



MONTANA DEPARTMENT OF ADMINISTRATION

Director's Office

Greg Gianforte, Governor
Misty Ann Giles, Director

doa.mt.gov

406.444.2460

doadirector@mt.gov

NOTICE OF INTENT TO AWARD

Solicitation Title/Event Name:

Solicitation Number:

Solicitation Close Date:

Notice of Intent to Award Post Date:

Issuing Contracts Officer contact information:

The State intends to award a contract to the apparent successful offeror(s) of the above-mentioned solicitation. The Notice of Intent to Award shall not be considered a binding commitment by the state.

Under the Montana Procurement Act, the State has made the relevant scoring matrix/bid tab for the above-mentioned solicitation available for public inspection. Comments from the public regarding the proposed award must be submitted to the Contracts Officer listed above within this 7-day notice period.

Apparent Successful Offeror(s)

Unsuccessful Offeror(s)

DPHHS-RFP-2026-0664R

Re-Act Youth Engagement

SCORE SUMMARY WORKSHEET

Category	Possible Points	American Lung Assoc	UpStream Strategy Partners	Yellowstone City-County	Youth Connections
Scope of Services/Provision of Services					
Program Contact and Communications	25	18	20	20	25
Contact List Maintenance	25	21	25	25	25
Electronic Communications Management	25	25	25	25	25
Advisor Support Calls	50	40	40	48	50
Staffing and Continuity	100	80	100	90	100
Communication with MTUPP Staff	25	24	25	25	25
Quarterly Reporting	25	17	20	25	25
Coalition Establishment and Growth	100	90	100	90	85
Adult Advisor Coaching	100	87	80	100	100
Annual Coalition Stipend	50	25	40	45	45
Local Event Attendance	50	35	48	45	50
Technical Assistance and Maintenance	50	45	30	25	42
ReAct Website Oversight	25	20	20	15	20
Content Creation and Pre-Scheduling	50	50	40	25	42
Recurring Campaigns	50	50	50	40	50
Take Down Tobacco Day Sticker Competition	50	50	50	35	50
Partnership Development	50	40	35	38	50
Recurring Events	100	90	100	80	95
Policy Research & Learning Activities	50	50	35	0	50
References /Client Reference Forms					
References	P/F	Pass	Pass	Pass	Pass
Company Profile and Experience					
Years in Business	50	50	10	40	45
Relevant Experience	50	50	20	40	50
Resumes					
Resumes	P/F	Pass	Pass	Pass	Pass

SCORE SUMMARY WORKSHEET

Category	Possible Points	American Lung Assoc	UpStream Strategy Partners	Yellowstone City-County	Youth Connections
Product Demonstrations/Interviews					
Interview	500	400	0	0	470
Cost Proposal					
Cost Proposal	400	392.987248	393.3018423	394.8822087	400
Equal Pay for Montana Women					
5% Bonus PointsEqual Pay for Montana Women. Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points	100	100	100	100	100
		1850	1406	1371	2019

DPHHS-RFP-2026-0664R			
Re-Act Youth Engagement			
Individual Scoring Matrix			
The evaluator will review and evaluate the offers according to the following criteria, which are worth a total of 2000 points: The Provision of Services, References, Company Profile and Experience, Resumes and Oral Interview, will be evaluated based on the scoring guide. The Cost Proposal will be evaluated based on the formula set forth in the criteria. The Equal Pay for Montana Women is worth an additional 100 points.			
Offeror (Company) Name: American Lung Association		Total Points Awarded: 1850	
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
1.1 Program Contact and Communications	25	18	High-level, vague, didn't address each individual group; not a lot of detail; didn't specify how they would be available to these groups.
1.2 Contact List Maintenance	25	21	Update and maintain database regularly for activities, reporting; how would it be accessible to MTUPP; one place for a snapshot
1.3 Electronic Communications Management	25	25	Respond to emails in 24 hours and want the youth to feel heard and not ignored
1.4 Advisor Support Calls	50	40	Resource library, virtual support calls (unclear if two separate or same), guest speakers, attendance may be challenging with many calls, lacking opportunity for advisors to share ideas.
1.5 Staffing and Continuity	100	80	Strengths in experience and expertise, management, plan to hire someone in MT, but no other strong presence in the state. Extensive information. A lot of back up and support for continuity.
1.6 Communication with MTUPP Staff	25	24	Meet with MTUPP weekly, access to Teams, simple
1.7 Quarterly Reporting	25	17	Brief description, vague, doesn't specify what or how
2.1 Coalition Establishment and Growth	100	90	Statewide assessment, outreach database, Youth Advisory Council, ReACT guide, recruitment campaign and materials, might be a lot for the advisors to handle, unclear what would be on the organization vs advisors. May need a slower transition process.
2.2 Adult Advisor Coaching	100	87	Strong familiarity with CDC best practices and commercial tobacco, plans for effective training methods, required onboarding. Requirements could be overwhelming for advisors - going from 50 to 100.
2.3 Annual Coalition Stipend	50	25	Requirements for MOU, fiscal agent, concern over the \$45,000 allocated and we required \$60,000. Concern over the level of detail required for receiving stipends - don't want this to be burdensome. Worried there's not enough allocated to stipends to sustain program's momentum. Concern over the same amount per coalition since coalition sizes vary.
2.4 Local Event Attendance	50	35	Vague, unclear what/where/how many, not many details

Offeror (Company) Name: American Lung Association			Total Points Awarded: 1850
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
3.1 Technical Assistance and Maintenance	50	45	Update website and social media once per week, input from youth advisory council, social media calendar, unclear who/how this will happen in such a large organization. Like that they would review the website regularly.
3.2 ReACT Website Oversight	25	20	Unclear who is going to be doing this. Two sections lumped together.
3.3 Content Creation and Pre-Scheduling	50	50	Content across Facebook, insta, YouTube, engaging and culturally relevant, approvals 6 weeks ahead, graphics, testimonials, spotlighting youth, newsletter, etc.
3.4 Recurring Campaigns	50	50	Recognition: spotlights, awards, certificates, highlights, media releases, successes. Newsletter: monthly, best practices, successes, peer engagement, etc. Media release: would use ours
3.5 Take Down Tobacco Day Sticker Competition	50	50	No concerns
4.1 Partnership Development	50	40	National partnerships, integrations with Quitline, may not have as many strong local partnerships - may be able to build
4.2 Recurring Events	100	90	Covered the events, want to move summit to the Fall but lacked consideration of the youth and advisors needs/wants, a lot of money put aside for the Summit
5.1 Policy Research & Learning Activities	50	50	Very strong in this area.
RESUMES	Pass/Fail	Pass	
REFERENCES	Pass/Fail	Pass	
Company Profile and Experience			
Years in Business	50	50	100 years in business
Relevant Experience	50	50	experience in other states doing youth programming

Offeror (Company) Name: American Lung Association			Total Points Awarded: 1850
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Interview	500	400	Lots of experience and expertise; Somewhat high-level responses; did not see questions beforehand (an oversight). Lots of positive experience in other states, but unclear how that would translate in MT and not based in MT. Great relationships with other agencies and other states, and experience with really large events. Concerns about big changes all at once.
Cost Proposal			
Basis of Award	400	393	
Equal Pay for Montana Women			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100 points	100.0	
		1850	

DPHHS-RFP-2026-0664R			
Re-Act Youth Engagement			
Individual Scoring Matrix			
The evaluator will review and evaluate the offers according to the following criteria, which are worth a total of 2000 points: The Provision of Services, References,			
Offeror (Company) Name: Upstream Strategy Partners			Total Points Awarded: 1406.3
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
1.1 Program Contact and Communications	25	20	Maintain contact lists, clear entry points/form that feeds into contact lists, welcome packet, high-level info on communication with groups.
1.2 Contact List Maintenance	25	25	CRM or e-communication platform; defined categories (active, inactive, participants, stipends, etc.); will import existing lists; use online forms to add new contacts; available to MTUPP on request.
1.3 Electronic Communications Management	25	25	Very straightforward
1.4 Advisor Support Calls	50	40	Quarterly calls - may need to make mandatory, updates, deadlines, days of action, etc. Not as thought through.
1.5 Staffing and Continuity	100	100	Based in MT, Eden is former TES and lot of experience with ReACT, Billings-focused but will look at getting a .5 FTE in Western part of the state. Back-ups in place and cross-training.
1.6 Communication with MTUPP Staff	25	25	Met requirements; shared work plan and deliverables tracker
1.7 Quarterly Reporting	25	20	Quarterly report with each invoice with detailed information
2.1 Coalition Establishment and Growth	100	100	Direct experience, 4-state pipeline, start-up kit
2.2 Adult Advisor Coaching	100	80	No model identified for coaching/training; welcome packet for new advisors, some components would be a big step for advisors; possibly less familiarity with coaching approaches that would work statewide.
2.3 Annual Coalition Stipend	50	40	No details on stipend amounts or how that would be determined.
2.4 Local Event Attendance	50	48	Support and would work with MTUPP to develop a plan.
3.1 Technical Assistance and Maintenance	50	30	Would subcontract with Sylvestri (contractor identified and with experience), but may slow things down and \$45,000 dedicated to IT support (seems like a lot), Upstream would create content in house.
3.2 ReACT Website Oversight	25	20	Like the workplan deliverable tracker, Upstream content creation and Sylvestri would implement, good plan for the website, but may be slower with subcontractor and a lot of money going toward subcontractor. Regular content review (timeline not specified)
3.3 Content Creation and Pre-Scheduling	50	40	Good plan on social media calendar, Upstream would do content creation and work flow, align with ReACT's voice, unclear how Sylvestri would implement and if they have experience with social media platforms.

Offeror (Company) Name: Upstream Strategy Partners			Total Points Awarded: 1406.3
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
3.4 Recurring Campaigns	50	50	Good plans for each, felt more like a partnership
3.5 Take Down Tobacco Day Sticker Competition	50	50	No concerns
4.1 Partnership Development	50	35	Identified general local partnerships and those mentioned in the RFP; will develop partnership map; did not identify existing partnerships that could benefit ReACT; unclear if starting from scratch.
4.2 Recurring Events	100	100	Collab with MTUPP, Cognitive Behavioural Theatre, no other concerns
5.1 Policy Research & Learning Activities	50	35	Skill-building opportunity; educational not lobbying; past experience with communication with and preparing info for decision-makers; develop ReACT Policy Learning Toolkit; policy scavenger hunt; no indication of experience with engaging youth in policy; provide templates and step-by-steps
RESUMES	Pass/Fail	Pass	
REFERENCES	Pass/Fail	Pass	
Company Profile and Experience			
Years in Business	50	10	Founded in 2023
Relevant Experience	50	20	Limited experience as an organization

Offeror (Company) Name: Upstream Strategy Partners			Total Points Awarded: 1406.3
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Interview	500		
Cost Proposal			
Basis of Award	400	393	
Equal Pay for Montana Women			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100	100	
		1406	

DPHHS-RFP-2026-0664R			
Re-Act Youth Engagement			
Individual Scoring Matrix			
The evaluator will review and evaluate the offers according to the following criteria, which are worth a total of 2000 points: The Provision of Services, References, Company Profile and Experience, Resumes and Oral Interview, will be evaluated based on the scoring guide. The Cost Proposal will be evaluated based on the formula set forth in the criteria. The Equal Pay for Montana Women is worth an additional 100 points.			
Offeror (Company) Name: Yellowstone City-County			Total Points Awarded: 1372.1
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
1.1 Program Contact and Communications	25	20	Communication workflow, collaborative tools with MTUPP, brief and somewhat vague description.
1.2 Contact List Maintenance	25	25	No concerns
1.3 Electronic Communications Management	25	25	No concerns; dedicated email address and 48 hour response time.
1.4 Advisor Support Calls	50	48	Prepare agendas, facilitate discussion, follow-up notes, tools, liked that it was advisor-led, fairly brief.
1.5 Staffing and Continuity	100	90	Will dedicate 1.0 FTE to be hired, based in Billings, transition plans, weekly ReACT meetings; unclear who would be cross-trained and what would happen if the main FTE left
1.6 Communication with MTUPP Staff	25	25	No concerns
1.7 Quarterly Reporting	25	25	Good plan for monitoring deliverables, tracking engagement. Good touch points with MTUPP.
2.1 Coalition Establishment and Growth	100	90	Aims for 5% growth, coalition status tracker, support new and re-engaging, engaging tribals, steps may take time and want to ensure the ability to serve the whole state.
2.2 Adult Advisor Coaching	100	100	Mentioned specific frameworks, direct past experience, regular communication, one-on-one support
2.3 Annual Coalition Stipend	50	45	Unclear how they would break down the stipends by coalition and what that process would look like.
2.4 Local Event Attendance	50	45	Plan for prioritizing events, access to vehicles, number of events not specified in narrative but written in budget.
3.1 Technical Assistance and Maintenance	50	25	Plan to subcontract media firm for content creation and maintenance, contractor not identified (need to RFP), could slow things down and add to the complexity of accomplishing work.
3.2 ReACT Website Oversight	25	15	Similar comments as above.
3.3 Content Creation and Pre-Scheduling	50	25	Similar comments as above.

Offeror (Company) Name: Yellowstone City-County			Total Points Awarded: 1372.1
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
3.4 Recurring Campaigns	50	40	Will use contracted media firm for design, digital campaign production, scheduling, and platform-specific formatting - will this slow things down? Recognition: spotlights, nominations, leadership stories, project reatures, participation in statewide activates. Newsletter: updates, events, recognition, reminders, DofA, data, etc. Media release: system to tracking completed releases.
3.5 Take Down Tobacco Day Sticker Competition	50	35	Would need to work with media firm to create promotion materials, which would slow things down.
4.1 Partnership Development	50	38	Potential partners identified as well as working with existing partners (including tribal); identifies specific ways to engage partners; existing partnerships not specified - may need to establish more statewide and national partners; partner with MTUPP to ensure partnerships align.
4.2 Recurring Events	100	80	Experience with ReACT but never attended ReACT Summit; plan to align the summit with the annual local retreat. It's unclear what this retreat looks like and how that might align. Want 25% of planning from youth - may be difficult to obtain. Plan to participate in COH planning and attend MTUPP Summit.
5.1 Policy Research & Learning Activities	50	0	Partnerships with Confluence, Alliance to help facilitate opportunities to engage; discuss bringing in partners with expertise in this area; lacking specificity and identifiable best-practices. Non-govt match was required but plan to use levy funds as match.
RESUMES	Pass/Fail	Pass	
REFERENCES	Pass/Fail	Pass	
Company Profile and Experience			
Years in Business	50	40	52 years as a health department
Relevant Experience	50	40	Two decades of youth engagement experience; may not have statewide experience

Offeror (Company) Name: Yellowstone City-County			Total Points Awarded: 1372.1
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Interview	500		
Cost Proposal			
Basis of Award	400	395	1.0 FTE ReACT Engagement Coordinator, .1 FTE Program Manager, .05 FTE Program Director; \$24,800.82 match made up of mill levies, which are govt funds
Equal Pay for Montana Women			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100	100	
		1371	

DPHHS-RFP-2026-0664R			
Re-Act Youth Engagement			
Individual Scoring Matrix			
The evaluator will review and evaluate the offers according to the following criteria, which are worth a total of 2000 points: The Provision of Services, References, Company			
Offeror (Company) Name: Youth Connections			Total Points Awarded: 2019
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Scope of Services			
1.1 Program Contact and Communications	25	25	Detailed description of how YC would go about establishing new relationships with each group. A gentle hand-off and introduction.
1.2 Contact List Maintenance	25	25	Sensitivity to protecting youth data, live contact list accessible by MTUPP staff
1.3 Electronic Communications Management	25	25	No concerns
1.4 Advisor Support Calls	50	50	Recognize the advisors are bringing expertise, same time/day/week, advanced schedule, considerate of advisors.
1.5 Staffing and Continuity	100	100	Based in Helena, several staff located throughout the state, will hire 1.0 FTE, two .25 FTE on the contract, lead and co-lead to ensure sustainability.
1.6 Communication with MTUPP Staff	25	25	Familiar with contract with state agencies, can use Teams, want a healthy working relationship with the state, want to learn from MTUPP and not make big changes at once.
1.7 Quarterly Reporting	25	25	System they use currently; would work with MTUPP to identify a system that would work for ReACT
2.1 Coalition Establishment and Growth	100	85	CADCA/coalition development experience, Strategic Prevention Framework; mandatory reporting training; not a lot about strategies to grow ReACT - taking a soft approach at the beginning. A lot about getting to know the coalitions before making that plan.
2.2 Adult Advisor Coaching	100	100	CADCA/coalition development experience; Strategic Prevention Framework; Communities That Care; suggests office hours, TA sessions, webinars, roundtables; CADCA Advocacy Toolkit; scholarships for CADCA; recognize that policy can be intimidating.
2.3 Annual Coalition Stipend	50	45	Ability to issue payments directly, no plan on how much the stipends would be for each coalition or how that might be determined.
2.4 Local Event Attendance	50	50	Plan to attend 8 coalition events, good details, plan to work with advisors to obtain schedules ahead of time
3.1 Technical Assistance and Maintenance	50	42	Seems like these tasks would be done in house but unclear who and how. Will work with MTUPP to maintain digital platforms and website.
3.2 ReACT Website Oversight	25	20	High-level plan but unclear if they have internal experience with maintaining websites.

Offeror (Company) Name: Youth Connections			Total Points Awarded: 2019
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
3.3 Content Creation and Pre-Scheduling	50	42	Plan to create strategic social media mazement plan, monthly calendar, review and approval by MTUPP. Unclear if the organization has experience with developing and placing social media.
3.4 Recurring Campaigns	50	50	RRW contest, newsletter, nominations for recognition at Summit, budget \$ for recognition, e-newsletter, virtual appreciation event. Tracking process for the media release.
3.5 Take Down Tobacco Day Sticker Competition	50	50	Detailed plan and collab with MTUPP; no concerns.
4.1 Partnership Development	50	50	Current partnerships (CADCA, Prevention Leadership Network, Alliance for Healthy Montana, BHAC, SUD Task Force, prevention specialists); community mapping to identify new partnerships. Not as connected to national tobacco partners. Statewide and national partnerships.
4.2 Recurring Events	100	95	Review past summits, monthly meetings starting in Sept, get input from ReACTors, planning group, evaluation; unclear if experience but seem to know how to plan events; MTUPP Summit - training transfer sheets. Showing that they're coming in with the first steps of learning and understanding. Will attend CADCA and scholarships to students to attend. Have prepared trainings that teach participants on how to educate decision makers for COH.
5.1 Policy Research & Learning Activities	50	50	Big p, little p; identify existing policies; community events; Strategic Prevention Framework policy implementation steps; educating decision makers on positive experiences & protective factors; CADCA's FRAME method for decision-maker education; use existing resources and create new resources based on best practices, worked with Be The Change 406
RESUMES	Pass/Fail	Pass	
REFERENCES	Pass/Fail	Pass	
Company Profile and Experience			
Years in Business	50	45	20 years in substance misuse prevention and coalitions
Relevant Experience	50	50	experience with govt, coalitions, policy, TA

Offeror (Company) Name: Youth Connections			Total Points Awarded: 2019
Category	Possible Points	Points Awarded	Mandatory Justification Comments for Points Awarded
Interview	500	470	Thought a lot about their responses and provided really specific examples. Didn't mention youth experience when talking about hiring someone. Only experience with Facebook. Director is local in Montana and connections with other state partners. Youth projects in Richland county and Montana experience was a positive. Detailed planning for Prevention Academy. Use what we already have built, ease the transition, take our lead.
Cost Proposal			
Basis of Award	400	400	
Equal Pay for Montana Women			
Offerors who agree and certify compliance to Executive Order No. 12-2016, Equal Pay for Montana Women, will receive a bonus of 5% of the total points available. Offerors who do not comply will not receive bonus points.	100 points	100.0	
		2019.0	

DPHHS-RFP-2026-0664R
ReAct Youth Engagement

SCORING GUIDE

In awarding points to the evaluation criteria, the evaluator/evaluation committee will consider the following guidelines:

Superior Response (95-100%): A superior response is an exceptional reply that completely and comprehensively meets all of the requirements of the RFP. In addition, the response may cover areas not originally addressed within the RFP and/or include additional information and recommendations that would prove both valuable and beneficial to the agency.

Good Response (75-94%): A good response clearly meets all the requirements of the RFP and demonstrates in an unambiguous and concise manner a thorough knowledge and understanding of the project, with no deficiencies noted.

Fair Response (60-74%): A fair response minimally meets most requirements set forth in the RFP. The offeror demonstrates some ability to comply with guidelines and requirements of the project, but knowledge of the subject matter is limited.

Failed Response (59% or less): A failed response does not meet the requirements set forth in the RFP. The offeror has not demonstrated sufficient knowledge of the subject matter.

DPHHS-RFP-2026-0664R
Re-Act Youth Engagement

Cost Worksheet

Lowest overall cost receives the maximum allotted points. All other proposals receive a percentage of the points available based on their cost relationship to the lowest. Example: Total possible points for cost are 300. Offeror A's cost is \$20,000. Offeror B's cost is \$30,000. Offeror A would receive 300 points. Offeror B

Cost			
Points Available	400		
Lowest Cost	\$245,617.03		
Vendor Name	Proposed Cost	Points Earned	Notes:
American Lung	\$250,000.00	393.0	
UpStream	\$249,800.03	393.3	
Yellowstone	\$248,800.30	394.9	
Youth Connections	\$245,617.03	400.0	

Technical Scoring Session

DPHHS-RFP-2026-0664R
Re-Act Youth Engagement

10:00
6/24/2026

Location: Teams

Evaluation Committee Members:
Nicole Aune, Jennifer Ullman, Courtney Blaskovich
Contracts Officer: Rhonda Peters

Order of Evaluation:	Alphabetical
Scoring Method:	Consensus

Interviews

American Lung Assos. 7/6/26 11:00
Youth Connections

7/7/2026 1:00

Location: Teams
Consensus scoring 7/8/26
Alphabetical
Scoring Method:

Consensus