

## Finance and Budget Committee

Meeting date: April 16, 2025

Agenda Item #: 6

**Discussion of a resolution authorizing the Executive Director to negotiate and execute a contract with Karsh Hagan to provide marketing and communication services for DRCOG's building decarbonization program in an amount not to exceed \$9,000,000 for an initial term ending May 30, 2027, with an option to renew for an additional \$5,000,000 through October 16, 2029, upon satisfactory performance for a total contract amount not to exceed \$14,000,000.**

Agenda item type: Action item

### Summary

Staff requests approval to contract with Karsh Hagan to provide marketing and communication services for DRCOG's building decarbonization program.

### Background

DRCOG received a \$199.7 million grant from the U.S. Environmental Protection Agency Climate Pollution Reduction Grant program to implement a regional building decarbonization initiative.

In December 2024, DRCOG released a Request for Proposals (RFP) to solicit services from agencies qualified and experienced in developing advertising campaigns, promotional marketing (including the use of social media), media strategies and tactics (including media buying), and public relations. As stated in the RFP, to successfully compete for and be awarded this contract, interested firms needed to demonstrate the experience, capability, understanding and resources to handle a program of the size, scope and complexity of the DRCOG Climate Pollution Reduction Grant as well a proven track record in creating memorable and robust branding for new programs. Finally, a solid knowledge of the Denver region and the presence of local staff were other considerations.

DRCOG received 15 proposals in response to the RFP that were reviewed and evaluated by a selection panel including subject matter experts from DRCOG's Communications staff, the building decarbonization program and Denver's Office of Climate Action, Sustainability and Resiliency (CASR). The panel interviewed four firms and selected Sukle, who submitted a scope of work and budget upon the Finance & Budget Committee's approval at its February 19, 2025, meeting.



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After weeks of negotiation, DRCOG and Suple were unable to come to mutually agreeable contract terms, and on April 4, DRCOG notified Suple that the notice of award was being withdrawn. DRCOG then reached out to the second-highest-scoring proposer, Karsh Hagan, who remained enthusiastic about the project and accepted re-award of the contract. Karsh Hagan demonstrated a true passion for the work along with a very organized approach, which will be critical to success considering the large scale of the project scope. Karsh Hagan's cost proposal was in line with the other submissions and does not share the same contractual concerns as Suple. For these reasons, DRCOG determined that Karsh Hagan is best suited to carry out the work proposed in the RFP.

### **Action by others**

None

### **Previous discussion/action**

None

### **Recommendation**

Move to adopt a resolution authorizing the Executive Director to negotiate and execute a contract with Karsh Hagan to provide marketing and communication services for DRCOG's building decarbonization program in an amount not to exceed \$9,000,000 for an initial term ending May 30, 2027, with an option to renew for an additional \$5,000,000 through October 16, 2029 upon satisfactory performance for a total contract amount not to exceed \$14,000,000.

### **Attachment**

Draft resolution

### **For more information**

If you need additional information, please contact Douglas W. Rex, Executive Director, at 303-480-6701; or Ron Papsdorf, Transportation Planning and Operations Director, at 303-480-6747 or [rpapsdorf@drcog.org](mailto:rpapsdorf@drcog.org); or Chris Selk, Program Manager (Communications), at 303-350-5465 or [cselk@drcog.org](mailto:cselk@drcog.org).

