



Legislation Details (With Text)

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File created: 3/24/2023 **In control:** Health & Human Services Committee
On agenda: 4/17/2023 **Final action:** 4/20/2023

Title: To authorize and direct the Board of Health to enter into a contract with Purplegator, Inc., in the amount not to exceed \$85,000.00 for a culturally-informed multi-media advertising campaign promoting safe sleep practices for infants; to authorize the expenditure of \$85,000.00 from the un-appropriated balance of the Health Department Grants Fund, and to declare an emergency. (\$85,000.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. DAX attachment

Date	Ver.	Action By	Action	Result
4/20/2023	1	CITY CLERK	Attest	
4/19/2023	1	MAYOR	Signed	
4/19/2023	1	MAYOR	Signed	
4/19/2023	1	MAYOR	Signed	
4/17/2023	1	COUNCIL PRESIDENT PRO-TEM	Signed	
4/17/2023	1	COUNCIL PRESIDENT PRO-TEM	Signed	
4/17/2023	1	Columbus City Council	Approved	Pass

BACKGROUND: Columbus Public Health has been awarded a grant from the Ohio Department of Health to fund the Cribs for Kids grant program. The grant funds awarded authorize a contract with Purplegator, Inc in an amount not to exceed \$85,000.00, for the period of April 1, 2023 through June 30, 2023.

Purplegator, Inc will develop a culturally-informed multi-media advertising campaign that promotes safe sleep practices and support for families with new babies to initiate behavioral change ("Services"). An emphasis will be placed on targeted digital and social-media advertising strategies to create measurable engagement, knowledge, awareness building, and behavioral change.

These Services were advertised through Bonfire (RFQ024030) according to bidding requirements of the City Code. Purplegator, Inc has a contract compliance number of CC-041414 and it expires 3/7/2025.

Emergency action is requested in the usual operations of the City and to avoid any delays in providing these multi-media advertising campaign program services to match the grant term of April 1, 2023 to June 30, 2023, and for the public health, peace, property, safety and welfare of the City and its residents, to avoid any delay in providing program services to meet the deliverables.

FISCAL IMPACT: The Cribs for Kids grant, which is funding this contract, is entirely funded by the Ohio Department of Health. This program does not generate any revenue or require a City Match.

To authorize and direct the Board of Health to enter into a contract with Purplegator, Inc., in the amount not to exceed \$85,000.00 for a culturally-informed multi-media advertising campaign promoting safe sleep practices for infants; to authorize the expenditure of \$85,000.00 from the un-appropriated balance of the Health Department Grants Fund, and to declare an emergency. (\$85,000.00)

WHEREAS, the City received an \$85,000.00 grant from the Ohio Department of Health to fund the Cribs for Kids program; and

WHEREAS, the City advertised for bids in the Bonfire portal and Purplegator, Inc. submitted a bid to develop a culturally-informed multi-media advertising campaign that promotes safe sleep practices and support for families with new babies to initiate behavioral change. An emphasis will be placed on targeted digital and social-media advertising strategies to create measurable engagement, knowledge, awareness building, and behavioral change.

WHEREAS, the request for services was advertised through Bonfire (RFQ024030) according to bidding requirements of the City Code. Purplegator, Inc has a contract compliance number of CC-041414, which expires 3/7/2025; and

WHEREAS, Eighty-five thousand (\$ 85,000.00) dollars in grant funds have been made available through the Cribs for Kids grant program to fund the multi-media advertising campaign for the period of April 1, 2023 through June 30, 2023; and,

WHEREAS, an emergency exists in the usual daily operation of the City and Columbus Public Health in that it is immediately necessary to enter into the contract to meet the grant period of April 1, 2023 to June 30, 2023, and for the immediate preservation of the public health, peace, property, safety and welfare and to avoid any delays in providing program services to meet grant deliverables; 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 a contract with Purplegator, Inc., to provide a multi-media advertising campaign for the period of April 1, 2023 through June 30, 2023, in an amount not to exceed \$85,000.00.

SECTION 2. That for the contract stated above, the sum of \$85,000.00 is authorized to be expended from the Health Department Grants Fund, Fund No.2251 according to the attached accounting document.

SECTION 3. That this contract is in compliance with Chapter 329 of the Columbus City Code.

SECTION 4. 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 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.