

FINANCE AND OPERATIONS COMMITTEE: 9/23/2019

SUBJECT: REQUEST FOR PROCUREMENT APPROVAL RECOMMENDATION – OE 7 MEDIA BUY

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

Proposed Action:

Board Approval for Media Buy for Open Enrollment PY2020.

Summary:

Requesting approval to proceed with procurement of \$1,209,300 for Open Enrollment 7 Media Buy for both English and Spanish paid media from Emico Media, Evolution Communications and Kernal Media.

Staff Recommendation:

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

Procurement Compliance:

Procurement Exceeds \$250,000 threshold: Yes, the total expense for the media buy is planned to amount to \$1,209,300 (\$926,900 for Emico, \$182,400 for Kernal Media, and \$100,000 for Evolution)

Procurement/Business Initiative is necessary or advisable: Yes – we need statewide media coverage to support enrollment goals for PY2020.

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. A new MSA agreement with Kernal is in development.

Need for RFP,RFI,RFS or similar: Not needed - active Master Services Agreements are in place.

Funding Source:

Funding will be provided directly by Connect for Health Colorado and was included in the approved budget for the FY2020 marketing budget. No Federal funds will be used for this procurement.