



## Legislation Details (With Text)

**File #:** 2368-2019      **Version:** 1

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

**File created:** 9/6/2019      **In control:** Public Service & Transportation Committee

**On agenda:** 10/7/2019      **Final action:** 10/10/2019

**Title:** To amend Ordinance 0741-2019 to change the source of funding from Smart City grant funds to City cost share funds; to authorize the expenditure of up to \$700,000.00 from the Street Construction, Maintenance, and Repair Fund to Futurity and Paul Werth Associates for the Mobility Solutions Marketing and Communications Support contract; and to declare an emergency. (\$700,000.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. ord 2368-2019 SCC Mobility Soln Marketing

Date	Ver.	Action By	Action	Result
10/10/2019	1	CITY CLERK	Attest	
10/9/2019	1	MAYOR	Signed	
10/7/2019	1	COUNCIL PRESIDENT	Signed	
10/7/2019	1	Columbus City Council	Approved	Pass

### 1. BACKGROUND

The purpose of this ordinance is to amend Ordinance 0741-2019 in order to change the funding source and increase the contract amounts. The funding for 0741-2019 will now come from City of Columbus cost share funds instead of the United States Department of Transportation (USDOT) Smart City Grant Fund. The contract amounts will be made for a total of \$700,000.00 instead of \$500,000.00.

Ordinance 0741-2019 authorized the Chief Innovation Officer to enter into professional service contracts with Futurity and Paul Werth Associates in an amount of up to \$250,000.00 each for the Mobility Solutions Marketing and Communications Support contract. The purpose of this contract is to shift transportation habits of Central Ohioans from single occupancy car usage to multi-modal mobility options, and expand mobility access for Central Ohioans who lack access to a personal vehicle through Smart Columbus' Multimodal Trip Planning Application and Smart Mobility Hubs projects. Goals of the project include: creating awareness of the Multimodal Trip Planning Application and the Smart Mobility Hubs; driving downloads and trials of the Multimodal Trip Planning Application; driving foot traffic to Smart Mobility Hubs; driving new and repeat transactions within the Multimodal Trip Planning Application; and driving usage of services at Smart Mobility Hubs.

The original legislation used Smart City Grant Funds to pay for this contract. It has become necessary to switch the funding source to City cost share funds to ensure the City meets the cost share requirements of the grant. It was also intended to do planned modifications to increase the contract amounts once additional funding became available. Switching the contract funding source allows the contracts to be issued for the entire intended dollar amounts instead of doing a later modification.

### 2. FISCAL IMPACT

The funding source is being changed from Fund 7768 (Smart City Grant Program), Grant G591610 (2016 USDOT Smart City Award) to the Street Construction, Maintenance, and Repair Fund (Fund 2265). The cost for the project is \$700,000.00. Although this purchase was not originally budgeted in the Street Construction, Maintenance, and Repair

Fund (Fund 2265), the contract is needed and the fund has the available resources to make this purchase. It is necessary to appropriate funds in the amount of \$700,000.00 within Fund 2265 for this purpose.

The \$500,000.00 appropriated with ACPO004060 created by 0741-2019 is to remain appropriated in Object Class 03 (Purchased Service) and will be used with future legislation.

### 3. EMERGENCY DESIGNATION

Emergency designation is requested to prevent any disruption in services related to the Smart City Challenge to meet project deadlines established with USDOT for the grant.

To amend Ordinance 0741-2019 to change the source of funding from Smart City grant funds to City cost share funds; to authorize the expenditure of up to \$700,000.00 from the Street Construction, Maintenance, and Repair Fund to Futurety and Paul Werth Associates for the Mobility Solutions Marketing and Communications Support contract; and to declare an emergency. (\$700,000.00)

**WHEREAS**, Ordinance 0741-2019 authorized the Chief Innovation Officer to enter into contract with Futurety and Paul Werth Associates for the Mobility Solutions Marketing and Communications Support contract to be funded with Smart City grant funds; and

**WHEREAS**, the source of funding for these contracts will be changed from Smart City grant funds to City cost share funds; and

**WHEREAS**, the contract amounts have increased from a total of \$500,000.00 to \$700,000.00; and

**WHEREAS**, funds will need to be appropriated in the Street Construction, Maintenance, and Repair Fund to be used for the City cost share; and

**WHEREAS**, an emergency exists in the usual daily operation of the Smart City Program in that it is immediately necessary to change the funding source for the Mobility Solutions Marketing and Communications Support contracts to prevent any disruption in services related to the Smart City Challenge to meet project deadlines established with USDOT for the grant, thereby preserving the public health, peace, property, safety and welfare; **now, therefore**,

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

**SECTION 1.** That Ordinance 0741-2019 be and hereby is amended as follows:

(fiscal impact)

Smart Columbus PMO is requesting one ACPO in the amount of \$500,000.00 to encumber funds using available grant appropriations for the above contracts. Smart Columbus PMO intends to issue each vendor a purchase order for half of the total contract. Funding in the amount of \$500,000.00 will be available in Fund 7768 (Smart City Grant Fund), Grant G591610 (USDOT Grant – Smart City).

The funding source is being changed from Fund 7768 (Smart City Grant Program), Grant G591610 (2016 USDOT Smart City Award) to the Street Construction, Maintenance, and Repair Fund (Fund 2265). The cost for the project is \$700,000.00. Although this purchase was not originally budgeted in the Street Construction, Maintenance, and Repair Fund (Fund 2265), the contract is needed, and the fund has the available resources to make this purchase. It is necessary to appropriate funds in the amount of \$700,000.00 within Fund 2265 for this purpose.

The \$500,000.00 appropriated with ACPO004060 created by 0741-2019 is to remain appropriated in Object Class 03 (Purchased Service) and will be used with future legislation; ACPO004060 will be cancelled.

(title)

To authorize the City's Chief Innovation Officer to enter into contracts with Futurety and Paul Werth to develop and execute a marketing and communications campaign aimed at consumer adoption of a new multi-modal trip planning app

(MMTPA) and use of smart mobility hubs (SMH); to authorize the expenditure of ~~up to \$500,000.00~~ \$700,000.00 from ~~Fund 7768 (Smart City Grant Fund);~~ the Street Construction, Maintenance, and Repair Fund to pay the costs thereof; and to declare an emergency. (~~\$500,000.00~~\$700,000.00)

(section 1)

**SECTION 1.** That the City's Chief Innovation Officer, on behalf of the Department of Public Service, is hereby authorized to enter into contracts for a total amount not to exceed ~~\$500,000.00~~ \$700,000.00 for Mobility Solutions Marketing and Communications Support from the date of execution, through ~~December 2020~~ the completion of services with the following vendors: Futurety and Paul Werth.

(section 2)

**SECTION 2.** ~~That to pay the cost of said contracts, the expenditure of \$500,000.00, or so much thereof as may be needed, is hereby authorized from the Fund 7768 (Smart City Grant Fund), Dept-Div 5912 (Division of Design and Construction), Grant G591610 (Smart City USDOT Grant), in Object Class 03 (Contractual Services); per the attached accounting document. That from the unappropriated monies and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ended December 31, 2019, the sum of \$700,000.00 is appropriated in Fund 2265 (Street, Construction, Maintenance, and Repair Fund), Dept-Div 5901 (Director), in Object Class 03 (Services) per the account codes in the attachment to this ordinance.~~

(section 3)

**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. That the expenditure of \$700,000.00 or so much thereof as may be needed, is hereby authorized in Fund 2265 (Street, Construction, Maintenance, and Repair Fund), Dept-Div 5901 (Director), in Object Class 03 (Services) per the account codes in the attachment to this ordinance.~~

(section 4)

**SECTION 4.** ~~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. Funds are hereby 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 5)

**SECTION 5.** ~~That for the 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.~~

**SECTION 2.** That for the 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 10 days after passage if the Mayor neither approves nor vetoes the same.