



Legislation Text

File #: 3065-2023, **Version:** 1

BACKGROUND: The Office of CelebrateOne has been awarded a grant from Franklin County Department of Job and Family Services (FCDJFS). This ordinance is needed to accept and appropriate \$800,000.00 in grant monies for (1) communication and marketing campaigns designed to encourage safe sleep practices and raise awareness of maternal infant health issues; (2) neighborhood initiatives focused on teen reproductive health education; and (3) safe sleep kits and cribs for the period of January 1, 2024 through December 31, 2024.

On average, one baby dies every other week in Franklin County due to unsafe sleep practices. Many of these deaths could be prevented by following the ABCs of infant safe sleep - that babies should sleep Alone, on their Backs, and in an empty Crib, every night, every nap, every time. The allocated funding will help in the efforts to reduce sleep related deaths in Franklin County through an educational marketing campaign, to fund the Columbus Health Department's Cribs for Kids program which distributes cribs for families in need, and to implement neighborhood initiatives focused on teen reproductive health education.

The Safe Sleep Media contract in the amount of \$330,000.00 will develop a culturally-informed media advertising campaign that promotes safe sleep practices and increase awareness regarding maternal and infant health equity. The need for these services were advertised through Bonfire (RFQ025165) and the City's Vendor Portal according to competitive bidding requirements of Columbus City Code. Nine (9) proposals were received and scored by an evaluation committee. Proposals were received from Digital Amplification, Third Street Digital, WeUsThem Inc., Purplegator Inc., Digital Ignite, Triumph Communications, Paul Werth Associates, Canvaas Consulting, and The Saunders Group. All nine proposals were reviewed and scored by an evaluation committee. The committee determined that Purplegator Inc. was the best firm to produce the educational marketing campaign.

The Planned Parenthood of Greater Ohio sub-award agreement in the amount of \$150,000.00 will continue a community-based peer-to-peer education program for teens to develop healthy lifestyles and responsible choices by adolescents. Peer educators will receive training and incentives to increase their knowledge of essential, evidence based sexual health information, establish important leadership skills and gain confidence to engage their peers and larger community in vital conversations.

The Nationwide Children's Hospital sub-award agreement in the amount of \$250,000.00 will support the CelebrateOne goal to improve reproductive health planning by implementing evidence-based teen pregnancy prevention programming in schools. The continuation of this program has been ongoing since 2019 within Columbus City Schools.

Columbus Public Health Department is a sub-award partner within this grant and will encumber up to \$70,000.00 to purchase cribs for distribution through the Cribs for Kids Program.

Nationwide Children's Hospital DAX# 006069 | Non Profit
Planned Parenthood of Greater Ohio DAX# 027518 | Non Profit
Purplegator LLC DAX # 041414 | MAJ | CC Exp. 3/7/2025
Cribs for Kids Inc. DAX# 001946 | MAJ | CC Exp.3/3/2024

EMERGENCY DESIGNATION: **Is requested** in order to establish the necessary contracts needed to fulfill the grant requirements and meet grant deliverable schedules as this grant will begin on January 1, 2024.

FISCAL IMPACT: The program is funded by Franklin County Department of Job and Family Services. The grant

amount is \$800,000.00 and is a reimbursable grant. The expenditures and reimbursements will be within the General Government Grant Fund 2220.

To authorize the Executive Director of CelebrateOne to accept a grant from Franklin County Department of Job and Family Services for a series of initiatives including a safe sleep communications and marketing campaign, neighborhood initiatives focused on teen reproductive health education, and a crib distribution program led by Columbus Public Health Department; to authorize the appropriation and expenditure of \$800,000.00 within the General Government Grants Fund; to authorize Columbus Public Health to purchase cribs through Cribs for Kids in an amount up to \$70,000.00; to authorize not for profit service contracts and expenditures with Nationwide Children’s Hospital for an amount up to \$250,000.00 and Planned Parenthood of Greater Ohio for an amount up to \$150,000.00; and to authorize a professional service contract and expenditure with Purplegator Inc. for an amount of up to \$330,000.00; and to declare an emergency. (\$800,000.00)

WHEREAS, grant funds in the amount of \$800,000.00 have been awarded to the Office of CelebrateOne through the Franklin County Department of Job and Family Services for safe sleep and neighborhood initiatives focused on teen health education; and

WHEREAS, the Executive Director of CelebrateOne is authorized to accept the grant in an amount of up to \$800,000.00; and

WHEREAS, Columbus Public Health is a partner on this grant for up to \$70,000.00 for the purchase of cribs from the Cribs for Kids program; and

WHEREAS, a need for safe sleep and maternal/infant health awareness and media campaign Request for Proposals was advertised in July 2023, and Purplegator Inc. was selected by an evaluation committee in accordance with Columbus City Code Section 329; and

WHEREAS, the Executive Director of CelebrateOne is authorized to enter into a professional service contract with Purplegator Inc. for media advertisement services for safe sleep and maternal/infant health topics for up to \$330,000.00; and

WHEREAS, the Executive Director of CelebrateOne is authorized to enter into non-profit contracts with Nationwide Children’s Hospital for an amount of up to \$250,000.00 and Planned Parenthood of Greater Ohio for delivery of teen reproductive health education services for an amount of up to \$150,000.00; and

WHEREAS, it is necessary to appropriate the grant funding and expenditure of up to \$800,000.00 within the General Governmental Grant Fund #2220; and

WHEREAS, an emergency exists in the usual daily operation of Columbus Public Health and the Mayor’s CelebrateOne Program in that it is immediately necessary to authorize Executive Director of CelebrateOne to accept this grant from Franklin County Department of Job and Family Services, and to appropriate these funds within the General Government Fund 2220 for CelebrateOne and Columbus Public Health programs in order to meet grant time lines and deliverable schedules within the first half of 2024 for the immediate preservation of the public health, peace, property, and safety;
NOW, THEREFORE,

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

SECTION 1. That the Executive Director of CelebrateOne is hereby authorized and directed to accept a grant award of \$800,000.00 from Franklin County Department of Job and Family for a comprehensive safe sleep and maternal/infant health awareness media campaign, neighborhood initiatives focused on teen reproductive health education, and a crib

distribution program with Columbus Public Health Department for January through September 2024.

SECTION 2. That the grant award of up to \$800,000.00 from Franklin County Department of Jobs and Family Services is appropriated per the funding template attached to this ordinance.

SECTION 3. That the Executive Director of CelebrateOne is hereby authorized to enter into a not for profit service agreement with Nationwide Children’s Hospital for a teen reproductive education program and expend up to \$250,000.00 for students enrolled in Columbus Public secondary schools.

SECTION 4. That the Executive Director of CelebrateOne is hereby authorized to enter into a not for profit service agreement with Planned Parenthood of Greater Ohio for a teen peer-to-peer reproductive health program and expend up to \$150,000.00.

SECTION 5. That the Executive Director of CelebrateOne is authorized to enter into a service agreement with Purplegator Inc. for a comprehensive safe sleep and maternal/infant health awareness media campaign and expend up to \$330,000.00, contingent upon Purplegator Inc. becoming registered to transact business in the State of Ohio, as required by Ohio Revised Code Chapter 1703.

SECTION 6. That the Executive Director of CelebrateOne and the Columbus Public Health Commissioner is authorized to expend up to \$70,000.00 for safe sleep cribs and kits from Cribs for Kids for distribution for families needing safe sleep resources.

SECTION 7. That from the unappropriated monies in the General Government Fund 2220, and from all monies estimated to come into said Fund from any and all sources for the period ending September 30, 2024, the sum of \$800,000.00 upon receipt of an executed grant agreement, and any eligible interest earned during the grant period is hereby appropriated per the accounting codes in the attachment to this ordinance.

SECTION 8. That the monies appropriated in the foregoing Sections shall be paid upon the order of the Health Commissioner and/or the Mayor, and that no order shall be drawn or money paid except by voucher, the form of which shall be approved by the City Auditor.

SECTION 9. That at the end of the grant period, any repayment of unencumbered balances required by the grantor is hereby authorized and any unused city match monies may be transferred back to the City fund from which they originated in accordance with all applicable grant agreements.

SECTION 10. 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 11. 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.