

**BOARD MEETING DATE:** 10/11/2021

**SUBJECT:** REQUEST FOR PROCUREMENT APPROVAL – PLAN YEAR 2022 OPEN ENROLLMENT  
MEDIA BUY

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

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**Proposed Action:**

Seeking Board approval for purchase of media buys for Plan Year 2022 Open Enrollment estimated to not exceed \$1,250,000, shared between Emico and Kernal Communications.

**Summary:**

Requesting approval to proceed with the contracting for the Plan Year 2022 open enrollment media buy in an amount not to exceed \$1,250,000 for both English and Spanish paid media. The English media buy will be through Emico Media (estimated to be \$1,000,000) and the Spanish media buy will be through Kernal Communications (estimated to be \$250,000). These expenses are primarily pass-through expenses for the media purchases with a small fee charged for the services provided by the vendors.

**Staff Recommendation:**

Staff recommends the approval to proceed with the contracting and funding of these media buys.

**Procurement Compliance:**

*Procurement Exceeds \$250,000 threshold:* Yes, the total expense for the media buy is estimated to total \$1,000,000 for Emico and \$250,000 for Kernal Communications.

*Procurement/Business Initiative is necessary or advisable:* Yes – we need statewide media coverage to support enrollment goals for PY 2022.

*Type of procurement vehicle:* These services will be contracted via an existing Master Service Agreement with Emico that was created subsequent to the 2020 RFP procurement. The media buys (both Emico and Kernal Communications) to be purchased via this request will be contracted under separate media buy authorizations that will provide a detail breakdown of the types of media buys and related fees charged by the vendor.

*Need for RFP,RFI,RFS or similar:* The Emico request is estimated to exceed the RFP threshold. C4HCO underwent an RFP procurement process in 2020 and selected Emico for English media buy services.

**Funding Source:**

Funding will be provided directly by Connect for Health Colorado and was included in the approved budget for fiscal year 2021. No Federal funds will be used for this procurement.