



Legislation Details (With Text)

File #: 2993-2016 **Version:** 1

Type: Ordinance **Status:** Passed

File created: 11/14/2016 **In control:** Technology Committee

On agenda: 12/12/2016 **Final action:** 12/15/2016

Title: To authorize the Director of the Department of Technology to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media; to authorize the expenditure of \$74,995.00 from the Department of Technology, Information Services Division, Information Services Operating Fund; and to declare an emergency. (\$74,995.00).

Sponsors:

Indexes:

Code sections:

Attachments: 1. City of Columbus - 2017 Pricing - Monthly Allocation.pdf, 2. City of Columbus - 2017 Scope of Work.pdf, 3. 2993-2016 EXP.pdf

Date	Ver.	Action By	Action	Result
12/15/2016	1	CITY CLERK	Attest	
12/14/2016	1	MAYOR	Signed	
12/12/2016	1	COUNCIL PRESIDENT	Signed	
12/12/2016	1	Columbus City Council	Approved	Pass

BACKGROUND:

This legislation authorizes the Director of the Department of Technology to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. The agreement may be renewed annually for one additional one (1) year term by mutual agreement and approval of proper City authorities.

The Department of Technology procured this service through Chapter 329 of Columbus City Code, pursuant to solicitation SA005925. The agreement was most recently executed via purchase order PO005052, authorized by ordinance 2860-2015, passed December 7, 2015. This agreement will provide for services for the period March 24, 2017 to March 23, 2018 at a cost of \$74,995.00.

EMERGENCY:

Emergency action is requested to expedite authorization of this agreement in order to initiate services from the supplier at the prices proposed.

FISCAL IMPACT:

Last year (in 2015), the Department of Technology legislated \$50,000.00 (via Ord. No. 2860-2015) for services to be provided in 2016 with Beyond Spots & Dots for web services. Approval of this ordinance will allow these services to be procured from Beyond Spots and Dots for the period March 24, 2017 to March 23, 2018 at a cost of \$74,995.00. Including this renewal, the aggregate contract total amount is \$124,995.00. The funds for this expenditure have been identified and are available within the Department of Technology, Information Services Division, Information Services Operating Fund.

CONTRACT COMPLIANCE:

Vendor Name: Beyond Spots & Dots (DAX Acct. No. #: 012555); CC #: 87-0790007; Expiration Date: 07/14/2017

To authorize the Director of the Department of Technology to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media; to authorize the expenditure of \$74,995.00 from the Department of Technology, Information Services Division, Information Services Operating Fund; and to declare an emergency. (\$74,995.00).

WHEREAS, it is necessary to authorize the Director of the Department of Technology to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. The agreement may be renewed annually for one additional one (1) year term by mutual agreement and approval of proper City authorities; and

WHEREAS, the Department of Technology procured this service through Chapter 329 of Columbus City Code, pursuant to solicitation SA005925. The agreement was most recently executed via purchase order PO005052, authorized by ordinance 2860-2015, passed December 7, 2015. This agreement will provide for services for the period March 24, 2017 to March 23, 2018 at a cost of \$74,995.00; and

WHEREAS, the services provided by Beyond Spots and Dots will utilize a Web Analytics and Optimization Campaign to promote the City's programs and initiatives on the web and through social media and will also enhance the City's online analytics by utilizing search engines such as Google Ads, Facebook management, and Facebook advertising; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Technology in that it is immediately necessary to authorize the Director to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media, for the further 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 Director of the Department of Technology be, and is hereby authorized to renew an agreement with Beyond Spots and Dots to continue to develop, implement, manage, and maintain a comprehensive Web Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. This agreement will provide for services for the period March 24, 2017 to March 23, 2018 at a cost of \$74,995.00. The agreement may be renewed annually for one additional one (1) year term by mutual agreement and approval of proper City authorities.

SECTION 2: That the expenditure of \$74,995.00 or so much thereof as may be necessary is hereby authorized to be expended from **(Please see attached 2993-2016 EXP):**

Dept.: 47| Div.: 47-02|Obj Class: 03 |Main Account: 63050| Fund: 5100|Sub-fund: 510001|Program: CW001|Section 3:470204| Section 4:IT11|Section 5: N/A| Amount: \$74,995.00|

SECTION 3: That the City Auditor is authorized to make any accounting changes necessary to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 4: 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 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 and shall take effect and be in force from and after its passage and approval by the Mayor or ten days after its passage if the Mayor neither approves nor vetoes the same.