

AGENDA
FINANCE AND BUDGET COMMITTEE
WEDNESDAY, November 18, 2020
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 October 21, 2020 minutes
(Attachment A)
 - ii. 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.
(Attachment B)

ACTION ITEMS

3. Discussion of a resolution authorizing the Executive Director to negotiate and execute a contract with Cactus, Inc. to provide professional advertising and promotional services for the regional travel demand management program (Way to Go) in an amount not to exceed \$860,000 with a term ending December 31, 2021 including the option to renew for two additional one year terms upon satisfactory performance.
(Attachment C) Steve Erickson, Director, Communications and Marketing

ADMINISTRATIVE ITEMS

4. Report of the Chair
5. Report of the Executive Director
6. Other Matters by Members
7. **Next Meeting – December 16, 2020**
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.



SUMMARY
FINANCE AND BUDGET COMMITTEE
Wednesday, October 21, 2020
Note: Meeting held virtually via GoToWebinar

Present:

Steve Conklin, Chair	Edgewater
Jeff Baker	Arapahoe County
Bob Fifer	Arvada
Elise Jones	Boulder County
Nicholas Williams	Denver County
Roger Partridge	Douglas County
Jim Dale	Golden
Libby Szabo	Jefferson County
Larry Strock	Lochbuie
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 5:30 p.m. with a quorum present.

Move to Adopt the Consent Agenda

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

Items on the consent agenda included:

- Minutes of the September 16, 2020 Meeting
- Resolution authorizing the Executive Director to allocate approximately \$2.8 million dollars in FTA Section 5310 funds to projects as recommended for the period of January 1, 2021 through June 30, 2022.
- Resolution authorizing the Executive Director to enter into an agreement with CDOT for \$2 million dollars and to allocate approximately \$1.5 million dollars to projects as recommended for the period of January 1, 2021 through June 30, 2022.

Discussion of a resolution authorizing the Executive Director to enter into an agreement with Colorado Department of Transportation (CDOT) for approximately \$375,000 and to allocate the funding to eligible Federal Transit Administration (FTA) 5310 recipients in the DRCOG region through the period ending June 30, 2021.

Travis Noon, Director, Senior Program Specialist, provided an overview of the agreement to the committee. The federal government passed the Coronavirus Relief and Economic Security (CARES) Act, which authorized emergency funding for many programs, including

the Older Americans Act (OAA) and FTA programs. Missing from these allocations was funding for specialized transit provider receiving funding under Section 5310 in large, urbanized areas. The state legislature appropriated \$1 million dollars to CDOT to compensate for the lack of emergency CARES funding for specialized transit in these areas. DRCOG's share of the \$1 million dollars is \$375,000. The expectation is that DRCOG will allocate this funding to eligible 5310 recipients within DRCOG's boundaries.

Director Sandgren **moved** to adopt Resolution No. 24, 2020, authorizing the Executive Director to enter into an agreement with CDOT for \$375,000 and to allocate this funding to eligible 5310 recipients through the period ending June 30, 2021. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to enter into a contract with the Colorado Department of Human Services (CDHS) State Unit on Aging for up to \$342,000 for the period of November 1, 2020 through June 30, 2021 to support DRCOG's Aging and Disability Resource Center (ADRC).

Sharon Day, Program Manager, explained the contract to the committee. The ADRC provides access to long-term services and supports to help older adults age 60 and over, adults 18 and older with a disability, their caregivers, and veterans of any age in Colorado receive the services they need to remain independent in the community. DRCOG established an ADRC in 2005 when the State was awarded a grant to create an ADRC system in Colorado. CDHS's State Unit on Aging entered into an inter-agency agreement with Colorado's Healthcare Policy and Financing (HCPF) to provide oversight and administer an ADRC Medicaid Administrative Federal Financial Participation (FFP) plan under which ADRCs may seek reimbursement for program costs. DRCOG recently received a contract from CDHS that would enable DRCOG to bill the State for monthly program costs up to an estimated limit of \$342,000.

Director Shaw **moved** to adopt Resolution No. 25, 2020, authorizing the Executive Director to enter into a contract with the Colorado Department of Human Services State Unit on Aging for approximately \$342,000 for the period of November 1, 2020 to June 30, 2021 to support DRCOG's Aging and Disability Resource Center. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to distribute 2021 Nutrition Service Incentive Program (NSIP) funds in the amount of approximately \$580,000 to be expended by September 30, 2021.

Sharon Day, Program Manager, provided an overview of the distribution to the committee. NSIP is a federal nutrition program for older adults authorized by the Older Americans Act (OAA). NSIP funds are awarded to DRCOG and other Area Agencies on Aging in proportion to the number of OAA meals served throughout the state in the previous year. Because FFY2020 is not considered a normal year due to the impact of the pandemic, FFY2021 NSIP is based on FFY2019 counts instead of FFY2020. Neither DRCOG nor the State are aware of the exact number of dollars DRCOG will receive in 2020, however DRCOG anticipates receiving approximately \$580,000.

Director Strock **moved** to adopt Resolution No. 26, 2020, authorizing the Executive Director to distribute 2021 NSIP funds in the amount of approximately \$580,000 to be expended by September 30, 2021. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution authorizing the Executive Director to amend a contract with JSI, inc. increasing the not to exceed contract amount to \$97,000.00 with a term ending March 31, 2021 to facilitate and evaluate Accountable Health Communities (AHC) workgroup projects.

Kirsti Klaverkamp, Program Manager, described the details of the amendment to the committee. DRCOG is responsible for engaging in community-level quality improvement activities to increase access to community-based services and address health-related social needs. DRCOG's AHC program navigates these activities through four workgroups and they are responsible for designing and implementing specific, measurable, and scalable projects through March 2021. JSI, Inc. was hired by DRCOG's AAA for facilitation and project support for the workgroups, beginning in December 2019. DRCOG's AAA staff has identified additional facilitation and evaluation activities necessary to ensure successful completion of the workgroup projects, so staff recommended amending its current contract with JSI, Inc. by increasing the amount to \$97,000 through March 2021, for additional facilitation, project support and evaluation activities.

Director Sandgren **moved** to adopt Resolution No. 27, 2020, authorizing the Executive Director to amend a contract with JSI, Inc increasing the not to exceed amount to \$97,000 with a term ending March 2021 to facilitate and evaluate Accountable Health Communities (AHC) workgroup projects. The motion was **seconded** and **passed** unanimously.

Discussion of a resolution recommending the approval of the DRCOG 2021 budget to the Board of Directors.

Jenny Dock, Director, provided an overview of the 2021 budget to the committee. Each year the Finance and Budget Committee reviews and recommends approval of a proposed budget to the Board of Directors for the coming year. In September 2020, staff brought the draft budget before the Finance and Budget Committee and provided the opportunity for discussion and revisions if deemed appropriate. The committee requested a draft budget scenario be developed that included a 3% merit increase for staff in addition to the one that was presented to the committee without merit. Ms. Dock explained that staff was looking for recommendation without merit at this time. DRCOG is planning to transition its Fiscal Year to match the state's (July 1 – June 30) in the summer of 2021. Staff will begin the process of drafting a new budget to reflect the change in fiscal year in February 2021. It was agreed that merit will be reconsidered in that draft

Director Stolzmann **moved** to approve recommending to the DRCOG Board of Directors approval of the 2021 Budget with the 3% cost of living adjustment included. The motion was **seconded** by Director Peck and **failed** with 5 in favor and 8 opposed.

Director Shaw **moved** to adopt Resolution No. 28, 2020, recommending to the DRCOG Board of Directors approval of the 2021 Budget without merit, as presented. The motion was **seconded** and **passed** with 13 in favor and 1 opposition from Ashley Stolzmann.

Select representative to the Nominating Committee

Executive Director Rex presented this item to the committee. The Nominating Committee consists of member representatives from the Performance & Engagement Committee, the Finance & Budget Committee, the Board, a member selected by the Board Chair, the Immediate Past Chair of the Board, and a Board member representing the City and County of Denver. At the January meeting each year, the Nominating Committee shall present to the Board nominations for Executive Committee members to be elected at the February meeting.

Director Jones **moved** to select Jim Dale of the Finance and Budget Committee to the Nominating Committee. The motion was **seconded** and **passed** unanimously.

Executed Contracts

There were no reported contracts for September 2020.

Report of Chair

No report was provided.

Report of the Executive Director

Executive Director Rex told the committee that we will be removing the reoccurring agenda item regarding Executed Contracts.

Other Matters by Members

Director Sandgren wanted to express her gratitude on all of the positive work that is accomplished by this committee and DRCOG staff.

Next Meeting

The next meeting is scheduled for November 18, 2020

The meeting adjourned at 6:12 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@drcoq.org

Meeting Date	Agenda Category	Agenda Item #
November 18, 2020	Consent Agenda	2-ii

SUBJECT

This item pertains to the federal fiscal year 2021 Federal Transit Administration (FTA) Section 5310 award.

PROPOSED ACTION/RECOMMENDATIONS

Staff recommends authorizing the Executive Director to enter into an agreement with the Federal Transit Administration for approximately \$2 million dollars for the period beginning October 1, 2020 through September 30, 2021.

ACTION BY OTHERS

[August 24, 2020 Transportation Advisory Committee](#) - recommended approval to the Regional Transportation Committee

[September 15, 2020 Regional Transportation Committee](#) - recommended approval of the awards to DRCOG's Board of Directors

[September 16, 2020 DRCOG Board of Directors](#) – approved the recommended awards.

SUMMARY

In December 2019, DRCOG became the Designated Recipient for the FTA 5310 program in the Denver-Aurora Urbanized Area. This funding pot is just under \$2 million annually with small increases typically from year to year. FTA section 5310 authorizes funding for transit capital, operating and mobility management projects that benefit older adults and individuals with disabilities.

DRCOG conducted a combined call for projects for both the Human Services Transportation (HST) Transportation Improvement Program (TIP) set-aside and Denver-Aurora Urbanized Area FTA 5310 projects to be implemented between January 1, 2021 and June 30, 2022. Projects are intended to be 18-month projects, which will allow these two funding sources to be aligned with the Older Americans Act/Older Coloradans Act funding administered by the AAA. Contracts will be awarded as one-year contracts with an option to extend for six months. The intention is that these projects will partially be funding my FFY21 appropriations and partially by FFY22 appropriations.

These subawards were approved by the DRCOG Board of Directors and the Finance and Budget Committee in September and October, respectfully. At the time of these approvals, there was some question up in the air about how the revenue will be received from the FTA. Namely, whether there would be a signed contract with the FTA, or not. At this time, we have received further information that we will be needing to sign an agreement with the FTA for this funding on a yearly basis. This resolution is authorizing the executive director to sign that agreement.

PREVIOUS DISCUSSIONS/ACTIONS

[October 21, 2020](#) – Finance and Budget Committee Approved FTA 5310 projects to subrecipients.

PROPOSED MOTION

Move to approve 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.

ATTACHMENTS

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 Travis Noon, Senior Program Specialist, at 303-480-6775 or tnoon@drcog.org.

DENVER REGIONAL COUNCIL OF GOVERNMENTS

STATE OF COLORADO

FINANCE AND BUDGET COMMITTEE

RESOLUTION NO. _____, 2020

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.

WHEREAS, DRCOG, is a planning organization where local governments collaborate to establish guidelines, set policy, and allocate funding in the areas of transportation and personal mobility; growth and development; and aging and disability resources; and

WHEREAS, DRCOG is the direct recipient of FTA Section 5310 funds for the Denver-Aurora Urbanized Area; and

WHEREAS, DRCOG anticipates receiving approximately \$2 million for transit projects to enhance to mobility of older adults and individuals with disabilities for federal fiscal year 2021;

NOW, THEREFORE BE IT RESOLVED, that the Executive Director is authorized to enter into an agreement with the Federal Transit Administration for approximately \$2 million for the period of October 1, 2020 through September 30, 2021.

RESOLVED, PASSED AND ADOPTED this _____ day of _____, 2020 at Denver, Colorado.

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

ATTEST:

Douglas W. Rex, Executive Director

ATTACH C

To: Chair and Members of the Finance and Budget Committee

From: Douglas W. Rex, Executive Director
303-480-6701 or drex@drco.org

Meeting Date	Agenda Category	Agenda Item #
November 18, 2020	Action	3

SUBJECT

This action authorizes the Executive Director to negotiate a contract with Cactus, Inc. to plan, create and implement Way to Go advertising and promotional campaigns.

PROPOSED ACTION/RECOMMENDATIONS

DRCOG staff recommends authorizing the Executive Director to negotiate and execute a contract with Cactus, Inc.

ACTION BY OTHERS

N/A

SUMMARY

As part of a Memorandum of Understanding (MOU) with seven transportation management associations (TMAs), DRCOG is responsible for retaining the services of an advertising agency to plan, create and implement regional advertising campaigns that will reach commuters and employers and encourage them to participate in Way to Go programs. Way to Go is the brand name for DRCOG's regional TDM program.

Funding for the services of the advertising agency is available from a \$2.2 million per year Congestion Mitigation and Air Quality grant as well as other sources.

A request for proposals for professional advertising services was issued in September 2020, and ten firms responded. An evaluation team comprised of DRCOG staff and TMA staff evaluated the firms' proposals and conducted interviews to recommend a firm that will best meet the needs of the Way to Go program. The evaluation team recommends selection of Cactus, Inc. Cactus was more focused on results and achieving behavior change than any other firm that submitted a proposal. In addition to providing evidence of relevant experience in accomplishing behavior change, Cactus presented some very compelling ideas to improve the performance of Way to Go's marketing strategy. Cactus' cost proposal is within the budgeted amount previously allocated for this activity.

PREVIOUS DISCUSSIONS/ACTIONS

N/A

PROPOSED MOTION

Move to approve a resolution authorizing the Executive Director to negotiate and execute a contract with Cactus, Inc. to provide professional advertising and promotional services in an amount not to exceed \$860,000 with a term ending December 31, 2021 including the option to renew for two additional one year terms upon satisfactory performance.

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 Steve Erickson, Communications and Marketing Director, at 303-480-6716 or serickson@drcog.org.

DENVER REGIONAL COUNCIL OF GOVERNMENTS
STATE OF COLORADO

FINANCE & BUDGET COMMITTEE

RESOLUTION NO. _____, 2020

A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO NEGOTIATE AND EXECUTE A CONTRACT WITH CACTUS, INC. TO PROVIDE PROFESSIONAL ADVERTISING AND PROMOTIONAL SERVICES IN AN AMOUNT NOT TO EXCEED \$860,000 WITH A TERM ENDING DECEMBER 31, 2021 INCLUDING THE OPTION TO RENEW FOR TWO ADDITIONAL ONE YEAR TERMS UPON SATISFACTORY PERFORMANCE.

WHEREAS, DRCOG signed a Memorandum of Understanding (MOU) with seven transportation management associations (TMAs) for the purpose of carrying out a comprehensive and coordinated program to mitigate traffic congestion and poor air quality by reducing vehicle trips and vehicle miles of travel via a regional transportation demand management (TDM) program, branded as Way to Go; and

WHEREAS, as part of the MOU, DRCOG is responsible for retaining the services of an advertising agency to plan, create and implement regional advertising and promotional campaigns that will reach commuters and employers and encourage them to participate in Way to Go programs; and

WHEREAS, funding for the services of the advertising agency is available from a \$2.2 million per year in Congestion Mitigation and Air Quality grant as well as other funding source; and

WHEREAS, a Request for Proposals for professional advertising services was issued in September, 2020, and ten firms responded; and

WHEREAS, an evaluation team comprised of DRCOG and TMA staff reviewed the proposals and conducted interviews; and recommends selection of Cactus, Inc. to provide professional advertising and promotional services for the regional TDM program (Way to Go) due to their proven experience in behavior change, compelling ideas to improve performance and cost effectiveness.

NOW, THEREFORE, BE IT RESOLVED that the Finance & Budget Committee authorizes the Executive Director to negotiate and execute a contract with Cactus, Inc. to provide professional advertising and promotional services in an amount not to exceed \$860,000 with a term ending December 31, 2021 including the option to renew for two additional one year terms upon satisfactory performance.

RESOLVED, PASSED AND ADOPTED this ____ day of _____, 2020 at Denver, Colorado.

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

ATTEST:

Douglas W. Rex, Executive Director