

Finance and Budget Committee

Meeting date: February 19, 2025

Agenda Item #: 3

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.

Agenda item type: Action item

Summary

This action is requesting approval to contract with Suple Advertising and Design 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's 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 as a proven track record in creating memorable and robust branding for new programs. Finally, 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. Although all four firms demonstrated they had the experience and creativity to carry out this project, Suple 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. Suple's cost proposal was in line with the other submissions as well. For these reasons, the panel agreed that Suple Advertising and Design is the best suited to carry out the work proposed in the RFP.



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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 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.

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; or Chris Selk, Program Manager (Communications), at 303-350-5465 or cselk@drcog.org.

