


MEMORANDUM

YH26-0082 – HR.1 Community Engagement & Medicaid Work Requirements Communications

TO: Meggan LaPorte, CPPO, MSW
Chief Procurement Officer 

FROM: Tiffanie Blanco
Purchasing Manager

Subject: Executive Summary
Request for Proposal #YH26-0082 H.R.1 Community Engagement & Medicaid Work Requirements Communications

Date: June 30, 2026

Timeline

1. TO was written and reviewed by internal subject matter experts from AHCCCS and approved for publishing by Procurement Management on April 23, 2026.
2. The TO was published on the AHCCCS website on April 24, 2026.
3. TO notification was sent to potential interested contractors from the Statewide Marketing Contract on April 24, 2026 with a link to the AHCCCS website where the TO was published.
4. Evaluator Training and Scoring Methodology meeting convened on June 4, 2026.
5. Solicitation amendment one (1) extended the deadline to June 2, 2026 and was published on the AHCCCS website on May 14, 2026.
6. No Pre-Offer conference was held.
7. Solicitation amendment two (2) response to offerors' questions was published on the AHCCCS website on May 19, 2026.
8. The TO closed on June 2, 2026, 3:00 PM (Arizona time) and eleven (11) proposals were received.

Award Recommendation

A total of eleven (11) proposals were submitted to AHCCCS by the due date of June 2, 2026, 3:00 PM (Arizona time). The evaluation committee recommends task order award to be made to Riester. A history of the TO development process and proposal evaluation process is provided below.

History of TO Development and Release

The development of the TO took place during the timeframe of March 18, 2026 – April 23, 2026. The Task Order was published publicly on the AHCCCS website on April 24, 2026. Approximately 28 potential statewide contractors were notified through email of the TO publication. A list of the contractors is contained in the procurement file. The Proposal Due Date was May 28, 3:00 PM (Arizona time).

Solicitation Amendment #1 was released May 14, 2026, which amended the due date from May 28, to June 2, 2026. Solicitation Amendment #2 was released May 19, 2026, and consisted of 32 detailed questions. Both solicitation amendments were posted publicly on the AHCCCS website with the TO.

Scoring Methodology

The evaluation committee met on June 4, 2026 to determine the scoring methodology and came to an agreement to apply the following point scale:

1. Cost maximum points allowable of 400
2. Offeror's Experience and Expertise of the Firm maximum points allowable of 300
3. Offeror's Method of Approach maximum points allowable of 300

Receipt of Proposals

Eleven (11) proposals were received and publicly opened on June 2, 2026 at 3:00 p.m. (Arizona Time) to the AHCCCS SFTP server in accordance with the TO instructions:

1. Anderson Advertising
2. Atypical Global
3. Davidson Belluso
4. Fervor Creative
5. Gordon C. James Public Relations
6. Gordley Group
7. LAVIDGE
8. LT
9. ON
10. Riester Sonoran LLC
11. Sportscomm

Evaluation Process

The eleven (11) proposals were evaluated pursuant to the evaluation criteria published in the TO. The proposals were distributed to all evaluation committee members. The following subject matter experts served as evaluation committee members:

- David Goodspeed (AHCCCS)
- Samantha Williams (AHCCCS)
- Josue Macias (AHCCCS)

Evaluation Meetings

The evaluation committee's first meeting was held on June 4, 2026. The agenda for the evaluation of the proposals was discussed. At this meeting the committee started to developed strengths and weaknesses for each proposal. The team continued this process on June 10, June 16, and June 22, 2026.

Conclusion

After giving the proposals serious consideration and after examining the facts related to the evaluation criteria as published in the TO, the Committee recommended a contract be awarded to Riester Sonoran LLC. It is determined that this Offeror submitted a proposal that was responsible and responsive. It was further determined that this award will be the most advantageous to AHCCCS and the State of Arizona based on the evaluation factors set forth in the solicitation.

I concur with the committee's recommendation.

The final scoring sheet is incorporated into this Executive Summary as shown on the following page.


SCORING SUMMARY TO # YH26-0082												
	Max Points	ANDERSON	Atypical	Davidson Belluso	Fervor Creative	LAVIDGE	LT	ON	Sportscomm	GCJPR	Gordley Group	Riester
COST	400	196	183	183	183	183	400	183	183	183	183	183
EXPERIENCE & CAPACITY	300	220	90	270	190	230	120	250	100	160	150	276
METHOD OF APPROACH	300	240	150	240	170	250	160	280	90	160	95	278
TOTAL SCORE	1000	656	423	693	543	663	680	713	373	503	428	737

Evaluation Committee Members Attestation: We hereby attest that the points awarded to each offeror listed on this Scoring Sheet were scored in accordance with the established evaluation criteria and represent our best judgment of each offeror's proposal.
As indicated by the scores and the justification in the Executive Summary, our recommendation for contract award is:

Riester

Signed by:
 6/29/2026
 CC42191FD5604CC...

Signed by:
 6/30/2026
 7EC704A16865452...

Signed by:
 6/29/2026
 3E40B7E8B2BF42A...

Signature:  DocuSigned by:
 6720D03F007E4A8...

Email: Meggan.LaPorte@azahcccs.gov