



Legislation Text

File #: 23-1353, Version: 1

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

**Date Submitted: 10-02-2023**

**Requesting Agency: Transportation & Infrastructure  
Division:**

**Subject Matter Expert Name: Kristen Moore**

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<<mailto:Kristen.moore@denvergov.org>>**

**Phone Number:**

**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 Amendatory Agreement between the City and County of Denver and GBSM, Inc. to continue providing public engagement and marketing professional services, citywide.**

Amends an on-call contract with GBSM, Inc., by adding 2 years with a new ending date of 1-14-2026 to continue providing public engagement and marketing professional services, citywide. No change to contract amount. (DOTI-202369343-01/DOTI-202056675-01). The last regularly scheduled Council meeting within the 30-day review period is on 11-13-2023. The Committee approved filing this item at its meeting on 10-10-2023.

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

**Citywide**

**Contract Control Number:**

**DOTI-202369343-01/DOTI-202056675-01)**

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

**GBSM, Inc.**

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

- 1. Public Engagement and Marketing (40% MWBE):** Work in this category includes providing public information services.

This includes coordination, communication, developing presentation materials, leading public meetings, etc. Tasks may be standalone or in support of larger projects or programs.

- Developing public involvement plans
  - Address traditional public engagement efforts
  - Respond to the opportunities and needs for virtual engagement
  - Focus on inclusive and equitable involvement acknowledging Denver's diverse community
- Graphic and communication support
- Development of materials for engagement (graphics, templates, handouts, exercises, boards, powerpoints, talking points, etc.)
- Leading public involvement efforts (ex. pop-ups, community meetings, technical working groups, etc.)
- Coordination and facilitation
- Scheduling and attending events
- Strategy meetings

**Location (if applicable):**

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

**WMB**

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

Category 11: 40%

Category 11: The Equity Project, Project Resource Studio, Domoto Brands, Fireside Production, Garcia Pivik & Pivik Communications Consulting, Apex Design, Jacobs Engineering Group, Livable Cities Studio, Peak Consulting Group, ArLand

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

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)?**

Length of term

***If length changing***

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

**1/15/2-021 = 1/14/2024**

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

**24 months**

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

**1/15/2021-1/14/2026**

***If cost changing***

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

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

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

***If terms changing***

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