



Legislation Details (With Text)

**File #:** 20-0026      **Version:** 1

**Type:** Resolution      **Status:** Adopted

**File created:** 12/30/2019      **In control:** Finance & Governance Committee

**On agenda:** 1/21/2020      **Final action:** 1/21/2020

**Title:** A resolution approving a proposed Amendment to On Call Technology Services Agreement between the City and County of Denver and Groundfloor Media, Inc. to extend the term and increase the maximum contract liability to provide marketing services. Amends a contract with Ground Floor Media by adding \$1,400,000 for a new total of \$1,750,000 and two years for a new end date of 12-1-22 for on-call consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738498). The last regularly scheduled Council meeting within the 30-day review period is on 2-10-20. The Committee approved filing this item at its meeting on 1-7-20.

**Sponsors:**

**Indexes:** Jonathan Griffin

**Code sections:**

**Attachments:** 1. RR20 0026 TS Ground Floor Media, 2. 20-0026 Filed Resolution\_GroundfloorMedia\_201738498-01-201952365-01(JAG).pdf, 3. 20-0026 AmendTechServAgr\_GroundfloorMedia\_201738498-01 201952365(JAG).pdf, 4. 20-0026 Filed Resolution\_GroundfloorMedia, 5. 20-0026 - signed

Date	Ver.	Action By	Action	Result
1/22/2020	1	Council President	signed	
1/21/2020	1	City Council	adopted	Pass
1/7/2020	1	Finance & Governance Committee	approved by consent	

**Contract Request Template (Contracts; IGAs; Leases)**

**Date Submitted:** 12-30-19

**Requesting Agency:** Technology Services  
**Division:**

**Subject Matter Expert Name:**

Name: Joe Saporito
Email: joseph.saporito@denvergov.org

**Item Title & Description:**

*(Do not delete the following instructions)  
These appear on the Council meeting agenda. Initially, the requesting agency will enter a 2-3 sentence description. Upon bill filling, the City Attorney's Office should enter the title above the description (the title should be in **bold** font).*

*Both the title and description must be entered between the red "title" and "body" below. Do **not** at any time delete the red "title" or "body" markers from this template.*

**A resolution approving a proposed Amendment to On Call Technology Services Agreement between the City and County of Denver and Groundfloor Media, Inc. to extend the term and increase the maximum contract liability to provide marketing services.**

Amends a contract with Ground Floor Media by adding \$1,400,000 for a new total of \$1,750,000 and two years for a new end date of 12-1-22 for on-call consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for City departments, citywide (TECHS-201738498). The last regularly scheduled Council meeting within the 30-day review period is on 2-10-20. The Committee approved filing this item at its meeting on 1-7-20.

**Affected Council District(s) or citywide?** Citywide

**Contract Control Number:** TECHS-201738498

**Vendor/Contractor Name (including any "DBA"):** Ground Floor Media

**Type and Scope of services to be performed:**

Denver Marketing and Media Services (DMMS) conducted an RFP process in 2017 to establish multiple contracts with suppliers that will provide consulting services related to planning, managing, facilitating, and implementing marketing and branding initiatives for all City Department's programs, projects, events, and Citywide priorities. As this was the first time DMMS facilitated a procurement process of this nature, there was limited information available to establish individual contract maximums. Due to multiple City Agency requests as well as complex, multiyear marketing projects and campaigns, the current contract maximum is insufficient. The additional \$1,400,000 is estimated to be sufficient to be able to complete any future marketing projects throughout the duration of the contract.

Some examples of completed projects and/or projects in the queue:

- Denver Parks & Recreation - Game plan for 2A Funds  
Develop and execute a strategic marketing, communications and outreach plan to let Denver residents know how 2A funds will be used to invest in city parks and report back to residents on the accomplishments.
- Denver Public Works, Solid Waste Management (Denver Recycles)  
Created a strategic marketing campaign to educate Denver residents to recycle more, thereby reducing the amount of waste that goes to the landfill with the overarching goal of increasing waste diversion to 34%.

**Location (if applicable):**

**WBE/MBE/DBE goals that were applied, if applicable (construction, design, Airport concession contracts):**

**Are WBE/MBE/DBE goals met (if applicable)?**

**Is the contract new/a renewal/extension or amendment?**

**Was this contractor selected by competitive process or sole source?**

Competitive process

**For New contracts**

**Term of initial contract:**

**Options for Renewal:**

**How many renewals (i.e. up to 2 renewals)?**

**Term of any renewals (i.e. 1 year each):**

**Cost of initial contract term:**

**Cost of any renewals:**

**Total contract value council is approving if all renewals exercised:**

**For Amendments/Renewals Extensions:**

**Is this a change to cost/pricing; length of term; terms unrelated to time or price (List all that apply)?**

***If length changing***

**What was the length of the term of the original contract?**

\$350,000

**What is the length of the extension/renewal?**

\$1,400,000

**What is the revised total term of the contract?**

\$1,750,000

***If cost changing***

**What was the original value of the entire contract prior to this proposed change?**

Three years

**What is the value of the proposed change?**

Two years

**What is the new/revised total value including change?**

Five years

***If terms changing***

**Describe the change and the reason for it (i.e. compliance with state law, different way of doing business etc.)**