



## Legislation Details (With Text)

**File #:** 0770-2016      **Version:** 1  
**Type:** Ordinance      **Status:** Passed  
**File created:** 3/13/2016      **In control:** Public Utilities Committee  
**On agenda:** 4/18/2016      **Final action:** 4/21/2016

**Title:** To authorize the Director of Public Utilities to enter into a professional services contract with Brainstorm Media, Inc. for the development of a series of educational videos to support the Department's Blueprint Columbus Outreach program; to authorize the transfer within and the expenditure of up to \$110,000.00 from the Sanitary Sewer General Obligation Bond Fund, and to amend the 2015 Capital Improvements Budget. (\$110,000.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Ord 0770-2016 Brainstorm Media Scope of Service (2), 2. Ord 0770-2016 Sub-Contractor Work Identification Form Brainstorm 650004, 3. Ord 0770-2016 Dax Ordinance Attachment Codes

| Date      | Ver. | Action By             | Action                  | Result |
|-----------|------|-----------------------|-------------------------|--------|
| 4/21/2016 | 1    | CITY CLERK            | Attest                  |        |
| 4/20/2016 | 1    | MAYOR                 | Signed                  |        |
| 4/18/2016 | 1    | COUNCIL PRESIDENT     | Signed                  |        |
| 4/18/2016 | 1    | Columbus City Council | Approved                | Pass   |
| 4/11/2016 | 1    | Columbus City Council | Read for the First Time |        |

1. **BACKGROUND:** This legislation authorizes the Director of Public Utilities to enter into a professional services contract with Brainstorm Media, Inc. for the development of educational videos to support the Department's Blueprint Columbus Outreach.

2. **PROCUREMENT:** The Department of Public Utilities issued a Request for Proposals pursuant to the requirements of Columbus City Code Section 329 in order to solicit proposals. Four proposals were received and reviewed, and it was determined that the proposal submitted by the Brainstorm Media, Inc. would best meet the needs of the Department of Public Utilities.

3. **PROJECT TIMELINE:** One year (365 days)

4. **EMERGENCY DESIGNATION:** An emergency designation **is not requested** at this time.

5. **CONTRACT COMPLIANCE No.:** 31-1627226 (005695) | MAJ | Exp. 12/11/2017

6. **ENVIRONMENTAL IMPACT:** NA

7. **FISCAL IMPACT:** This ordinance authorizes the Director of Public Utilities transfer within and expend up to \$110,000.00 in funds from the Sanitary Sewer General Obligation Bond Fund, Fund 6109 and to amend the 2015 Capital Improvements Budget.

To authorize the Director of Public Utilities to enter into a professional services contract with Brainstorm Media, Inc. for the development of a series of educational videos to support the Department's Blueprint Columbus Outreach program; to authorize the transfer within and the expenditure of up to \$110,000.00 from the Sanitary Sewer General Obligation Bond Fund, and to amend the 2015 Capital Improvements Budget. (\$110,000.00)

**WHEREAS**, the Department of Public Utilities issued an RFP for the development of a series of educational outreach videos for the Blueprint Columbus Project; and

**WHEREAS**, the Department received and evaluated four (4) proposals; and

**WHEREAS**, the Department determined that Brainstorm Media, Inc. was the recommended vendor; and

**WHEREAS**, the Department of Public Utilities is under a mandate from Ohio EPA to eliminate sanitary sewer overflows and basement back-ups; and

**WHEREAS**, in 2015, the Department sought and received from Ohio EPA permission to meet this mandate with an inventive new approach, known as Blueprint Columbus; and

**WHEREAS**, Blueprint Columbus will address sanitary sewer overflows and basement back-ups using a different approach compared to traditional sewer projects; and

**WHEREAS**, public support for Blueprint Columbus will be enhanced with a strong public outreach and education program; and

**WHEREAS**, creating short educational videos regarding the elements of Blueprint Columbus will strengthen the Department's educational efforts; and

**WHEREAS**, the Department of Public Utilities is requesting that this Council authorize the Director of Public Utilities to enter into a professional services contract with Brainstorm Media, Inc. for the 4 Pillars video educational project, at the earliest practical date for the preservation of the public health, peace, property, safety; **now, therefore**

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

**SECTION 1.** That the Director of Public Utilities is hereby authorized to enter into a professional services contract with Brainstorm Media, Inc., 1423 Goodale Boulevard, Columbus, Ohio 43212, for the development of educational videos to support the Department's Blueprint Columbus Outreach in accordance with the terms and conditions on file in the office of the Blueprint Columbus Team within the Department of Public Utilities.

**SECTION 2.** That the City Auditor is hereby authorized and directed to transfer up to \$110,000.00 from the Sanitary Sewer General Obligation Bond Fund | Fund No. 6109 | Division 60-05 | per the account codes in the attachment to this ordinance.

**SECTION 3.** That the 2015 Capital Improvements Budget is hereby amended, in Fund 6109, Sanitary Sewer G.O. Bonds Fund as follows:

| <u>Fund</u> | <u>Project ID</u> | <u>Project Name</u>               | <u>Current Authority</u> | <u>Revised Authority</u> | <u>Change</u> |
|-------------|-------------------|-----------------------------------|--------------------------|--------------------------|---------------|
| 6109        | P650706-100000    | 5 <sup>th</sup> Ave Dam Removal   | \$494,755                | \$384,755                | (-\$110,000)  |
| 6109        | P650004-100002    | Blueprint 4 Pillars Video Project | \$0                      | \$110,000                | (+\$110,000)  |

**SECTION 4.** That the Director of Public Utilities is hereby authorized to expend up to \$110,000.00 from the Sanitary Sewer General Obligation Bond Fund, Fund 6109 for the Blueprint Columbus Educational Outreach Project | Div. 60-05 |

per the account codes in the attachment to this ordinance.

**SECTION 5.** That the said firm, Brainstorm Media, Inc. shall perform the work to the satisfaction of the Director of Public Utilities and the Administrator of the Division of Sewerage and Drainage.

**SECTION 6.** That the City Auditor is hereby authorized to transfer the unencumbered balance in a project account to the unallocated balance within the same fund upon receipt of certification by the Director of the Department administering said project that the project has been completed and the monies are no longer required for said project.

**SECTION 7.** 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 8.** 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 9.** That this ordinance shall take effect and be in force from and after the earliest period allowed by law.