

AGENDA
FINANCE AND BUDGET COMMITTEE
WEDNESDAY, February 17, 2021
5:45 – 6:15 p.m.
VIDEO/WEB CONFERENCE
Denver, CO

1. Call to Order

CONSENT AGENDA

2. Move to Adopt the Consent Agenda
 - i. Approve January 20, 2021 minutes
(Attachment A)

ACTION ITEMS

3. Discussion of a resolution authorizing the Executive Director to negotiate and execute a contract with Hill Aevium in an amount not to exceed \$250,000 to implement a Regional Vision Zero Public Education Campaign.
(Attachment B) Ron Papsdorf, Director, Transportation Planning and Operations

ADMINISTRATIVE ITEMS

4. Report of the Chair
5. Report of the Executive Director
6. Other Matters by Members
7. **Next Meeting – March 17, 2021**
8. Adjourn

Persons in need of auxiliary aids or services, such as interpretation services or assisted listening devices, are asked to contact DRCOG at least 48 hours in advance of the meeting by calling (303) 455-1000.

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ATTACH A

SUMMARY
FINANCE AND BUDGET COMMITTEE
Wednesday, January 20, 2021
Note: Meeting held virtually via GoToWebinar

Present:

Steve Conklin, Chair	Edgewater
Jeff Baker	Arapahoe County
Nicholas Williams	Denver County
Jim Dale	Golden
Wynne Shaw	Lone Tree
Joan Peck	Longmont
Ashley Stolzmann	Louisville
Jessica Sandgren	Thornton

Others Present: Doug Rex, Executive Director; and DRCOG staff.

Chair Conklin called the meeting to order at 5:45 p.m. with a quorum present.

Move to Adopt the Consent Agenda

Director Shaw **moved** to adopt the consent agenda. The motion was **seconded** and **passed** unanimously.

Items on the consent agenda included:

- Minutes of the December 16, 2020 Meeting

Discussion of a resolution authorizing the Executive Director to enter into an agreement with the Federal Transit Administration (FTA) for approximately \$2 million dollars for the period of October 1, 2020 through September 30, 2021.

Jenny Dock, Administration and Finance Director, provided an overview of the FTA resolution to the committee. In November 2020, the Finance and Budget Committee approved the FY 20/21 award of \$2 million. However, the Federal Transit Administration (FTA) requires specific wording in the official resolution to release the award. The committee was provided with a copy of the new resolution that was in the proper FTA format to review and approve. DRCOG's legal counsel reviewed and approved the wording prior to the meeting.

Director Sandgren **moved** to adopt Resolution No. 1, 2021, authorizing the Executive Director to enter into an agreement with the Federal Transit Administration (FTA) for approximately \$2 million dollars for the period of October 1, 2020 through September 30, 2021. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to execute a contract with the Regional Transportation District (RTD) for support of the vanpool services offered by DRCOG's Way to Go program in an amount not to exceed \$468,000 with a term ending December 31, 2021.

Steve Erickson, Communications and Marketing Director, explained the allocation of funds to the committee. DRCOG has administered vanpool services for RTD by coordinating ride sharing between commuters who travel more than 15 miles to work each day. RTD has expressed a continued commitment to vanpooling, particularly for low volume peak travel times and dispersed commute travel. For 2021, RTD has budgeted \$468,000 for passenger fare subsidies for the Way to Go vanpool program.

Director Williams **moved** to adopt Resolution No. 2, 2021, authorizing the Executive Director to execute a contract with the Regional Transportation District (RTD) for support of the vanpool services offered by DRCOG's Way to Go program in an amount not to exceed \$468,000 with a term ending December 31, 2021. The motion was **seconded** and **passed** unanimously.

Report of Chair

No report was provided.

Report of the Executive Director

No report was provided.

Other Matters by Members

There were no other matters by members

Next Meeting

The next meeting is scheduled for February 17, 2021

The meeting adjourned at 6:06 p.m.

ATTACH B

To: Chair and Members of the Finance and Budget Committee

From: Douglas W. Rex, Executive Director
(303) 480-6747 or drex@drcog.org

Meeting Date	Agenda Category	Agenda Item #
February 17, 2021	Action	3

SUBJECT

Negotiating and executing a contract with Hill Aevium to develop a Regional Vision Zero Education Campaign

PROPOSED ACTION/RECOMMENDATIONS

Staff recommends authorizing the Executive Director to negotiate and execute a contract with the selected marketing agency.

ACTION BY OTHERS

N/A

SUMMARY

In June 2020, the Denver Regional Council of Governments adopted a plan to eliminate traffic deaths in the Denver region called Taking Action on Regional Vision Zero. Included in the plan are six objectives and twenty-five action initiatives with a timeline of implementation to begin work towards achieving the goal of zero. One of the primary objectives of the plan is to increase awareness and adoption of Vision Zero. Action Initiative 4 within the plan is to develop and implement an ongoing Regional Vision Zero partnership program, modeled on DRCOG's Way to Go program, to promote and prioritize safety in the DRCOG region. In 2021 DRCOG will focus on a public education marketing campaign to increase awareness of Vision Zero, educate the public, and promote behavior change to reduce fatalities and serious injuries on our region's roadways.

In December 2020, DRCOG released a Request for Proposal (RFP) to solicit proposals from individuals, firms, and teams with experience in planning and implementing advertising campaigns.

The purpose of this solicitation is to seek and retain a contractor to develop and implement a regional public education campaign, promoting Vision Zero principles and improving safety. The lead agency is responsible for advertising campaigns, promotional marketing (including the use of social media), media strategies and tactics (including media buying), public relations strategies and innovative ideas to induce positive behavior change in roadway users. In addition, thorough analysis and research on the success of the campaign is imperative.

DRCOG received five submittals in response to the RFP; three consultants were selected to be evaluated by a consultant selection panel. The panel included staff from DRCOG and CDOT. The consultant teams were interviewed on February 1st and 3rd and the panel recommends contracting with Hill Aevium.

DRCOG staff is asking the Finance and Budget Committee to authorize the Executive Director to negotiate and execute a contract with the selected agency. The total contract amount is \$250,000. Funds have been allocated to this task in DRCOG's current FY 2020-FY 2021 Unified Planning Work Program and FY 2021 budget.

PREVIOUS DISCUSSIONS/ACTIONS

N/A

PROPOSED MOTION

Move to approve a resolution authorizing the Executive Director to negotiate and execute a contract with Hill Aevium in an amount not to exceed \$250,000 to implement a Regional Vision Zero Public Education Campaign.

ATTACHMENT

Draft resolution

ADDITIONAL INFORMATION

If you need additional information, please contact Douglas W. Rex, Executive Director, at 303-480-6701, or drex@drcog.org; or Ron Papsdorf, Division Director, Transportation Planning and Operations, at 303-480-6747 or rpapsdorf@drcog.org.

DENVER REGIONAL COUNCIL OF GOVERNMENTS

STATE OF COLORADO

FINANCE AND BUDGET COMMITTEE

RESOLUTION NO. _____, 2021

A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE A CONTRACT WITH HILL AEVIUM IN AN AMOUNT NOT TO EXCEED \$250,000 TO IMPLEMENT A REGIONAL VISION ZERO PUBLIC EDUCATION CAMPAIGN.

WHEREAS, DRCOG, as the Metropolitan Planning Organization, is responsible for carrying out and maintaining the continuing comprehensive transportation planning process in the Denver Transportation Management Area; and

WHEREAS, DRCOG has a task in its Fiscal Years 2020-2021 Unified Planning Work Program to prepare a Regional Vision Zero Public Education Campaign for which DRCOG intends to hire a consultant; and

WHEREAS, DRCOG issued a Request for Proposals in December 2020 for these services ; and

WHEREAS, DRCOG received five submittals in response to the Request for Proposals; and

WHEREAS, a consultant selection panel consisting of DRCOG and CDOT staff reviewed the proposals, interviewed three proposers, and recommends Hill Aevium based on its relevant experience, qualifications, and proposal; and

WHEREAS, DRCOG has budgeted \$250,000 in 2021 for the planning and implementation of the Regional Vision Zero Public Education Campaign;

NOW, THEREFORE, BE IT RESOLVED that the Executive Director is authorized to negotiate and execute a contract with Hill Aevium in an amount not to exceed \$250,000 to implement a Regional Vision Zero Public Education Campaign.

RESOLVED, PASSED AND ADOPTED this _____ day of _____, 2021 at Denver, Colorado.

Steven Conklin, Chair
Finance and Budget Committee
Denver Regional Council of Governments

ATTEST:

Douglas W. Rex, Executive Director