

**MODIFICATION #1
OF
CONTRACT NO. PO379332**

The Modification of Contract No. **PO379332** made and entered into on April 5, 2023 by and between the City of Columbus, acting through its Board of Health (hereinafter referred to as the BOARD) and Knup, Watson, & Wallman, Inc, , (hereinafter referred to as the CONTRACTOR).

WITNESSETH:

WHEREAS, the BOARD has a need to revise by extending the contract term and Scope of Services, for STI Prevention Grant; and

NOW, THEREFORE, the parties to this Agreement hereto mutually agree that ARTICLE I, Contract Term, ARTICLE II, Maximum Obligation, and ARTICLE III. Pricing and Scope of Services is hereby amended as follows:

ARTICLE I. Contract Term

The term of this Contract shall be from, May 1, 2023 and extended through January 31, 2024.

ARTICLE II. Maximum Obligation

The maximum amount to be paid under any purchase order associated with this Contract shall not exceed \$50,000.00 unless additional funds are appropriated and authorized.
As a result of this action the Contract is increased by \$0.00.

ARTICLE III. Pricing and Scope of Services

*See Attached Revised Scope of Services

All other provisions of Contract No. PO379332 between the parties remain in effect except as necessarily modified by this Contract.

CONTRACTOR

By: Jennifer Savino 10.9.23
Date

THE COLUMBUS BOARD OF HEALTH

By: _____
Mysheika W. Roberts, M.D., M.P.H. Date
Health Commissioner

By: _____
Board of Health

Federal I.D. No.

39-1658926

DUNS#: 622600872

EXHIBIT A – SCOPE OF SERVICES

I. GENERAL DATA

Grant Amount	\$50,000
Grantee/SERVICE PROVIDER	KW2
CFDA No.	93.940
Grantee FTI Number	
Administrative Agency	KW2
Administrative Contact	Jennifer Savino
Title	CEO
Phone No.	
Email	JSavino@kw2marketing.com
Address	2010 Eastwood Drive Madison WI 53704
Columbus Public Health Dept. Grant Mgr.	Audrey South, PhD Sexual Health Promotion 614.645.6790 AESouth@columbus.gov

PROJECT DESCRIPTION

The City of Columbus's funds the provision of outreach education services to persons at signification risk of syphilis in Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway, and Union counties. The outreach sought is through social and traditional media outlets, such as radio, billboards, social media platforms, dating apps, and other relevant electronic or physical mediums.

The focus population of gay and bi-sexual men, as well as transgender or gender non-conforming persons may be further defined by certain zip codes or community locations. Additionally, there shall be a separate campaign seeking to educate and conduct outreach for person who engage in commercial sex and/or human trafficking. This will be specific to the current data and specific focus infection. Messaging the spills into counties throughout Central Ohio is acceptable. Furthermore, the messaging should focus on gay and bi-sexual men between 18 and 39 years of age. More messaging should be targeted at African American gay and bi-sexual men, especially young men.

This modification extends the contract to January 31, 2024, which is a one month longer.

I. Media Contract Needs and Requirements

A. Online Advertising

Messaging via Social Media Influencers as resources are available. The target population is gay and bi-sexual men in select zip codes. The messaging should focus on gay/bisexual men and transgender people between 18 and 39 years of age. More messaging should be targeted at young African American and Latinx gay/bisexual men and transgender people.

Messaging on dating websites, or similar venues, via road blocks, banner ads, etc., as resources are available. Example websites include Adam4Adam, Black Gay Chat, Jack'D, and Grindr. The messaging should focus on gay/bisexual men and transgender people between 18 and 39 years of age. More messaging should be targeted at young African American and Latinx gay/bisexual men and transgender people.

Messaging on TikTok, Snapchat, Facebook, and Instagram, or similar venues, via advertisements within the newsfeed, as resources are available. The messaging should focus on gay/bisexual men and transgender people between 18 and 39 years of age. More messaging should be targeted at young African American and Latinx gay/bisexual men and transgender people.

Messaging on YouTube, or similar venues, via advertisements within the newsfeed, as resources are available. The messaging should focus on gay/bisexual men and transgender people between 18 and 39 years of age. More messaging should be targeted at young African American and Latinx gay/bisexual men and transgender people.

Online advertising also may be useful for reaching sex workers and/or human trafficking victims. Specific platforms will be determined based upon focus group findings held in spring 2023.

B. GeoFencing Utilization

GeoFencing can be used effectively when:

- Locations selected have significant foot traffic within a set time period (like Pride events, concerts, clubs, and arenas)
- A large location list is provided
- Using apps with location-based interest (like Snapchat, with its custom geo-filters)
- Highly targeted ads for events relevant to your populations, like the Columbus Pride Festival and Parade in June.
- Ongoing banner ad placement geo-fenced around bars, clubs, and other locations that may be frequented by the intended population, like Columbus-area gay bars

C. Radio

Negotiate with stations like 106.3, 107.1, 107.5, additional African American stations like 95.5, and 105.3, Hispanic station 103.1, and sports/rock/talk stations 1460AM, 96.3 and 105.7 to secure ad schedules, added value and any radio-related events.

D. Billboard

Billboards may be used in select zip codes to reach street traffic. The specific locations will be determined by sexual health data.

CONTRACTOR agrees to:

1. Meet the contract obligations as outlined in this scope of services and understands that failure or refusal to comply with the provisions outlined in the scope of services may result in cancellation of this contract or a decrease in funding. Columbus Public Health reserves the right to withhold payment for contracted services not provided.
2. Allow the BOARD or its representative to make periodic site visits during normal working hours for the purpose of observing the program, reviewing the information submitted in reports, documenting client outcomes and program impacts, and discussing any unforeseen problems or issues.
3. Provide the BOARD a hard copy of its most recently completed agency audit.
4. Provide BOARD per the City Contract timely notices if it can no longer perform or execute the obligation of the Federal Ending the HIV Epidemic program or City Contract.
5. Maintain accurate and complete records and other evidence pertaining to all expenditures incurred for the contracted services. Copies of such records shall be furnished if requested.
6. Perform all services in accordance with the privacy regulations [45 CFR 164.502(e); 164.504(e)] issued pursuant to the Health Insurance Portability and Accountability Act [42 USC 1320-1320d-8] and the terms of the attached Columbus Health Department Privacy Agreement.

Additional Requirements

The Subrecipient understands that this contract with Columbus Public Health utilizes Federal grant monies from the Center for Disease Control, STI Prevention, C.F.D.A . 93.940, from the Ohio Department of Health **Project#02520012ST1523**. As such, the Subrecipient agrees to comply with all Federal laws and regulations along with the appropriate requirements of the Federal Uniform Grant Guidance. The Subrecipient agrees to provide Columbus Public Health with the Subrecipient's Dun and Bradstreet Data Universal Numbering System (DUNS) Number. The DUNS number must be obtained before any payments are made to the Subrecipient.

During the term of this contract the Subrecipient agrees to allow Columbus Public Health to monitor effectively the Subrecipient's use of these Federal grant monies and to ensure that the Subrecipient's performance goals are being achieved. This monitoring may include special reporting, site visits, regular contact, or other means to provide reasonable assurance that the Subrecipient's administers the Federal award in compliance with laws, regulations, and provisions of the grant agreement and this contract.

Columbus Public Health is required to ensure that subrecipients comply with the audit requirements of the Federal Uniform Grant Guidance. The Subrecipient agrees to assist Columbus Public Health in this effort by providing any needed information as requested and by complying with the audit requirements of the Federal Uniform Grant Guidance.

Attached to the Scope of Services is the Notice of Award. Attachment A.