

Denver Regional Council of Governments
State of Colorado

Finance and Budget Committee

Resolution No. 67, 2025

A resolution authorizing the Executive Director to amend the contract with Blackbird Agency extending it one month to September 30, 2025, and increasing the amount from \$860,000 to \$864,198.01.

Whereas, the Denver Regional Council of Governments' Way to Go program conducts outreach and promotions to support alternative commute options to help reduce traffic congestion and vehicle miles of travel in the Denver region; and

Whereas, the Way to Go program contracts with a marketing agency to develop a strategic marketing plan and implement campaigns to promote sustainable commuting; and

Whereas; through a competitive process, the program selected and contracted with Blackbird Agency to provide marketing services through August 31, 2025; and

Whereas; Blackbird provided services and incurred advertising expenses in support of an ongoing campaign through September 30, 2025;

Now, therefore, be it resolved that the Finance and Budget Committee of the Denver Regional Council of Governments hereby authorizes the Executive Director to amend the contract with Blackbird Agency, extending the term one month to September 30, 2025 and increasing the amount from \$860,000 to \$864,198.01

Resolved, passed, and adopted this 5th day of November, 2025 at Denver Colorado.

Jeslin Shahrezaei, Chair
Finance and Budget Committee
Denver Regional Council of Governments

ATTEST:

Douglas W. Rex, Executive Director