



## Legislation Details (With Text)

**File #:** 0977-2013      **Version:** 1  
**Type:** Ordinance      **Status:** Passed  
**File created:** 4/12/2013      **In control:** Health & Human Services Committee  
**On agenda:** 5/6/2013      **Final action:** 5/7/2013

**Title:** To authorize and direct the appropriation of \$75,000.00 within the Neighborhood Initiatives Fund; to authorize and direct the transfer and appropriation of \$75,000.00 from the Neighborhood Initiatives Fund to the Health Special Revenue Fund; to authorize and direct the Board of Health to enter into a contract with WBNS-TV, Inc., for a public awareness campaign to address obesity in central Ohio; to authorize the expenditure of \$75,000.00 from the Health Special Revenue Fund; to waive the provisions for competitive bidding; and to declare an emergency. (\$75,000.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. ORD0977-2013 WBNS Bid Waiver Form

Date	Ver.	Action By	Action	Result
5/7/2013	1	CITY CLERK	Attest	
5/7/2013	1	MAYOR	Signed	
5/6/2013	1	COUNCIL PRESIDENT	Signed	
5/6/2013	1	Columbus City Council	Approved	Pass

**BACKGROUND:** It has been a priority of Columbus City Council to identify opportunities to support various Neighborhood Initiatives that enhance the well-being of Columbus residents. The Columbus Obesity Prevention Partnership was developed to help curb the current obesity epidemic by giving residents the tools they need to address this life and death crisis. This innovative city partnership provides unique opportunities for residents to get active, eat well, and enjoy a built environment with active living features.

Columbus Public Health is seeking to partner with 10 TV's Commit To Be Fit, the only media driven public awareness campaign in central Ohio developed to improve the health of our community. In partnership with Metro Parks, Giant Eagle and the YMCA of Central Ohio, Columbus Public Health will inform viewers and readers with practical, hands-on information utilizing 10 TV's web site, Facebook, Twitter pages, on-air news and on air promotional spots, providing them with education they can use to help make the necessary changes to live healthier, active lives.

This ordinance authorizes the appropriation of \$75,000.00 within the Neighborhood Initiatives Fund and the transfer and appropriation of \$75,000.00 from said Fund to the Health Special Revenue Fund. It also authorizes the Board of Health to enter into a \$75,000 contract with WBNS-TV, Inc., for a media driven public awareness campaign in central Ohio to improve the health of our community for the period of May 1, 2013 through April 30, 2014. This ordinance waives the competitive bidding provisions of the City Code, Sections 329.12, 329.13 & 329.14.

The contract compliance number for WBNS-TV, Inc., is 31-0711250 and expires on March 16, 2014. Emergency action is requested in order to immediately address the scheduled promotional activities.

**FISCAL IMPACT:** Funding for this ordinance is made available from the City's Neighborhood Initiatives Fund 018 for

transfer to the Health Special Revenue Fund.

To authorize and direct the appropriation of \$75,000.00 within the Neighborhood Initiatives Fund; to authorize and direct the transfer and appropriation of \$75,000.00 from the Neighborhood Initiatives Fund to the Health Special Revenue Fund; to authorize and direct the Board of Health to enter into a contract with WBNS-TV, Inc., for a public awareness campaign to address obesity in central Ohio; to authorize the expenditure of \$75,000.00 from the Health Special Revenue Fund; to waive the provisions for competitive bidding; and to declare an emergency. (\$75,000.00)

**WHEREAS**, it has been a priority of Columbus City Council to identify opportunities to support various Neighborhood Initiatives that enhance the well-being of our residents; and

**WHEREAS**, the Columbus Obesity Prevention Partnership was developed to help curb the current obesity epidemic and, as a result of this support from the Neighborhood Initiatives Fund, they will be able to provide residents the tools they need to address this life and death crisis; and,

**WHEREAS**, the Board of Health wishes to contract with WBNS-TV, Inc. because 10 TV's Commit To Be Fit, is the only media driven public awareness campaign in central Ohio designed to improve the health of our community; and,

**WHEREAS**, in order to enter into this contract, this ordinance waives the competitive bidding provisions of the City Code, Sections 329.12, 329.13 & 329.14; and,

**WHEREAS**, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to enter into this contract for the immediate preservation of the public health, peace, property, safety and welfare; Now, therefore,

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

**SECTION 1.** That the City Auditor be and he is hereby authorized and directed to appropriate and transfer \$75,000.00 from the Neighborhood Initiatives Fund, Fund No. 018, to the Health Special Revenue Fund, Fund No. 250, as follows:

**FROM:**

Fund Type	Dept #	Fund	Object Level 1	Object Level 3	OCA Code	Amount
Neighborhood Initiatives	50-01	018	10	5501	500118	\$75,000.00

**TO:**

Fund Type	Dept #	Fund	Object Level 1	Object Level 3	OCA Code	Amount
Health Special Revenue	50-01	250	80	0886	500135	\$75,000.00

**SECTION 2.** That from the unappropriated monies in the Fund known as the Health Special Revenue Fund, Fund No. 250, and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the twelve months ending December 31, 2013, the sum of \$75,000.00 is hereby appropriated to the Health Department, Division 50-01, Object Level One 03, Object Level Three 3336, OCA Code - 500135.

**SECTION 3.** That the Board of Health is hereby authorized and directed to enter into a contract with WBNS-TV, Inc. for the provision of a media driven public awareness campaign in central Ohio designed to improve the health of our community for the period of May 1, 2013 through April 30, 2014, in an amount not to exceed \$75,000.00

**SECTION 4.** That for the contract stated above, the sum of \$75,000.00 is hereby authorized to be expended from the Health Special Revenue Fund, Fund No. 250, Division No. 50-01, OCA Code - 500135, Object Level One 03, Object Level Three 3336.

**SECTION 5.** That the provisions of Sections 329.12, 329.13 and 329.14 of the Columbus City Code are hereby waived.

**SECTION 6.** 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 and is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

**SECTION 7.** That for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby 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.