



Legislation Details (With Text)

File #: 0719-2023 **Version:** 1

Type: Ordinance **Status:** Passed

File created: 3/1/2023 **In control:** Public Service & Transportation Committee

On agenda: 3/20/2023 **Final action:** 3/22/2023

Title: To authorize the Director of the Department of Public Service to modify the contract for the Parking Services Division with Hunter Marketing to provide a comprehensive stakeholder outreach campaign; to authorize the expenditure of \$250,000.00 from the within the Mobility Enterprise Operating Fund; and to declare an emergency. (\$250,000.00)

Sponsors:

Indexes: WBE Participation

Code sections:

Attachments: 1. ORD 0719-2023 Mod 1 Parking Campaign.pdf

Date	Ver.	Action By	Action	Result
3/22/2023	1	CITY CLERK	Attest	
3/21/2023	1	MAYOR	Signed	
3/20/2023	1	COUNCIL PRESIDENT	Signed	
3/20/2023	1	Columbus City Council	Approved	Pass

1. BACKGROUND:

This legislation authorizes the Director of the Department of Public Service to modify a professional services contract with Hunter Marketing to add additional funds for the Park Columbus Educational Communications Campaign contract. Hunter Marketing will collaborate with Park Columbus team members with the goal of educating, raising awareness and promoting new mobility and parking initiatives.

Ordinance 0403-2022 authorized the Director of Public Service to enter into a professional services contract for the Park Columbus Educational Communications Campaign providing the City of Columbus, Division of Parking Services with a comprehensive stakeholder outreach campaign through which the City of Columbus, Division of Parking Services will take on additional, high profile and innovative parking projects in 2023. The City now wishes to modify the contract in the amount of \$250,000.00.

The original contract amount:	\$250,000.00	(PO315867, Ord. 0403-2022)
<u>The total of modification 1:</u>	<u>\$250,000.00</u>	<u>(Total this Ordinance)</u>

The contract amount including all modifications: \$500,000.00

Searches in the System for Award Management (Federal) and the Findings for Recovery list (State) produced no findings against Hunter Marketing.

2. PLANNED CONTRACT MODIFICATION

This planned modification of the contract with Hunter Marketing is necessary to continue the comprehensive stakeholder outreach campaign and to provide additional funding for the Park Columbus Educational Communications Campaign.

3. CONTRACT COMPLIANCE

Hunter Marketing's contract compliance number is WBE035651 and expires 5/31/2024.

4. MINORITY AND WOMAN OWNED BUSINESS ENTERPRISE & SMALL LOCAL BUSINESS ENTERPRISE PROGRAM

This expenditure is to modify a contract that was put in place prior to the implementation of this program and as such is not a part of the program. However, Hunter Marketing is a certified WBE and this spend will count towards the Department's overall goal.

5. FISCAL IMPACT:

Funding for the Park Columbus Educational Communications Campaign outreach campaign for 2023 in the amount of \$250,000.00 is available within Fund 6500, the Mobility Operating Fund.

6. EMERGENCY DESIGNATION

Emergency action is requested to ensure that payment for these uninterrupted services continues for the Park Columbus Educational Communications Campaign.

To authorize the Director of the Department of Public Service to modify the contract for the Parking Services Division with Hunter Marketing to provide a comprehensive stakeholder outreach campaign; to authorize the expenditure of \$250,000.00 from the within the Mobility Enterprise Operating Fund; and to declare an emergency. (\$250,000.00)

WHEREAS, ordinance 0403-2022 authorized the Director of Public Service to enter into contract with Hunter Marketing, and authorized the expenditure of \$250,000.00 for the Park Columbus Educational Communications Campaign; and

WHEREAS, it is now necessary to modify the Park Columbus Educational Communications Campaign contract in the amount of \$250,000.00, for a comprehensive stakeholder outreach campaign until the scope of services is completed to the satisfaction of the CITY; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Public Service in that it is immediately necessary to authorize the Director to modify the contract with Hunter Marketing as the funding has almost been expended in order to continue the services for the City's comprehensive stakeholder outreach campaign to insure an enjoyable parking experience in Columbus, thereby preserving the public health, safety and welfare; **NOW, THEREFORE,**

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

SECTION 1. That the Director of Public Service be and is hereby authorized to execute a contract modification to pay for Park Columbus Educational Communications Campaign, to extend the contract completion until the scope of services is completed to the satisfaction of the City, with Hunter Marketing, 51 N. Pearl Street, Columbus, OH 43215 in an amount up to \$250,000.00.

SECTION 2. That the expenditure of \$250,000.00, or so much thereof as may be needed, is hereby authorized in Fund 6500 (Mobility Enterprise Operating Fund), Subfund 650001 (Mobility Enterprise), Dept-Div 5906 (Public Service - Parking Services), in object class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 3. 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 4. 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 approvals by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.