

Denver Regional Council of Governments
State of Colorado

Finance and Budget Committee

Resolution No. 21, 2025

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.

Whereas, DRCOG received a \$199.7 million grant from the U.S. Environmental Protection Agency to transform the building sector in the Denver area, with focused investment in underserved low-income and disadvantaged communities, workforce development and financial incentives for home services and electric appliances; and

Whereas, the building decarbonization program budgeted \$14,000,000 for advertising, marketing and public relations services; and

Whereas, DRCOG conducted a competitive bidding process with a selection panel of staff from DRCOG and Denver's Office of Climate Action, Sustainability and Resilience (CASR) which determined that Sukle Advertising and Design's proposal scored highest; and

Whereas, Sukle and DRCOG were unable to come to mutually agreeable contract terms; and

Whereas, DRCOG reached out to the second-highest-scoring proposer, Karsh Hagan, who accepted re-award of the contract; and

Whereas, the selected consultant has demonstrated qualifications in developing advertising campaigns, promotional marketing, media strategies and tactics, and public relations.

Now, therefore, be it resolved that the Finance and Budget Committee authorizes 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.

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Resolved, passed, and adopted this 16th day of April, 2025, at Denver, Colorado.

Jeslin Shahrezaei, Chair
Finance and Budget Committee
Denver Regional Council of Governments

ATTEST:

Douglas W. Rex, Executive Director