

## Finance and Budget Committee

Meeting date: September 3, 2025

Agenda Item #: 5

**Discussion of a resolution authorizing the Executive Director to negotiate and execute a contract with COHN Marketing to provide professional advertising and promotional services for the regional transportation demand management program (Way to Go) in an amount of \$900,000 annually with a term ending September 1, 2026. The Executive Director is authorized to negotiate renewal of the contract for two additional one-year terms upon satisfactory performance.**

Agenda item type: Action item

### Summary

This action is requesting approval to contract with COHN Marketing to provide marketing and communication services for DRCOG's Way to Go program.

### Background

Way to Go budgets \$900,000 annually for a dedicated external marketing agency to handle creative development and media placement to promote programs and services.

In July 2025, the Denver Regional Council of Governments issued a Request for Proposals to identify an agency to represent the program and develop and execute advertising campaigns to effectively and efficiently promote transportation demand management (TDM) throughout the DRCOG metropolitan region.

A review panel consisting of five internal DRCOG staff and an executive director from one of Way to Go's Transportation Management Association partners reviewed 11 agency proposals. During the initial round of review, each panelists assessed the submissions and rated each proposal using a templated scoresheet. (One panelist was not able to review and score on one agency submission due to being listed as a reference.)

The scores were tallied and averaged, with the top three agencies selected for longer interviews. These agencies were Blackbird, COHN Marketing and Karsh Hagan. These agencies were invited to present an annual marketing strategy to the panel. Each meeting was conducted for 1.5 hours and panelists ranked the proposals using a templated scoresheet.

Based on the selection panel's evaluation, DRCOG staff recommend that the Finance and Budget Committee authorize the Executive Director to negotiate and execute a contract with the preferred consultant, COHN Marketing

### Action by others

None

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**Previous discussion/action**

None

**Recommendation**

Move to adopt a resolution authorizing the Executive Director to negotiate and execute a contract with COHN Marketing to provide professional advertising and promotional services for the regional transportation demand management program (Way to Go) in an amount of \$900,000 annually with a term ending September 1, 2026. The Executive Director is authorized to negotiate renewal of the contract for two additional one-year terms 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 Steve Erickson, Communications and Marketing Director, at 303-480-6717 or [serickson@drcog.org](mailto:serickson@drcog.org).

