



## Legislation Details (With Text)

**File #:** 20-1516 **Version:** 1

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

**File created:** 12/4/2020 **In control:** Land Use, Transportation & Infrastructure Committee

**On agenda:** 1/4/2021 **Final action:** 1/4/2021

**Title:** A resolution approving a proposed Contract between the City and County of Denver and Calderon Hispanic Marketing LLC for on-call public engagement and marketing professional services, citywide. Approves a contract with Calderon Hispanic Marketing LLC for \$1.25 million and through 1-14-24 for on-call public engagement and marketing professional services, citywide (DOTI-202056632). The last regularly scheduled Council meeting within the 30-day review period is on 1-19-21. The Committee approved filing item at its meeting on 12-15-20.

**Sponsors:**

**Indexes:** Zach Rothmier

**Code sections:**

**Attachments:** 1. RR20 1516 DOTI Calderon, 2. 20-1516 Filed Resolution\_Calderon Hispanic Marketing LLC 202056632-00, 3. 20-1516 Contract\_Calderon Hispanic Marketing, LLC 202056632-00, 4. 20-1516 Filed Resolution\_Calderon Hispanic Marketing LLC, 5. 20-1516 - signed

Date	Ver.	Action By	Action	Result
1/4/2021	1	Council President	signed	
1/4/2021	1	City Council	adopted	Pass
12/15/2020	1	Land Use, Transportation & Infrastructure Committee	approved by consent	

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

**Date Submitted:** 12-04-20

**Requesting Agency:** Department of Transportation and Infrastructure  
**Division:**

**Subject Matter Expert Name:**

Name:	Jason Gallardo
Email:	jason.gallardo@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 Contract between the City and**

**County of Denver and Calderon Hispanic Marketing LLC for on-call public engagement and marketing professional services, citywide.**

Approves a contract with Calderon Hispanic Marketing LLC for \$1.25 million and through 1-14-24 for on-call public engagement and marketing professional services, citywide (DOTI-202056632). The last regularly scheduled Council meeting within the 30-day review period is on 1-19-21. The Committee approved filing item at its meeting on 12-15-20.

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

**Contract Control Number:** DOTI-202056632

**Vendor/Contractor Name (including any "DBA"):** Calderon Hispanic Marketing LLC

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

11. 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
- o Address traditional public engagement efforts
- o Respond to the opportunities and needs for virtual engagement
- o 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):**

**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:** 1/15/2021 - 1/14/2024

**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:** \$1,250,000.00

**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?**

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

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

***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.)**