

BOARD MEETING DATE: SEPTEMBER 10, 2018

SUBJECT: PROCUREMENT APPROVAL REQUEST

PREPARED BY: BRIAN BRAUN, CFO AND EZRA WATLAND, MARKETING/COMMS STRATEGY DIRECTOR

Proposed Action:

Board Approval to Media Buy for Open Enrollment PY2019.

Summary:

Requesting approval to proceed with procurement of \$1,109,300 for Open Enrollment 6 Media Buy for both English and Spanish paid media from Emico Media and Evolution Communications.

Staff Recommendation:

Staff recommends the approval of the funding of these media buy authorizations.

Procurement Compliance:

Procurement Exceeds \$250,000 threshold: The total expense for the media buy is planned to amount to \$1,109,174 (\$926,900 for Emico and \$182,400 for Evolution)

Procurement/Business Initiative is necessary or advisable: Yes – we need statewide media coverage to support enrollment goals for PY2019.

Type of procurement vehicle: Emico Media and Evolution Communications have current MSAs with Connect for Health Colorado and will provide media buy authorizations. These expenses are primarily pass-through expenses for the media purchases.

Need for RFP,RFI,RFS or similar: Not needed because active Master Services Agreements.

Funding Source:

Funding will be provided directly by Connect for Health Colorado and was included in the approved budget for the FY2019 marketing budget.