



## Legislation Details (With Text)

**File #:** 1637-2023      **Version:** 1

**Type:** Ordinance      **Status:** Passed

**File created:** 5/24/2023      **In control:** Health & Human Services Committee

**On agenda:** 6/12/2023      **Final action:** 6/14/2023

**Title:** To authorize the Board of Health to modify, by extending, an existing contract with Purplegator, Inc. for the implementation of the multi-media advertising campaign for the period of April 1, 2023 through July 31, 2023; and to declare an emergency. (\$0.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Agreement\_Purplegator\_Fully Executed

Date	Ver.	Action By	Action	Result
6/14/2023	1	CITY CLERK	Attest	
6/13/2023	1	MAYOR	Signed	
6/12/2023	1	COUNCIL PRESIDENT	Signed	
6/12/2023	1	Columbus City Council	Approved	Pass

### Explanation

**BACKGROUND:** This ordinance authorizes the Board of Health to modify, by extending, an existing contract with Purplegator, Inc. for 30 days, now ending 7/31/2023. The contract compliance number is CC-041414.

Columbus Public Health has a need to continue the multi-media advertising campaign. Purplegator, Inc is developing a culturally-informed multi-media advertising campaign that promotes safe sleep practices and support for families with new babies to initiate behavioral change ("Services"). An emphasis will be placed on targeted digital and social-media advertising strategies to create measurable engagement, knowledge, awareness building, and behavioral change.

Emergency action is requested because the end date of the current contract is 6/30/2023 and it is immediately necessary to continue this contracted work.

**FISCAL IMPACT:** The Cribs for Kids grant, which is funding this contract, is entirely funded by the Ohio Department of Health. This program does not generate any revenue or require a City Match.

To authorize the Board of Health to modify, by extending, an existing contract with Purplegator, Inc. for the implementation of the multi-media advertising campaign for the period of April 1, 2023 through July 31, 2023; and to declare an emergency. (\$0.00)

**WHEREAS,** Columbus Public Health has a need to continue the Purplegator, Inc. multi-media advertising campaign with no added cost; and

**WHEREAS,** Purplegator, Inc. can provide the expertise required; and

**WHEREAS**, an emergency exists in the usual daily operation of the City and Columbus Public Health in that it is immediately necessary to enter into the contract to meet the grant period of April 1, 2023 to July 31, 2023, and for the immediate preservation of the public health, peace, property, safety and welfare and to avoid any delays in providing program services to meet grant deliverables; **NOW, THEREFORE**,

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

**SECTION 1** That the Board of Health is hereby authorized to modify, by extending, an existing contract with Purplegator, Inc. for 30 days, now ending July 31, 2023 (PO381473).

**SECTION 2.** That this contract is in compliance with Chapter 329 of the Columbus City Code.

**SECTION 3.** That the funds necessary to carry out the purpose of this Ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

**SECTION 4.** That for reasons stated in the preamble hereto, which is hereby made a part hereof, this Ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.