

# ORDINANCE/RESOLUTION REQUEST

Please email requests to the Mayor's Legislative Team  
at [MileHighOrdinance@DenverGov.org](mailto: MileHighOrdinance@DenverGov.org) by 9 a.m. Friday. Contact the Mayor's Legislative team with questions

Date of Request: 3/19/24

Please mark one:  Bill Request or  Resolution Request

## 1. Type of Request:

- Contract/Grant Agreement  Intergovernmental Agreement (IGA)  Rezoning/Text Amendment  
 Dedication/Vacation  Appropriation/Supplemental  DRMC Change  
 Other:

## 2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves Contract Execution for a new contract with **Sukle Advertising & Design, Inc.** for Denver Climate Action Marketing, Communications and Engagement Services; Contract #202472987

## 3. Requesting Agency: Climate Action, Sustainability, and Resiliency (CASR)

## 4. Contact Person:

|  |   |
|--|---|
| Contact person with knowledge of proposed ordinance/resolution (e.g., subject matter expert) | Contact person for council members or mayor-council                                   |
| Name: Chelsea Warren   | Name: Chelsea Warren  |
| Email: <a href="mailto:Chelsea.Warren@denvergov.org">Chelsea.Warren@denvergov.org</a>        | Email: <a href="mailto:Chelsea.Warren@denvergov.org">Chelsea.Warren@denvergov.org</a> |

## 5. General description or background of proposed request. Attach executive summary if more space needed:

This project will result in an innovative and creative communications and engagement strategy that will inject climate change and climate action more prominently into the public dialogue. The multi-year campaign will target the behaviors with the highest readiness and potential for behavior change, to drive climate action and establish Denver as a leader in local climate action.

## 6. City Attorney assigned to this request (if applicable): Megan Waples

## 7. City Council District: Citywide

## 8. **\*\*For all contracts, fill out and submit accompanying Key Contract Terms worksheet\*\***

*To be completed by Mayor's Legislative Team:*

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Date Entered: \_\_\_\_\_

## Key Contract Terms

**Type of Contract:** Professional Services > \$500K

**Vendor/Contractor Name (including any dba's):** Sukle Advertising & Design, Inc.

**Contract control number (legacy and new):** 202472987

**Location:**

**Is this a new contract?**  Yes  No **Is this an Amendment?**  Yes  No **If yes, how many?** \_\_\_\_\_

**Contract Term/Duration (for amended contracts, include existing term dates and amended dates):** 04/01/24-04/01/27

**Contract Amount (indicate existing amount, amended amount and new contract total):**

| <i>Current Contract Amount</i> | <i>Additional Funds</i> | <i>Total Contract Amount</i> |
|--------------------------------|-------------------------|------------------------------|
| (A)                            | (B)                     | (A+B)                        |
| \$3,000,000                    |                         | \$3,000,000                  |

| <i>Current Contract Term</i> | <i>Added Time</i> | <i>New Ending Date</i> |
|------------------------------|-------------------|------------------------|
| 04/01/24-04/01/27            |                   |                        |

**Scope of work:**

Denver’s Office of Climate Action, Sustainability and Resiliency (CASR) is entering this contract for assistance with paid, earned, social, digital, engagement and event strategies that will amplify the mission and vision of CASR, promote specific programs and services to the community, and connect with Denver residents through innovative means.

According to a 2022 survey conducted by the [Yale Program on Climate Change Communication](#), 71% of Denver residents reported being “very worried” or “somewhat worried” about climate change — but 64% percent of Denver residents also said they “rarely” or “never” discussed the subject with their friends and family. [Studies](#) have proven that a person’s behavior is influenced by what friends and family say and do – social relationships can motivate individuals to change their behaviors. According to [multiple studies](#), the most effective way to implement climate change mitigation behaviors is through social norming and financial incentives. Recent research shows that the [best predictor of climate action](#), over belief in climate change, political orientation and demographics, is whether the individuals believe others are adopting the behavior. This contract will help CASR design and implement communications and marketing strategies to bridge the gap between the high number of Denverites concerned about climate change and those taking or supporting action to solve it. This campaign would establish Denver as a place where people take climate action and drive people to CASR’s numerous incentive programs.

Sukle and their team will produce and implement an innovative and creative communications and engagement strategy that will inject climate change and climate action more prominently into the public dialogue. The team will use social norming and CASR’s existing programs to connect residents to climate solutions while encouraging individual behavior changes as impactful and meaningful solutions. This campaign will connect and build on existing efforts underway in the City and County of Denver to tackle climate change. We are looking for a partner that is willing to execute outside-the-box techniques to create innovative, unique marketing campaigns.

This multi-year campaign will target what behaviors have the highest readiness and potential for behavior change. Market research will determine with topics to focus on. Topics include but are not limited to:

- Renewable Energy/Electrification/Energy Efficiency (e.g. going solar or switching from gas to electric for heating/cooling and cooking)

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- Transportation (e.g. buying an electric vehicle or reducing single-occupancy vehicle trips)
- Resource Management (e.g. reducing consumption of single-use plastic or reducing water in landscaping)
- Green Jobs (e.g. encouraging young adults to consider careers in areas where there are known labor shortages, such as electricians)

A successful campaign will:

- Establish a social norm in Denver that people are taking climate action.
- Create trusted messengers to improve the frequency with which people talk about climate action.
- Tackle misinformation around climate action in Denver, including clarifying common misconceptions.
- Utilize best practices in the areas of behavior and climate science to drive climate action.
- Denver residents know that their tax dollars and the City and County of Denver are taking action on climate change.

This full-service marketing team will help CASR drive behavior change, encourage a sense of pride and belonging, and celebrate Denverites as national leaders in local climate action, all with a strong lens toward historically under-resourced communities.

**Was this contractor selected by competitive process?** Yes

**If not, why not?**

**Has this contractor provided these services to the City before?**  Yes  No

**Source of funds:** Climate Protection Fund

**Is this contract subject to:**  W/MBE 12%  DBE  SBE  XO101  ACDBE  N/A

**WBE/MBE/DBE commitments (construction, design, Airport concession contracts):** 12% MWBE Participation Goal

**Who are the subcontractors to this contract?** Analytics and Insights Matter (AIM); GP&P Communications Consulting; YellowDog; Livable Cities Studios; Mundus Bishop; Communication Infrastructure Group (CIG); VOCA PR

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