

BOARD OF DIRECTORS MEETING DATE : 9/12/2022

SUBJECT: REQUEST FOR PROCUREMENT APPROVAL – PLAN YEAR 2023 OPEN ENROLLMENT
BILINGUAL/SPANISH MEDIA BUY

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

Proposed Action:

Board Approval to contract to purchase bilingual/Spanish media buys through Lasso Digital for Plan Year 2023 Open Enrollment for an estimated amount not to exceed \$400,000.

Summary:

Requesting approval to proceed with the contracting for the Plan Year 2023 open enrollment bilingual/Spanish media ad-buy in an amount not to exceed \$400,000. The media buy will be through Lasso Digital. These expenses are primarily pass-through expenses for the media purchases with a small fee charged for the services provided by the vendor.

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 estimated to total \$400,000.

Procurement/Business Initiative is necessary or advisable: Yes – we need statewide bilingual/Spanish media coverage to support enrollment goals for PY 2023.

Type of procurement vehicle: These services will be contracted via a Master Service Agreement with Lasso Digital. The media buys 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: An RFP process was used in the procuring of these services with Lasso Digital being the selected vendor.

Funding Source:

Funding will be provided through a combination of SB-81 funds and Connect for Health Colorado's operating funds. Both of which are included in the respective budgets.