



Legislation Details (With Text)

File #: 1019-2021 **Version:** 1

Type: Ordinance **Status:** Passed

File created: 4/16/2021 **In control:** Health & Human Services Committee

On agenda: 6/7/2021 **Final action:** 6/10/2021

Title: To authorize the Board of Health to enter into contract with The Saunders Company, LLC to develop a culturally-informed media advertising campaign that promotes safe sleep practices, home visiting, and brand awareness of CelebrateOne in the amount of \$329,550.00; to authorize the expenditure of \$329,550.00 from the Health Department Grants Fund; and to declare an emergency. (\$329,550.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. ORD 1019-2021 The Saunders Company Media Campaign

Date	Ver.	Action By	Action	Result
6/10/2021	1	CITY CLERK	Attest	
6/8/2021	1	MAYOR	Signed	
6/7/2021	1	COUNCIL PRESIDENT	Signed	
6/7/2021	1	Columbus City Council	Approved	Pass

BACKGROUND: Columbus Public Health received funding from The Franklin County Department of Job and Family Services to develop a culturally-informed digital media advertising campaign that promotes safe sleep practices, home visiting, and brand awareness of CelebrateOne. To complete the deliverables of the grant, Columbus Public Health will contract with The Saunders Company, LLC from April 5, 2021 through September 30, 2021 for a total contract amount of \$329,550.00. These services were advertised through Bonfire (RFQ017952) according to bidding requirements of the City Code. The contract compliance number for The Saunders Company, LLC is 46-4722967 and expires on 10/22/2022.

In 2018, more Franklin County babies lived to celebrate their first birthday and the infant mortality rate dropped across the populations. Infant mortality is a key indicator of a community’s overall well-being. There was a 28% decrease in the infant mortality rate since 2011, from 9.6 to 6.6 per 1,000 live births in 2020.

This ordinance is submitted as an emergency to ensure the grant deliverables are met within the required timeline.

FISCAL IMPACT: This contract is entirely funded by the grant award from The Franklin County Department of Job and Family Services Ordinance 2465-2020 passed on December 7, 2020.

To authorize the Board of Health to enter into contract with The Saunders Company, LLC to develop a culturally-informed media advertising campaign that promotes safe sleep practices, home visiting, and brand awareness of CelebrateOne in the amount of \$329,550.00; to authorize the expenditure of \$329,550.00 from the Health Department Grants Fund; and to declare an emergency. (\$329,550.00)

WHEREAS, Columbus Public Health has received funding from The Franklin County Department of Job and Family

Services to develop a culturally-informed digital media advertising campaign that promotes safe sleep practices, home visiting, and brand awareness of CelebrateOne; and

WHEREAS, The Saunders Company, LLC has been awarded the contract through the RFP process to provide services for a digital media advertising campaign; and

WHEREAS, the contract period is April 5, 2021 through September 30, 2021; and

WHEREAS, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to authorize the Board of Health to enter into contract with The Saunders Company, LLC, to promote safe sleep practices, home visiting, and brand awareness of CelebrateOne 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 Board of Health is hereby authorized to enter into contract with The Saunders Company, LLC in the amount of \$329,550.00 for the time period of April 5, 2021 through September 30, 2021.

SECTION 2. That to pay the cost of said contract, the expenditure of \$329,550.00 is hereby authorized from the Health Department Grants Fund, Fund No. 2251, Department of Health, Department No. 5001, per the accounting codes attached to this ordinance.

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.