

EXECUTIVE AND FINANCE COMMITTEE MEETING DATE : 07/24/2025

SUBJECT: REQUEST FOR RECOMMENDATION OF PROCUREMENT APPROVAL – PLAN YEAR 2026 OPEN ENROLLMENT MEDIA BUY

PREPARED BY: RON ZWERIN, SENIOR DIRECTOR, MARKETING, COMMUNICATIONS AND BRAND; BRIAN BRAUN, CFO

Proposed Action:

Recommendation to the Board to contract for English media buys through Emico for Plan Year 2026 Open Enrollment estimated to not exceed \$950,000.

Summary:

Requesting approval to proceed with the contracting for the Plan Year 2026 open enrollment media buy in an amount not to exceed \$950,000 for English paid media campaign. The media buy will be through Emico Media. These expenses are primarily pass-through expenses for the media purchases with a small fee charged for the services provided by Emico.

The media buy includes digital display ads, social media paid ads, paid search and search retargeting, placement on Connected TV (like Hulu), rural newspaper ads in 20 rural communities across Colorado

Staff Recommendation:

Staff recommends the approval to proceed with the contracting and funding of these media buys.

Procurement Compliance:

Procurement Exceeds \$250,000 threshold: Yes, the total expense for the media buy is estimated to total \$950,000.

Procurement/Business Initiative is necessary or advisable: Yes – we need statewide media coverage to support enrollment goals for PY 2026.

Type of procurement vehicle: These services will be contracted via an existing Master Service Agreement with Emico that was created subsequent to the 2020 RFP procurement. The media buys through Emico purchased via this request will be

contracted under a separate media buy authorization that will provide a detail breakdown of the types of media buys and related fees charged by the vendor.

Need for RFP,RFI,RFS or similar: The Emico request is estimated to exceed the RFP threshold. C4HCO underwent an RFP procurement process in 2020 and selected Emico for English media buy services.

Funding Source:

Funding will be provided directly by Connect for Health Colorado and was included in the approved budget for fiscal year 2026. No Federal funds will be used for this procurement.