RESOLUTION NO. 2026-21
OF THE FRONT RANGE PASSENGER RAIL DISTRICT
AUTHORIZING THE GENERAL MANAGER TO NEGOTIATE AND EXECUTE A CONTRACT WITH KABZA FOR DIRECT MAIL COMMUNICATIONS SERVICES

WHEREAS, pursuant to Section 32-22-101, *et seq*., C.R.S. (the "Act"), the Front Range Passenger Rail District (the "District" or "FRPRD") was established as a body politic and corporate and a political subdivision of the state to research, develop, construct, operate, and maintain an interconnected passenger rail system within the front range that is competitive in terms of travel time for comparable trips with other modes of surface transportation; and

WHEREAS, except as otherwise specifically provided, the Board of Directors of the District (the "Board") exercises and performs all powers, privileges, and duties vested in or imposed upon the District in the Act; and

WHEREAS, Section 32-22-105(2)(g)-(h), C.R.S., authorizes the Board to appoint, hire, and retain professional consultants, and to prescribe methods for the performance or furnishing of labor, materials, or supplies that may be required to carry out the purposes of the Act; and

WHEREAS, the District has adopted a comprehensive Ballot Access Plan outlining the technical, planning, research, legislative, financial, and public-engagement work required to prepare for a potential 2026 ballot referral; and

WHEREAS, successful execution of the Ballot Access Plan requires coordinated, region-wide coalition outreach across multiple stakeholder sectors and station communities; and

WHEREAS, pursuant Section VII of the District's *Procurement and Purchasing Policy for Goods and Services*, the District issued a public request for proposals for direct mail communications services as further described in the scope of services attached to the contract in **Exhibit A**; and

WHEREAS, based on the proposals received and District staff's evaluation, the General Manager has determined that erlin sen (the "Consultant") possesses the qualifications and demonstrated experience to fulfill the requirements of the contract and scope of services further described in Exhibit A; and

WHEREAS, the Kabza has proposed a total project fee of $500 ith the specified deliverables and pa ent str ct re and

WHEREAS, pursuant to the District's *Procurement and Purchasing Policy for Goods and Services* the Board's Finance Committee must authorize a District contract of more than $20,000 and refer it to the Board for approval at the following Board meeting and the Board must authorize a District contract of $150,000 or more by resolution; and

WHEREAS, the contract scope and compensation are consistent with the budget previously presented to and reviewed by the Board; and

WHEREAS, the Finance Committee has reviewed the proposed scope and cost and recommends authorizing the General Manager to negotiate and execute a contract with the Consultant; and

WHEREAS, the Board now desires to authorize the General Manager to negotiate and execute a contract in the form provided in Exhibit A with the Consultant pursuant to the proposed scope and price.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the District that:

1. The Board hereby authorizes the General Manager to negotiate and execute a services contract in the form provided in Exhibit A with the Consultant for direct mail communications services to be completed by August 15, 2026.
2. The total compensation under the contract shall not exceed the amounts described in the scope of services provided in Exhibit A.

APPROVED this 26th day of June 2026.

Chair

ATTEST:

Joan Peck

Secretary

Exhibit A

Contract with Kabza for Direct Mail Communications Services

[*See attached*]

FRPR FRONT RANGE PASSENGER RAIL

CONTRACT FOR SERVICES

This contract for services (the "Contract") is made and entered into as of the Effective Date (defined below) by and between Kabza Mail Services, (the "Consultant") and the Front Range Passenger Rail District, a body politic and corporate and a political subdivision of the State of Colorado (the "District") (each individually referred to herein as a "party" and collectively as the "parties").

RECITALS

WHEREAS, pursuant to Section 32-22-101, *et seq.*, C.R.S. (the "Act"), the District was established to research, develop, construct, operate, and maintain an interconnected passenger rail system within the front range that is competitive in terms of travel time for comparable trips with other modes of surface transportation; and

WHEREAS, except as otherwise specifically provided, the Board of Directors of the District (the "Board") exercises and performs all powers, privileges, and duties vested in or imposed upon the District in the Act; and

WHEREAS, pursuant to Section 32-22-105(2)(g)-(h), C.R.S., the Board is further authorized to appoint, hire, and retain professional consultants; to prescribe methods for the letting of contracts for labor, materials, or supplies; and to prescribe methods for the performance or furnishing of labor, materials, or supplies that may be required to carry out the purposes of the Act.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the Consultant and the District hereby agree as follows:

TERMS AND CONDITIONS

1. Scope of Services

a. The Consultant shall perform the services described in **Exhibit A**, attached hereto and incorporated herein by this reference (the "Services") in a professional manner, using the degree of skill and knowledge customarily employed by other professionals performing similar services.

b. Exhibit A may take any form, including forms which may include price and payment terms. In the event of any conflict between terms set forth in the body of this Contract and terms set forth in Exhibit A, the terms in the body of this Contract shall govern. Consultant shall have no right or authority, express or implied, to take any action, expend any sum, incur any obligation, or otherwise obligate the District in any manner whatsoever, except to the extent specifically provided in this Contract (including Exhibit A) or through other authorization expressly delegated to or authorized by the District through its Board.

2. Period of Services and Termination

a. The period for providing the Services and deliverables under this Contract shall commence on July 1, 2026 (the "Effective Date") and continue through August 15, 2026.

b. The District may suspend or pause the Services, in whole or in part, at any time if sufficient funding is not secured or appropriated to support continuation of the Services. In such event, the District shall provide written notice to Consultant of such suspension. Consultant shall cease work upon receipt of such notice and promptly provide an invoice for all Services provided prior to suspension of the Services. The District will compensate Consultant for all Services provided prior to notice being given of the suspension of Services.

c. Either Party shall have the right to terminate this Contract at any time, with or without cause, by providing written notice of termination to the other Party and effective upon the date of such notice. Upon termination, Consultant shall provide an invoice for all Services provided as of the date of such notice, and the District will compensate Consultant for all Services provided through the date of such notice.

3. Compensation

The District will pay Consultant in the amount set forth in Exhibit A. This sum shall compensate Consultant for the performance of all the Services, excepting any additional Services requested in accordance with Section 5 of this Contract.

4. Payment and Invoicing

a. Unless otherwise provided for in Exhibit A, payment shall be made within 30 days following the receipt of an invoice by the District ("Due Date"), provided that the District receives such invoice before the regular monthly draw date (which date is the 15th day of each month unless Consultant receives written notice from the District of any change to that date). Consultant shall submit invoices each month to frontrangeprd@bill.com, with a copy to procurement@frprdistrict.com.

b. If the District objects to any invoice submitted by Consultant, the District shall so advise Consultant in writing giving reasons therefor. If any invoice submitted by Consultant is disputed by the District, only that portion so disputed may be withheld from payment, and the remainder shall be payable within the timeframe set forth in this Section 4.

c. Any Consultant travel must be pre-approved by the District and will be separately invoiced for reimbursement within 30 days of associated travel.

d. The District may pay the Consultant through various funding forms, including through a grant from the Colorado Department of Local Affairs ("DOLA Grant"). If the District chooses to pay the Consultant with funds from a DOLA Grant, such funds are provided to the District via a reimbursement process. The Consultant shall comply with all requirements of such reimbursement process, including performing DOLA Grant-reimbursed Services under a separate Task Order(s) as described in Section 5.

5. Additional Services by Task Order

Any additional Services to be provided by Consultant not set forth in Exhibit A will only be performed pursuant to written directives from the District to the Consultant (each, a "Task Order"), which provide a detailed description of either the specific additional Services or tasks to be performed, the personnel to be assigned, the time frame for the subject Services to be performed, and the amount Consultant will be compensated for such additional Services, together with such other terms and conditions as the District may require. Task Orders will be effective only if in writing and signed by the District and Consultant. Any Task Order so executed shall constitute an amendment pursuant to Section 14 of this Contract.

6. Annual Appropriation

Notwithstanding anything to the contrary contained in this Contract, the District shall have no obligations under this Contract after, nor shall any payments be made to Consultant in respect of any period after December 31 of any year, without an appropriation therefor by the District in accordance with a budget

adopted by the Board in compliance with the Local Government Budget Law (Section 29-1-101, *et seq.*, C.R.S.) and Article X, Section 20 of the Colorado Constitution ("TABOR").

7. Consultant Personnel

Consultant shall make available professionals of recognized experience and qualifications to work on this matter. Consultant represents that at all times in the performance of the Services, Consultant's personnel shall comply with any and all applicable laws, codes, rules, and regulations. The Consultant understands and acknowledges that the District, its Board, and employees are subject to Colorado's Fair Campaign Practices Act, TABOR, and the Uniform Election Code of 1992.

8. Insurance

a. Consultant shall carry and maintain (unless otherwise specified) during the term of this Contract:

(i) commercial general liability insurance covering premises operations, fire damage, independent contractors, products and completed operations, blanket contractual liability, personal injury, and advertising liability, with minimum limits of $1,000,000 (each occurrence), $1,000,000 (general aggregate), $1,000,000 (products and completed operations aggregate), and $50,000 (any one fire); and

(ii) workers' compensation insurance as required by Colorado law, during the term of this Contract.

b. Consultant and its employees will not operate any automobiles (whether owned, non-owned, or hired) in the performance of the Services under this Contract. Prior to operating any automobiles in the performance of Services, Consultant shall be required to provide evidence of business automobile liability insurance with a minimum limit of $1,000,000 each accident (combined single limit).

c. The District and the State of Colorado shall be named as additional insured on all commercial general liability policies.

d. Consultant's coverages shall be primary over any insurance or self-insurance program carried by District or the State of Colorado.

e. Consultant's insurance policies shall include clauses stating that each carrier shall waive all rights of recovery under subrogation or otherwise against District or the State of Colorado, its agencies, institutions, organizations, officers, agents, employees, and volunteers.

f. Consultant shall provide the District certificates evidencing the insurance coverage required in this Contract within 7 business days following the Effective Date.

g. No later than 15 days before the expiration date of any coverage, Consultant shall deliver to the District certificates of insurance evidencing renewals of coverage.

9. Indemnification

Consultant shall defend, release, indemnify, save, and hold harmless the District, its officers, agents, and employees from and against and all claims, demands, suits, actions, liabilities, costs, expenses, causes of action, or other legal, equitable or administrative proceedings of any kind or nature whatsoever, of or by anyone whomsoever, arising out of the acts or omissions of Consultant in its performance under this Contract. This Section 8 shall survive termination of this Contract. Consultant shall not be liable to the District for any consequential damages resulting in any way from the performance of the Services.

10. Relationship of the Parties

Consultant shall perform under this Contract as an independent contractor and it is not intended, nor shall it be construed, that Consultant or any employee or subcontractor to Consultant, is an employee, partner, or joint venture of the District for any purpose whatsoever.

11. Work Product; Open Records

a. Delivery of the Services may require the Consultant to use data belonging to the District. Any data provided by the District will remain property of the District. Additionally, all Records prepared by Consultant in connection with the Services shall become property of the District. Consultant shall execute written assignments to the District of all rights (including common law, statutory, and other rights, including copyrights) to the same as the District shall from time to time request. For purposes of this Section 11, "Records" includes any data, materials, information, documents, or work product created by any employee or subconsultant in connection with the performance of the Services under this Contract.

b. The Parties acknowledge that the Records under and related to this Contract may be subject to the Colorado Open Records Act, Section 24-72-201, *et seq.*, C.R.S. In the event of a request to the District for disclosure of information identified by Consultant as Consultant's "Confidential Commercial and/or Financial Information," the District shall advise Consultant of such request to give Consultant the opportunity to object to the disclosure of such information. In the event of the filing of a lawsuit to compel such disclosure, the District shall tender all such material to the court for judicial determination of the issue of disclosure and Consultant agrees to intervene in such lawsuit to protect and assert Consultant's claims of confidentiality against disclosure of such material. Consultant further agrees to defend, indemnify, save, and hold harmless the District, its officers, agents, and employees, from any claim, damages, expense, loss, or costs arising out of Consultant's intervention to protect and assert Consultant's claims of confidentiality against disclosure under this Section 11 including, without limitation, prompt reimbursement to the District of all reasonable attorneys' fees, costs, and direct damages that the District may incur directly or may be ordered to pay by such court.

12. No Discrimination in Employment

This Contract is subject to all applicable laws and executive orders relating to equal opportunity and non-discrimination in employment and the Consultant agrees that it will not discriminate in its employment practices in violation of any such applicable law or executive order. Consultant agrees not to refuse to hire, discharge, promote or demote, or to discriminate in matters of compensation against any person otherwise qualified, solely because of race, color, religion, national origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability. Consultant agrees to insert the foregoing provision in all subcontracts hereunder.

13. Conflict of Interest

The Parties agree that no official, officer, or employee of the District shall have any personal or beneficial interest whatsoever in the services or property described herein and Consultant further agrees not to hire or contract for services with any official, officer, or employee of the District or with any other person which would be in violation of Sections 18-8-308 and 24-18-101, *et seq.,* C.R.S.

14. Amendments

Any and all amendments, additions, or deletions to this Contract shall be null and void unless approved by the Parties in writing.

15. Time of Essence

Time is of the essence with respect to this Contract. Notwithstanding the foregoing, Consultant agrees to exercise diligence in the performance of its services consistent with the agreed upon project schedule, subject to the exercise of the generally accepted standard of care for performance of such services. If, through no fault of Consultant, such periods of time or dates are changed, or the orderly and continuous progress of Consultant's services is impaired, then the time for completion of Consultant's services shall be adjusted equitably.

16. Counterparts

This Contract may be executed electronically and in counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same document.

17. Successors and Assigns

This Contract shall be binding on the District and Consultant and their respective successors and permitted assigns, provided Consultant shall have no right to assign this Contract without the express written consent of the District.

18. Disputes

In the event of a dispute between the parties, arising out of or related to this Contract, the aggrieved party shall notify the other party of the dispute within a reasonable time after such dispute arises. If the parties cannot thereafter resolve the dispute through good faith negotiations, each party shall nominate a senior officer of its management to meet to resolve the dispute by direct negotiation or mediation. Should such efforts fail to resolve the dispute, either party may bring a cause of action in accordance with Section 19.

19. Applicable Law and Venue

Any and all claims, disputes, or controversies related to this Contract, or breach thereof, shall be litigated in the state District Court for the City and County of Denver, which shall be the sole and exclusive forum for such litigation. This Contract shall be construed and interpreted under and shall be governed by the laws of the State of Colorado.

20. Enforceability

A determination that any provision of this Contract is unenforceable or invalid shall not affect the enforceability or validity of any other provision and any determination that the application of any provision of this Contract to any person or circumstance is illegal or unenforceable shall not affect the enforceability or validity of such provision as it may apply to any other persons or circumstances.

21. Entirety of Agreement

This document supersedes all prior agreements between the Parties, written or oral, and embodies the complete agreement and understanding among the Parties, written or oral, which may have related to the subject matter hereof in any way, and shall not be amended orally, but only by the mutual agreement of the Parties hereto in writing specifically referencing this Contract. This Contract sets forth

the only agreements pursuant to which the District or any of its affiliates is obligated to pay money or any other benefit to Consultant.

22. Waiver

No failure or delay by either party in the exercise of any right hereunder shall constitute a waiver thereof. No waiver of any breach shall be deemed a waiver of any preceding or succeeding breach.

23. Notices

All notices or other communications required under this Contract shall be effected, either by personal delivery in writing, by certified mail return receipt requested, by facsimile transmission with evidence of confirmation, or by reputable overnight delivery. Notice shall be deemed to have been given when delivered, mailed or transmittal is confirmed to the Parties at the address set forth below or such other address as either Party may specify to the other Party in writing.

If to District: Front Range Passenger Rail District
1800 W. 33rd Ave., Suite 200
Denver, CO 80211
info@frprdistrict.com

With copy to: Nossaman LLP
1801 California Street, Suite 2400
Denver, CO 80202
bbutzin@nossaman.com

If to Consultant: Kabza Media LLC
P.O. Box 261
Wheat Ridge, CO 80034
andy@kabza.co
tallon@kabza.co

[*Signature page follows*]

IN WITNESS WHEREOF, the Parties hereto have executed this Contract as of the date and year first written above.

Front Range Passenger Rail District

By: _____
Sal Pace
General Manager

Date: 6/30/26

[*Name of Consultant*]

By: _____
Name: Andy Kabza
Title: Principal

Date: July 1, 2026

EXHIBIT A

SCOPE OF SERVICES & PAYMENT TERMS

1. PURPOSE

The Consultant shall develop and execute a comprehensive direct mail communications program in support of the District's Ballot Access Plan. This effort is strictly informational and non-advocacy and is intended to educate constituents regarding:

- The Colorado Connector ("CoCo") Delivery Plan;
- Station Area Plans;
- Public engagement opportunities, including town halls and community meetings; and
- Project timelines, milestones, and implementation planning.

All work must comply with the Colorado Fair Campaign Practices Act and all applicable laws governing pre-ballot communications.

2. SCOPE OF WORK

2.1 Direct Mail Strategy

The Consultant shall:

- Develop a comprehensive direct mail strategy aligned with the Ballot Access Plan timeline;
- Identify priority audiences, geographies, and mailing universes;
- Recommend frequency, format, and sequencing of mail communications;
- Coordinate messaging with the District's branding consultant, Burdekin English; and
- Develop a phased communications calendar tied to project milestones.

2.2 Creative Development

The Consultant shall:

- Develop all direct mail creative materials consistent with District branding;
- Coordinate closely with Burdekin English to ensure brand alignment; and
- Ensure all materials are accessible, clear, and educational in tone.

2.3 Data Management & Targeting

The Consultant shall:

- Recommend and manage mailing lists and audience targeting;
- Identify geographic targeting strategies consistent with District priorities;
- Coordinate household-level targeting where appropriate;

- Manage list hygiene, suppression, deduplication, and address verification; and
- Track mailings by region.

2.4 Printing & Distribution

The Consultant shall:

- Manage printing and production of all mail materials;
- Coordinate postage and mail house services;
- Execute all mail distribution activities;
- Provide estimated and actual delivery schedules; and
- Ensure quality control throughout production and mailing processes.

2.5 Program Execution & Optimization

The Consultant shall:

- Coordinate mail drops with public engagement activities;
- Monitor delivery performance;
- Recommend adjustments to improve effectiveness and efficiency; and
- Coordinate timing with town halls, plan releases, and outreach efforts.

2.6 Compliance & Legal Coordination

The Consultant shall:

- Ensure all communications remain informational and non-advocacy;
- Coordinate with District staff and legal counsel as necessary; and
- Maintain documentation supporting compliance with:
    - Colorado Fair Campaign Practices Act;
    - Colorado Uniform Election Code; and
    - Any applicable postal regulations.

2.7 Reporting & Analytics

The Consultant shall provide:

- Regular reports summarizing:
    - Quantities mailed;
    - Geographic distribution;

  - Delivery timelines;
  - Cost tracking; and
  - Audience reach; and
- Final report summarizing campaign execution, lessons learned, and recommendations.

3. BUDGET

The total compensation under this Contract shall not exceed $500,000, inclusive of strategic planning, creative development, printing, postage, list acquisition, mail house services, and project management.

The Consultant shall provide to the District its:

- Printing and postage assumptions;
- Fee structure;
- Estimated budget allocations; and
- Total program cost estimate.

4. COORDINATION REQUIREMENTS

The Consultant shall coordinate with:

- Burdekin English (branding and messaging);
- The District's communications and leadership team;
- Outreach and engagement contractors; and
- Any District-approved consultants supporting public outreach efforts.

5. DELIVERABLES

The Consultant shall provide:

- Direct mail strategy and deployment plan;
- Mailing audience recommendations;
- Creative design and production materials;
- Printing and distribution management;
- Ongoing reporting and analytics; and
- Final program summary report.

PROPOSAL

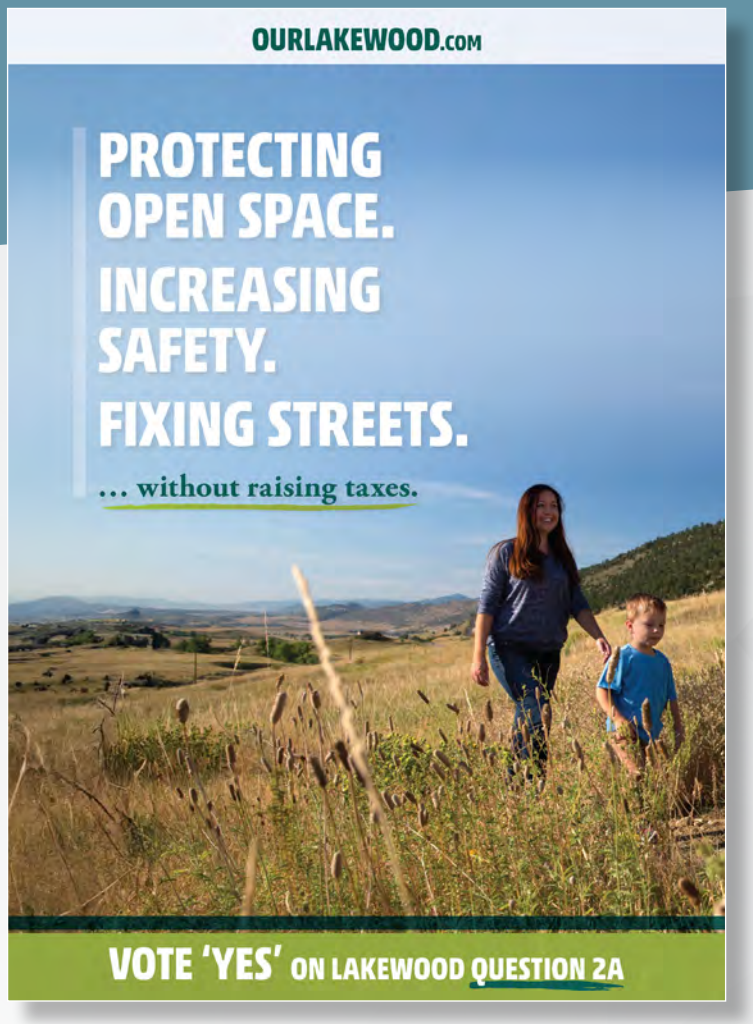
direct mail consulting

Front Range Passenger Rail

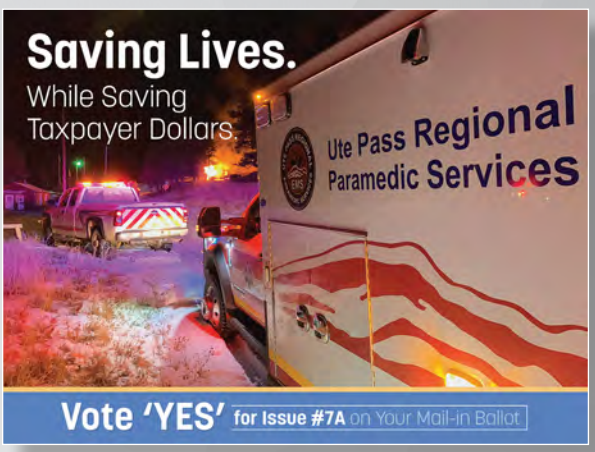
PUBLIC EDUCATION PROGRAM

Kabza

Strategic Consulting | Direct Mail







win with Kabza

Thank you for the opportunity to showcase Kabza Media's direct mail work. Above all, what you get with Kabza is personalized attention from the principal. From digging into voter files to designing efficient, strategic target universes; to diving into research and polling; to crafting sharp messages and eye-catching creative — **Kabza's award-winning direct mail marries sophisticated strategy with compelling design.**

We have executed winning programs throughout Colorado for many years – from federal, state and local races to ballot questions. Our long experience in Colorado politics, long familiarity with the state's political geography, and our proven record make Kabza Media perfectly suited to helping you achieve your goals.

Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

We Know Colorado.
We Know Mail.



PROVEN RESULTS

Principal Andy Kabza and Operations Director Tallon Clancy have years of combined experience in political campaigns – running or working for both candidate and independent programs. As a direct mail firm, we bring long experience in both the direct mail space and Colorado elections. We like to be involved early to help the client's team assess research, develop polling and our winning message. From there, we develop messaging concepts and the strategic plan to deliver those messages.

HIGH STANDARDS

Printing and mailing high-volume, high-stakes program in Colorado is what we do. We have long relationships with Colorado's union shop printers and the mail houses that serve this market. From paper stock, to color saturation, to over-sized pieces that stand out in the mail stack, we take pride in our creative and quality control.



PUBLIC AND NON-PROFIT SECTOR WORK

From working with the U.S. House to mail constituent communications, to helping pass ballot questions to increase funding for rural special district governments, to supporting nonprofits building their brands, Kabza Media is well-equipped to craft tailor-made communications to Colorado audiences that are informational, educational and non-advocacy in nature.

Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

FRPR in 2026

INITIAL THOUGHTS

As a Coloradan and Jeffco resident, I am thrilled at the opportunity to help advance FRPR's mission in Colorado, and to be a part of modernizing the state's transit infrastructure to ensure its future prosperity for generations to come. For our firm to help realize the ambitions of this visionary special district government would be a milestone moment for Kabza Media.

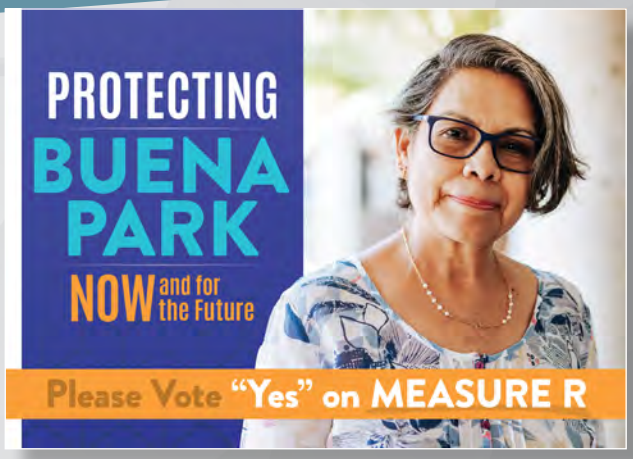
I believe direct mail is going to play a vital role in both the ballot access and electioneering periods. The variety of unique geographies and constituencies, combined with the credibility of direct mail as a medium, will make direct mail a powerful tool in the toolbox for delivering very tailored, informative and credible messages to voters within FRPR's 13 counties.

Credible, localized messaging; great design; strategically driven targeting; and the experience and capacity to execute high-stakes mail program is what we have been doing in Colorado for over a decade – built on my 20 years of experience in Colorado races in every corner of the state.

At a time of pinched pocketbooks, political turmoil, and deep pessimism about the economy – we have to convince voters that FRPR is at the core of creating a stable and prosperous future for Colorado.

Thank you again for the opportunity.

- Andy Kabza







Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

You Hire Us.
You Get Us.

Working directly with your team will be Principal Andy Kabza and Operations Director Tallon Clancy. We are the ones creating your mail plan, concepting out your program, directing creative, targeting your universes, and overseeing production of your direct mail.

We work with highly skilled designers with whom we've partnered for many years. We work with local union-shop printers to produce and drop mail. We, at our own cost, use professional proof-reading firms to check our work before we go to press.

CAPABILITY & CAPACITY

Your program envisions a flight of 2 - 3 mail drops targeting a universe of 25,000 - 50,000 households. This is well within our capacity.

In May and June alone, Kabza Media executed a complex program of developing, producing and dropping over 40 unique designs in numerous districts within a six-week period – totaling nearly 1,000,000 units.

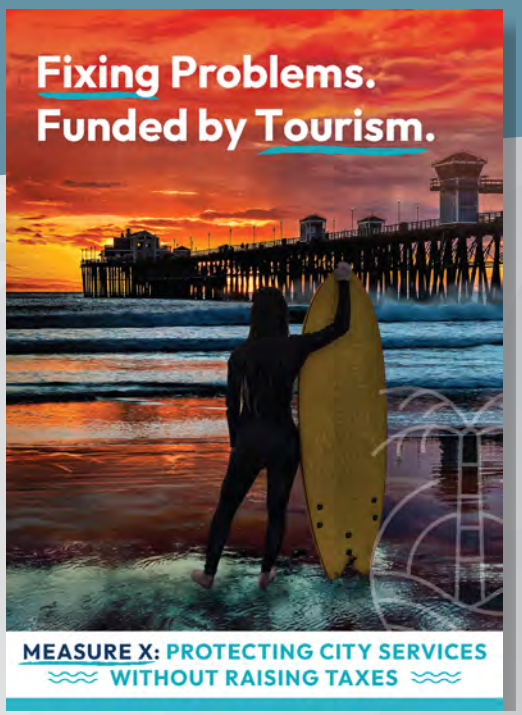


Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

Mail planning



OUR APPROACH

We want to be on your team from the very beginning. Participation in those initial strategy calls, research development, poll drafting and targeting ensures we are delivering mail plans, concepts and creative with the sharpest possible edges – locally tailored and aligned to your branding.

BUDGET/PLANNING

The tailored mail plan we share with clients is the same exact tool we are using internally to run your mail program.

Piece costs are broken out by production and postage; each drop is calculated and then totaled; approval and drop dates are all planned out. We want to be able to instantly see all the moving parts of a plan and we want the same for our clients.

CREATIVE & PRODUCTION

After we write and design, we send to client for feedback and editing. After a design is approved and vetted for research and legal, we have it professionally proofread. Upon signed Print Approval by client and payment, production generates a union-bugged printer proof.

We then handle production, applying the list, USPS mail drop and drop verification. Our approval dates are typically 9 to 11 days out from drop date.

TRACKING & REPORTING

We work closely with our mail houses to ensure documented, on-time delivery of pieces to the USPS for sorting and delivery. We monitor delivery in various ways, including verifying receipt of a piece to our internal addresses and Zip5 delivery reports generated by our vendors using USPS data. This tracking allows us to ensure smooth delivery, anticipate problems, and do the outreach we need to do in the event either we or the client are concerned about USPS's delivery of our product.

Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

FRPR constituent education mail budget

Kabza

Kabza Media | Mail Budget A

Piece	Piece Title	Mail Targets	HH	Piece cost	Postage	Piece Total	Approval Date	Drop Date
1	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 14, 2026	Monday, July 27, 2026
2	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 21, 2026	Monday, August 3, 2026
3	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 28, 2026	Monday, August 10, 2026
					Total:	115,500		

Mail Targets	HH	Price Point	Notes
Modeled engaged voters	50,000	0.34	

Initial mail plan & memo



MEMO

Per the RFP, please find below a mock mail plan for a 3-piece educational mailing to 50,000 civically-engaged households (HHs) – executed from late-July to mid-August.

By following the 3-flight/50k HH guideline, you will see that this initial mail plan comes in significantly under the $500,000 mail plan specification. This gives you options to consider:

1) Increase the program to civically-engaged HHs – either through additional drops or an expanded universe.
2) Add in a parallel program that supports more localized education efforts (e.g., town hall builds; local validator messages; wider universes in more persuadable regions).
3) Shift resources into other program areas.

FRPR constituent education mail budget

Kabza

Kabza Media | Mail Budget A

Piece	Piece Title	Mail Targets	HH	Piece cost	Postage	Piece Total	Approval Date	Drop Date
1	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 14, 2026	Monday, July 27, 2026
2	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 21, 2026	Monday, August 3, 2026
3	TBD	Modeled engaged voters	50,000	17,000	21,500	38,500	Tuesday, July 28, 2026	Monday, August 10, 2026
					Total:	115,500		

Mail Targets	HH	Price Point	Notes
Modeled engaged voters	50,000	0.34	

Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

Pricing & Fees



RETAINER

As part of the team providing input into your overall ballot access strategy, consultant expertise, and on-going strategic input, Kabza Media proposes a monthly retainer of: **$7,500**.

DIRECT MAIL

The below pricing for direct mail services includes: creative, copywriting, graphic design, any stock photography, professional proofreading, and union shop printing. This pricing is a flat rate for all full-sized and oversized pieces. **We do not charge extra for over-sized pieces (strategically and creatively, we do not typically favor the standard 8.5x11 size.)**

Quantity	Price
50,000	0.34
30,000	0.42
25,000	0.44

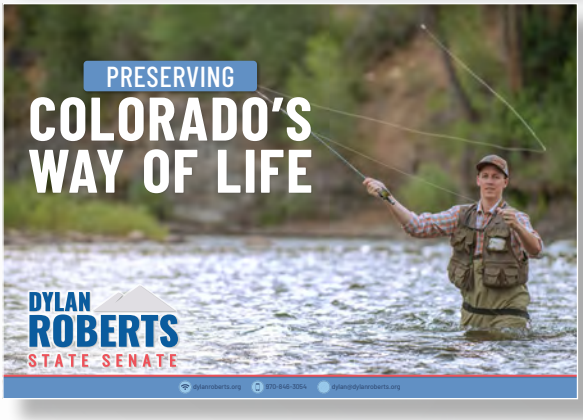
COSTS

Not included in the pricing, but which will be passed along with no mark-up, are the costs of: still photography, videography, production, post-production, voter file data, and travel expenses. These are passed along at-cost. We do not charge per diems.

Postage, shipping and handling are not included in the direct mail pricing. Postage rates for candidates is projected at $0.43 per for full- and over-sized flats. This is lower for clients with non-profit permits. Postage rates are subject to change if and when the U.S. Postal Service increases its rates.

about Andy KABZA







Andy brings to every project nearly two decades' experience as a Democratic political consultant, strategist, caucus director and campaign manager. As principal of Kabza Media and former Senior Vice President of Mad Dog Mail, Andy's past clients have spanned candidates, IE committees as well as Labor, environmental and reproductive freedom organizations.

Andy's direct mail consulting has helped flip legislative chambers, put pro-teacher majorities on school boards, passed ballot issues to advance public health measures and fund schools.

As Colorado Democrats' House Majority Project Executive Director, Andy's 2012 program won 17 out of 18 targeted races. Andy had been brought on by the Colorado House Democrats in 2010 to rebuild HMP's program from scratch – saving over a half dozen vulnerable Democratic seats from that cycle's Republican wave.

Andy's early campaign work also includes U.S. Senator Michael Bennet's 2010 primary campaign as Statewide Caucus Director; after managing an upstart 2008 Texas congressional to a 32-point primary win and then on to DCCC Red To Blue status. Prior to that he served in manager, field director, and political director roles on a variety of local, state and federal races in Colorado, Virginia and Massachusetts.

Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

Case Study: Bilingual



RHONDA SOLÍS

In 2022, Rhonda Solís's candidacy for Colorado SBOE in the new 8th Congressional was a watershed moment for that governing body. It was also an opportunity to inspire and motivate bilingual voters (and in hope turning out a few extra folks in favor of fmr. Congresswoman Caraveo).

We were honored to help propel Rhonda to victory, not just with effective bilingual messaging, but with unique art that spoke to the power of her candidacy. But behind the messaging and the art lay our targeting. In an under-resourced race with absurdly low contribution limits, our goal was to stretch her scarce resources as far as possible.

In crafting Spanish-language copy, we carefully work to employ input from native speakers and proofreaders – as well as local speakers to make sure we aren't overlooking nuances.



Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
andy@kabza.co | 970.308.0787

Creative







Kabza

Direct mail proposal for **FRPR**

from KABZA MEDIA
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References



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Rhonda Fields
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Alexis King
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Recent Clients



Colorado Democratic Party

Brittany Pettersen for Colorado

Adam Frisch for Colorado

State Sen. Katy Duhigg (NM)

State Sen. Natalie Figueroa (NM)

State Rep. Day Hochman-Vigil (NM)

State Rep. Christine Chandler (NM)

State Rep. Mariann Matthews (NM)

State Sen. Chris Kolker (CO)

State Sen. Janice Marchman (CO)

State Sen. Jessie Danielson (CO)

State Sen. Dafna Michaelson Jenet (CO)

State Sen. Kyle Mullica (CO)

State Sen. Tom Sullivan (CO)

State Sen. Tony Exum (CO)

State Sen. Cathy Kipp (CO)

State Sen. Faith Winter (CO)

Majority Leader Monica Duran (CO)

State Rep. Sheila Lieder (CO)

State Rep. Cecelia Espenoza (CO)

State Rep. Tammy Story (CO)

State Rep. Amy Paschal (CO)

State Rep. Rebekah Stewart (CO)

State Rep. Matthew Martinez (CO)

State Rep. Gretchen Rydin (CO)

Rhonda Solís for State Board of Education

Arapahoe Commissioner Rhonda Fields

Boulder Commissioner Ashley Stolzmann

Clear Creek Commissioner Rebecca Lloyd

Jeffco DA Alexis King

Denver Clerk & Recorder Paul López

Denver Councilmember Darrell Watson

Denver Councilmember Flor Alvidrez

Denver Councilmember Paul Kashmann

Denver Councilmember Kevin Flynn

Denver Councilmember Chris Hinds

Westminster Councilor Obi Ezeadi

Fort Collins Mayor Jeni Arndt

Lakewood Mayor Wendi Strom

Chattanooga Mayor Tim Kelly

Buena Park Mayor Susan Sonne

NAACP State Conference CO-MT-WY

One Main Street Colorado

Our Lakewood



Thank you for your consideration.

Andy Kabza | andy@kabza.co | 970.308.0787