

BOARD MEETING DATE: 6/14/2021

SUBJECT: REQUEST FOR PROCUREMENT APPROVAL RECOMMENDATION – INCREASED MEDIA BUY

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

Proposed Action:

Board Approval for purchase of additional post open enrollment media buys totaling \$650,000. Approval recommended by Finance and Operations Committee at the May 24, 2021 meeting.

Summary:

Requesting approval to proceed with the contracting for additional English and Spanish media buys per the following:

- \$350,000 with Emico on an English language ad buy
- \$300,000 with Kernal on a mixed language (English and Spanish language) ad buy targeted at people ages 18-64 statewide, with a focus on the uninsured and those eligible but not insured

Staff Recommendation:

Staff recommends the approval to proceed with the contracting and funding of this media buy.

Procurement Compliance:

Procurement Exceeds \$250,000 threshold: Yes, the total expense for the media buy is expected to exceed this limit for both vendors

Procurement/Business Initiative is necessary or advisable: Yes – we need additional media buys to support new legislative programs.

Type of procurement vehicle: C4HCO has existing contracts/MSA's in place with both vendors.

Need for RFP,RFI,RFS or similar: RFP was recently conducted for media buy services, this expansion in funding leverages existing procured services.

Funding Source:

Funding will primarily be provided using outreach funding established as part of the Health Insurance Affordability Fee Enterprise legislation.

