

Denver Regional Council of Governments
State of Colorado

Finance and Budget Committee

Resolution No. 50, 2025

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.

Whereas, the Transportation Improvement Program Policy establishes the Transportation Demand Management Services Set-Aside, which funds DRCOG's Way to Go program developed to reduce single occupant vehicle travel and ultimately reduce traffic congestion and improve air quality; and

Whereas, the program includes \$900,000 for advertising and marketing annually, enabling the organization to hire a vendor to lead awareness, communications, outreach and promotional efforts for the program; and

Whereas, DRCOG conducted a competitive bidding process and a selection panel of subject matter experts from DRCOG's Communications staff, Accounting and Finance staff and one Transportation Management Association partner who reviewed all responsive proposals; and

Whereas, the selection panel determined that COHN Marketing submitted the best overall proposal that demonstrated their experience, capability, understanding and resources to successfully deliver the required services.

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

Resolved, passed, and adopted this 3rd day of September, 2025 at Denver, Colorado.

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

ATTEST:

Douglas W. Rex, Executive Director