implementation Management

Gordley will manage implementation through a structured, hands-on approach confirming all publication and distribution activities are executed accurately, efficiently and in alignment with the approved Publication Plan & Schedule.

Coordination will be managed through a combination of project systems, and all coordination activities, approvals and updates will be documented within Asana, the Publication Tracking Calendar and the shared Google Drive.

Gordley will maintain active oversight throughout the campaign lifecycle ensuring all components are running as planned. Publication activities will be monitored on an ongoing basis to verify timely deployment, content accuracy and alignment with approved formats, messaging and targeting parameters.

3.6 Distribution Compliance Reporting

Gordley will provide comprehensive distribution compliance reporting to confirm that all publication and media activities are executed as approved, properly documented and aligned with campaign requirements.

All distribution activity will be tracked and validated through a combination of platform analytics, vendor reporting and internal tracking tools. Reporting is aligned with the Publication Plan & Schedule and documented within Asana and the Publication Tracking Calendar to ensure consistency with approved timelines and deliverables.

Compliance reporting includes:

- Verification of content publication across all channels (owned, shared, earned and paid)
- Confirmation of media placements through vendor affidavits, invoices and delivery reports
- Documentation of publication dates, channels, formats and associated assets
- Tracking of key performance metrics such as impressions, reach, frequency and engagement

For paid media, Gordley leverages platform dashboards and DSP reporting tools to monitor delivery in real time and confirm that campaigns are running as scheduled. For traditional media, post-buy reports and vendor documentation are used to validate placement accuracy and fulfillment. Reporting confirms content ran on schedule, met specifications and any issues were identified and resolved.

In addition to verification, Gordley will provide regular monthly summary reports to AHCCCS that translate performance data into clear, actionable insights. Reports are structured to align with campaign goals and may include trend analysis, channel comparisons and optimization recommendations.

3.7 Documentation for Audit Readiness

Gordley will maintain complete and organized documentation throughout the campaign lifecycle to ensure full audit readiness. All materials—including approved content, publication plans, schedules, media placements, reporting, approvals and supporting documentation—will be stored in a centralized, shared Google Drive accessible to AHCCCS. Folder structures and naming conventions will align with the Publication Tracking Calendar.

3.8 Change Control & Publication Log

Gordley will implement a structured change control process to manage updates to publication schedules, content and distribution activities throughout the campaign lifecycle. Within the Publication Plan & Schedule, a Change Log will be maintained to record the following information:

- A clear description of the update
- Review and approval by designated stakeholder(s)
- Scheduled and actual publication dates
- Associated assets and versions
- Distribution channels and responsible parties

Change control will be managed proactively to minimize disruption to timelines and maintain consistency across channels. Any deviations from the original plan will be communicated promptly, documented and incorporated into the updated schedule to ensure all stakeholders remain aligned.

3.9 Version Tracking for Campaign Materials

All assets stored and managed in the shared Google Drive will use standardized naming conventions and organized folder structures. Each file will be clearly labeled and coded within the file to reflect version status (e.g., draft, review, final). Before any content is released, assets will be verified against the approved version to prevent duplication, outdated materials or incorrect placements. The Publication Tracking Calendar and the Change Log provide additional alignment by linking each published asset to its final approved version.

Phase 4: Monitoring and Optimization

4.1 Campaign Performance Monitoring

Campaign performance will be tracked from multiple sources, including real-time digital platform analytics (DSP, social media, Google Search and Google Analytics), traditional media vendor reporting and internal dashboards. This data will be translated into clear, actionable insights that highlight performance, identify opportunities for improvement and inform ongoing optimization and future strategy. Performance data will be regularly reviewed and shared with AHCCCS through dashboards and reports.

4.2 Development and Implementation of a Performance Measurement Framework

Gordley will develop and implement a performance measurement framework to evaluate campaign effectiveness and ensure alignment with AHCCCS goals. During the initial planning phase, Gordley and AHCCCS will collaboratively establish key performance indicators (KPIs), which will be incorporated into the Publication Plan & Schedule to ensure consistency across planning, execution and reporting.

The framework will define the metrics, data sources and reporting processes used to assess performance across channels and audiences. This structured approach ensures that measurement is aligned with campaign objectives and consistently applied throughout the campaign lifecycle. Baseline metrics and benchmarks will be established to evaluate progress over time. KPIs will be tailored to each campaign objective and may include:

- **Awareness:** reach, impressions, frequency
- **Engagement:** click-through rate (CTR), video completion rate (VCR), social interactions
- **Conversion:** form completions, website visits, enrollment-related actions
- **Audience insights:** demographics, geographic performance, behavioral trends

4.3 Establishment of Analytics & Reporting Cadence

Gordley will provide AHCCCS with timely, actionable insights throughout the campaign. Developed in collaboration with AHCCCS, reporting formats and schedules will align with stakeholder needs, decision-making timelines and campaign goals. The reporting process will be flexible and may be refined over time based on AHCCCS feedback.

Reporting will follow a tiered cadence to support both real-time monitoring and strategic evaluation:

- **Ongoing Monitoring (Weekly):** Continuous tracking of campaign performance through platform dashboards, with regular updates to monitor pacing, delivery and early performance trends
- **Standard Reporting (Monthly):** Comprehensive reports summarizing performance across all channels, including key metrics, insights and optimization recommendations

4.4 Real-time Monitoring

Gordley applies real-time monitoring tools and processes to allow immediate visibility into campaign performance. Tools include, but are not limited to, our in-house DSP, Hootsuite, Google Ads and Google Analytics, etc. Hootsuite or a similar platform will be utilized for social listening to monitor, analyze and extract actionable insights from online conversations to gauge public sentiment. These tools provide up-to-date insights on delivery, pacing, audience engagement and overall performance, allowing our team to identify issues or opportunities as they occur. Real-time monitoring tracks campaign delivery, budget pacing, audience engagement and performance issues to identify optimization opportunities and address potential delivery challenges.

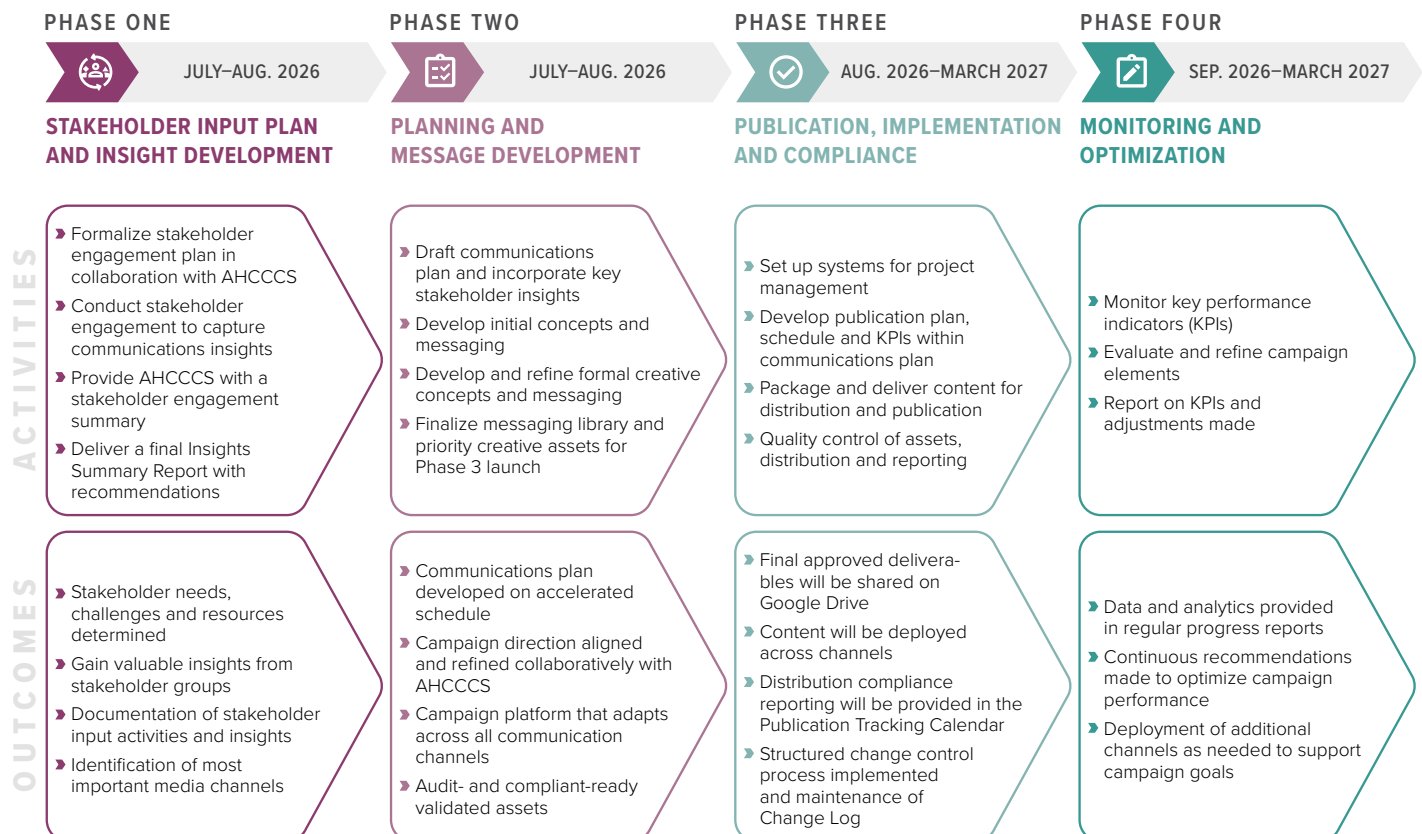
4.5 Optimization Recommendations

Optimization recommendations will be informed by data analysis, taking KPIs, the performance measurement framework and overall insights into account in the context of campaign objectives. Optimization recommendations may include reallocating budget, refining audience targeting, updating creative assets, shifting budgets to better-performing tactics and modifying frequency to improve performance.

Implementation of optimization strategies will be coordinated closely with AHCCCS to ensure alignment with program priorities, messaging requirements and compliance considerations. Once implemented, adjustments will be monitored and documented to measure effectiveness and inform future recommendations.

Timeline

AHCCCS Community Engagement and Work Requirements Campaign Plan

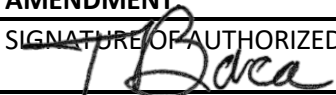


**TASK ORDER SOLICITATION
AMENDMENT #1**

<p align="center">YH26-0082 YH26-0082 H.R. 1 Community Engagement & Medicaid Work Requirements Communications</p>	<p>Task Order due date: Tuesday, June 2, 2026, 3:00 P.M. Arizona Time</p>	<p>Procurement Officer: Tiffanie Blanco Email: procurement@azahcccs.gov</p>
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A signed copy of this amendment must be submitted with your Task Order solicitation response.

This Task Order Solicitation is amending the task order due date from Thursday, May 28, 2026, 3:00 P.M. Arizona Time to Tuesday, June 2, 2026, 3:00 P.M. Arizona Time.

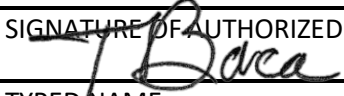
Paragraph # or Title	Page #	Amendment
Proposal Due Date Change	1	Task order due date has been changed from May 28, 2026, 3:00 P.M. Arizona Time to Tuesday, June 2, 2026, 3:00 P.M. Arizona Time.
OFFEROR HEREBY ACKNOWLEDGES RECEIPT AND UNDERSTANDING OF THIS SOLICITATION AMENDMENT		THIS SOLICITATION AMENDMENT IS HEREBY EXECUTED ON THIS DAY, IN PHOENIX, AZ.
SIGNATURE OF AUTHORIZED INDIVIDUAL: 		SIGNATURE: SIGNATURE ON FILE
TYPED NAME:		TYPED NAME: Meggan LaPorte, CPPO, MSW
TITLE:		TITLE: Chief Procurement Officer
DATE:		DATE: 5/14/2026

**TASK ORDER SOLICITATION
AMENDMENT #2**

YH26-0082	Task Order due date: Tuesday, June 2, 2026, 3:00 P.M. Arizona Time	Procurement Officer: Tiffanie Blanco Email: procurement@azahcccs.gov
YH26-0082 H.R. 1 Community Engagement & Medicaid Work Requirements Communications		

A signed copy of this amendment must be submitted with your Task Order solicitation response.

The attached Answers to Questions are incorporated as part of this solicitation amendment.

Paragraph # or Title	Page #	Amendment
Answers	N/A	Answers to questions. The form is attached.
OFFEROR HEREBY ACKNOWLEDGES RECEIPT AND UNDERSTANDING OF THIS SOLICITATION AMENDMENT.		THIS SOLICITATION AMENDMENT IS HEREBY EXECUTED ON THIS DAY, IN PHOENIX, AZ.
SIGNATURE OF AUTHORIZED INDIVIDUAL: 		SIGNATURE: SIGNATURE ON FILE
TYPED NAME:		TYPED NAME: Meggan LaPorte, CPPO, MSW
TITLE:		TITLE: Chief Procurement Officer
DATE:		DATE: 5/19/2026