

Finance and Budget Committee Meeting Summary

Wednesday, February 19, 2025

Members Present

Rich Kondo, Chair	City of Northglenn
Jeff Baker	Arapahoe County
Claire Levy	Boulder County
Adam Paul	City and County of Denver
Sharon Davis	Arvada
Paul Haseman	Golden
Stephen Barr	Littleton
Neal Shah	Superior

Others Present: Douglas W. Rex, Executive Director; Jeslin Shahrezaei, Lakewood; Colleen Whitlow, Mead; and DRCOG staff.

Chair Rich Kondo called the meeting to order at approximately 5:46 p.m. with a quorum present.

Move to approve consent agenda

Director Paul **moved** to approve the consent agenda. The motion was **seconded** and **passed** unanimously.

Items on the consent agenda included:

- Summary of the January 15, 2024, meeting
- Resolution authorizing the Executive Director to approve a contract amendment with WSB Engineering extending the term to April 17, 2025, for the purpose of providing Infrastructure Investment and Jobs Act regional grants navigation services for the DRCOG region and member governments

Discussion of a resolution authorizing the Executive Director to negotiate and execute a contract with Suple Advertising and Design to provide marketing and communication services for DRCOG's building decarbonization program for approximately \$9,000,000 through March 31, 2027, with an option to renew through October 16, 2029 upon satisfactory performance.

Chris Selk provided an overview of the contract to the members. DRCOG received a \$199.7 million grant from the U.S. Environmental Protection Agency's Climate Pollution Reduction Grant program to support a regional building decarbonization initiative. In December 2024, they issued an RFP seeking agencies with expertise in advertising, marketing, media strategy, and public relations to promote the program. To qualify, firms needed to demonstrate experience with large-scale projects, strong branding capabilities, and knowledge of the Denver region. After receiving 15 proposals, a selection panel reviewed and interviewed four firms, ultimately choosing Suple Advertising and Design for their passion, organized approach, and competitive cost proposal, deeming them best suited for the project.

Director Levy **moved** to approve **Resolution Number 6, 2025**, authorizing the Executive Director to negotiate and execute a contract with Suple Advertising and Design to provide marketing and communication services for DRCOG's building

decarbonization program for approximately \$9,000,000 through March 31, 2027, with an option to renew through October 16, 2029 upon satisfactory performance. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to execute a contract with the Regional Transportation District for support of the vanpool services offered by the Denver Regional Council of Governments' Way to Go program in an amount not to exceed \$684,000 beginning on January 1, 2025, and terminating on December 31, 2025.

Steve Erickson provided an overview of the contract to the Directors. The Way to Go program has administered commuter vanpool services in the Denver region since 1992. The Regional Transportation District supports the Way to Go vanpool services by providing funding to subsidize the fares commuters pay to participate in the vanpool program. DRCOG staff estimates \$684,000 will be needed in 2025 for passenger fare subsidies for Way to Go vanpool services.

Director Davis **moved** to approve **Resolution Number 7, 2025**, authorizing the Executive Director to execute a contract with the Regional Transportation District for support of the vanpool services offered by the Denver Regional Council of Governments' Way to Go program in an amount not to exceed \$684,000 beginning on January 1, 2025, and terminating on December 31, 2025. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to execute a contract with Enterprise Leasing Company of Denver, LLC to provide vanpool services for the Way to Go vanpool program, in a total amount not to exceed \$684,000 beginning on January 1, 2025, and terminating on December 31, 2025.

Steve Erickson provided an overview of the contract to the Directors. The Way to Go program markets vanpooling as a commute option to help reduce traffic congestion and vehicle miles of travel in the Denver region. Vanpool riders pay a fare to ride in a vanpool, and the Regional Transportation District subsidizes these fares through the Way to Go program. DRCOG must contract with a firm to lease vans to vanpool groups, provide administrative services, and serve as the direct reporter of vanpool data to the National Transit Database (NTD). Enterprise Leasing Company of Denver, LLC was selected to provide these services through a competitive proposal process. As a result of growth in the vanpool program, DRCOG staff estimates subsidies totaling \$684,000 will be needed in 2025.

Director Shah **moved** to approve **Resolution Number 8, 2025**, authorizing the Executive Director to execute a contract with Enterprise Leasing Company of Denver, LLC to provide vanpool services for the Way to Go vanpool program, in a total amount not to exceed \$684,000 beginning on January 1, 2025, and terminating on December 31, 2025. The motion was **seconded** and **passed** unanimously.

Finance and Budget Committee Meeting Options.

Executive Director Rex and Chair Kondo provided a background for this option to the members. Historically, the committee has always met in-person prior to the Board of Directors meeting. Members discussed the committee's meeting schedule and continuing in-person meetings. Directors considered virtual meetings on a different day than the Board meetings, with the addition of in-person meetings for important milestones. Directors decided they would discuss further and vote on this item at the March meeting.

Report of the Chair

Chair Kondo reported it was his last meeting as Chair of the Finance and Budget Committee and wanted to thank members for their participation and service.

Report of the Executive Director

Executive Director Rex wanted to thank Chair Kondo for his service to the committee.

Next meeting – March 19, 2025

Other matters by members

There were no other matters by members.

Adjourn

The meeting adjourned at approximately 6:14 p.m.