



Legislation Details (With Text)

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Title: To authorize the Director of Public Service to modify a service contract with Hunter Marketing relative to the Park Columbus Educational Communications Campaign; and to authorize the expenditure of \$250,000.00 from the within Fund 6500, the Mobility Operating Fund. (\$250,000.00)

Sponsors:

Indexes: WBE Participation

Code sections:

Attachments: 1. ORD 0786-2024 Mod 2 Park Columbus Education Campaign

Date	Ver.	Action By	Action	Result
5/15/2024	1	ACTING CITY CLERK	Attest	
5/14/2024	1	MAYOR	Signed	
5/13/2024	1	COUNCIL PRESIDENT PRO-TEM	Signed	
5/13/2024	1	Columbus City Council	Approved	Pass
5/6/2024	1	Columbus City Council	Read for the First Time	

1. BACKGROUND:

This legislation authorizes the Director of Public Service to modify an existing professional services contract with Heart and Hunter Inc. doing business as Hunter Marketing.

Ordinance 0403-2022 authorized the Director of Public Service to enter into a professional services contract for the Park Columbus Educational Communications Campaign providing the City of Columbus, Division of Mobility & Parking Services with a comprehensive stakeholder outreach campaign highlighting innovative parking projects in 2022, including the installation of multi-space parking meters and the launch of the Dynamic Curb Lane Management Program. Ordinance 0719-2023 authorized the Director of Public Service to modify the aforementioned contract to add additional funds to support the provision of stakeholder outreach services in 2023. The Division of Mobility & Parking Services now wishes to modify the existing service contract to support the provision of services in 2024.

<u>Amount of additional funds to be expended:</u>	\$250,000.00	
The original contract amount:	\$250,000.00	(PO315867, Ord. 0403-2022)
The total of modification 1:	\$250,000.00	(PO376675, Ord. 0719-2023)
<u>The total of modification 2:</u>	\$250,000.00	<u>(Total this Ordinance)</u>
The contract amount including all modifications:	\$750,000.00	

Reason additional goods/services could not be foreseen:

This is a planned contract modification for the purpose of continuing the Park Columbus Educational Communications Campaign.

Reason other procurement processes are not used:

Heart and Hunter has knowledge and experience with this specific stakeholder outreach, bidding the work out would add more costs and time to the completion.

How cost of modification was determined:

The cost of this contract modification is consistent with the direct labor, overhead, and profit rates established within the original proposal/contract.

2. CONTRACT COMPLIANCE

The contract compliance number for Heart and Hunter Inc. is 035651, which expires April 13, 2025.

3. FISCAL IMPACT

Funding in the amount of \$250,000.00 is available within Fund 6500, the Mobility Operating Fund, to support this expenditure.

4. MINORITY AND WOMAN OWNED BUSINESS ENTERPRISE & SMALL LOCAL BUSINESS ENTERPRISE PROGRAM

This contract modification is not subject to City of Columbus MBE/WBE/SLBE program requirements because the original service contract was executed prior to the implementation of this program. However, Heart and Hunter Inc. is a certified WBE, and the proposed expenditure will count towards the Department's overall goal.

To authorize the Director of Public Service to modify a service contract with Hunter Marketing relative to the Park Columbus Educational Communications Campaign; and to authorize the expenditure of \$250,000.00 from the within Fund 6500, the Mobility Operating Fund. (\$250,000.00)

WHEREAS, Ordinance 0403-2022 authorized the Director of Public Service to enter into contract with Hunter Marketing, and authorized the expenditure of \$250,000.00 to support the Park Columbus Educational Communications Campaign; and

WHEREAS, Ordinance 0719-2023 authorized the execution of the first modification to the Park Columbus Educational Communications Campaign contract in the amount of \$250,000.00, to continue the aforementioned stakeholder outreach campaign in 2023; and

WHEREAS, this legislation seeks to authorize the Director of Public Service to execute a second contract modification to the Park Columbus Educational Communications Campaign contract in the amount of \$250,000.00, to support the provision of services in 2024; **now, therefore,**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of Public Service be and is hereby authorized to execute a contract modification with Heart and Hunter, Inc dba Hunter Marketing, 51 N. Pearl Street, Columbus, Ohio 43215 relative to the Park Columbus Educational Communications Campaign.

SECTION 2. That the expenditure of \$250,000.00, or so much thereof as may be needed, is hereby authorized in Fund 6500 (Mobility Operating Fund), Subfund 650001 (Mobility Enterprise), Dept-Div 5906 (Public Service - Parking Services), in Object Class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 3. That the requisite funds are deemed appropriated and expenditures and transfers authorized to carry out the purposes of this ordinance and the City Auditor shall establish such accounting codes as necessary.

SECTION 4. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 5. That this ordinance shall take effect and be in force from and after the earliest period allowed by law.