



## Legislation Details (With Text)

**File #:** 2460-2012      **Version:** 1

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

**File created:** 11/1/2012      **In control:** Technology Committee

**On agenda:** 12/3/2012      **Final action:** 12/5/2012

**Title:** To authorize the Director of the Department of Technology to enter into an agreement with Alaina Shearer aka Cement Marketing, LLC to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media; to authorize the expenditure of \$41,250.00 from the Department of Technology, Information Services Division, Internal Services Fund; and to declare an emergency. (\$41,250.00)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Proposal Cement Marketing (2)

Date	Ver.	Action By	Action	Result
12/5/2012	1	CITY CLERK	Attest	
12/4/2012	1	MAYOR	Signed	
12/3/2012	1	COUNCIL PRESIDENT	Signed	
12/3/2012	1	Columbus City Council	Approved	Pass

**BACKGROUND:**

This ordinance authorizes the Director of the Department of Technology to enter into an agreement with Alaina Shearer (aka Cement Marketing, LLC) to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media. The term of this agreement will be for one (1) year from the date of a purchase order certified by the City Auditor's Office, with an option to renew for two (2) additional one (1) year terms, subject to mutual agreement and approval of proper City authorities. Cement Marketing LLC will deliver the needed services at a cost not to exceed \$41,250.00.

To procure these services, a Request for Proposals (SA004591) was published and responses were due by October 11, 2012. The solicitation received two (2) proposals, which were scored by an evaluation committee of three (3) employees of the Department of Technology. Each committee member scored the proposals using the following criteria: competence of the offeror (up to 25 points), quality and feasibility of proposed services (25 points), ability of the offeror (10 points), past performance of the offeror (25 points), and the total cost of proposed services (15 points). Individual committee member scores were averaged to obtain the following scores for the two (2) proposals received:

Vendors	Total Score	Ranking
Cement Marketing LLC	86.3	1
Fathom	78.3	2

The committee recommended the highest scoring offeror - Cement Marketing LLC - to the Director of the Department of Technology. The Director concurred with the committee's recommendation.

**EMERGENCY DESIGNATION:**

Emergency action is requested to expedite authorization of this contract and initiate services from the supplier at the price offered.

**FISCAL IMPACT:**

The funds for this purchase in the amount of \$41,250.00 are budgeted and available within the Department of Technology, Information Services Division, Internal Services Fund.

**CONTRACT COMPLIANCE:**

Vendor Name: Alaina Shearer aka Cement Marketing, LLC                      F.I.D./C.C#: 38 - 1063052                      Expiration  
Date: 10/09/2014

To authorize the Director of the Department of Technology to enter into an agreement with Alaina Shearer aka Cement Marketing, LLC to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media; to authorize the expenditure of \$41,250.00 from the Department of Technology, Information Services Division, Internal Services Fund; and to declare an emergency. (\$41,250.00)

**WHEREAS**, to procure these services, an RFP (SA004591) was published and with responses due October 11, 2012; only two responses to the solicitation were received, scored and thereafter an award recommendation was made for Cement Marketing, LLC to provide the services; and

**WHEREAS**, this legislation authorizes the Director of the Department of Technology to enter into an agreement with Alaina Shearer aka Cement Marketing, LLC for technical consulting services to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media for a term period of one (1) year from date of a purchase order certified by the City Auditor, at a cost of \$41,250.00; and

**WHEREAS**, subject to mutual agreement and approval of proper City authorities, this agreement has an option for the Department of Technology to renew the agreement for two (2) additional one (1) year terms; and

**WHEREAS**, an emergency exist in the daily operation of the Department of Technology in that it is immediately necessary for the Director of the Department of Technology to enter into an agreement with Alaina Shearer aka Cement Marketing, LLC to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media; 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 the Director of the Department of Technology is hereby authorized to enter into an agreement with Alaina Shearer aka Cement Marketing, LLC for technical consulting services to provide internet/webbed communication services to promote City programs and initiatives on the web and through social media for a term period of one (1) year from date of a purchase order certified by the City Auditor, at a cost of \$41,250.00 and subject to mutual agreement and approval of proper City authorities, this agreement has an option for the Department of Technology to renew the agreement for two (2) additional one (1) year terms.

**SECTION 2:** That the expenditure of \$41,250.00 or so much thereof as may be necessary is hereby authorized to be expended from:  
**Div.:** 47-02|**Fund:** 514|**Sub-Fund:** 001|**OCA Code:** 472425|**Obj. Level 1:** 03|**Obj. Level 3:** 3336|**Amount:** \$41,250.00|

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

**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.