

Finance and Budget Committee

Meeting date: November 5, 2025

Agenda Item #: 2 – K

Resolution authorizing the Executive Director to amend the contract with Blackbird Agency extending it one month to September 30, 2025, and increasing the amount from \$860,000 to \$864,198.01.

Agenda item type: Consent agenda

Summary

This action is related to amending a contract with Blackbird Agency to extend the term of an annual contract by one month and add an additional \$4,198.01 to the original amount.

Background

The Denver Regional Council of Governments' Way to Go program contracts with a marketing and advertising agency to provide services to support outreach and promotions of commute options in the region. Blackbird agency was chosen to represent the program through a competitive process and had an annual contract in place through August 30, 2025 for a total amount of \$860,000. Due to the timing of our GoTober campaign, Blackbird placed and ultimately paid for digital advertisements through the end of September. This action will permit the Denver Regional Council of Governments to pay Blackbird for expenses incurred and services rendered in September 2025.

Action by others

None

Previous discussion/action

July 20, 2022 – Finance and Budget Committee meeting.

Recommendation

Move to adopt a resolution authorizing the Executive Director to amend the contract with Blackbird Agency extending it one month to September 30, 2025, and increasing the amount from \$860,000 to \$864,198.01.

Attachment

Draft resolution

For more information

For more information If you need additional information, please contact Douglas W. Rex, Executive Director, at 303- 480-6701; or Steve Erickson, Director, Communications and Marketing, at 303-480-6716 or serickson@drcog.org.

