



Legislation Text

File #: 1452-2021, **Version:** 1

1. BACKGROUND

This ordinance authorizes the Director of Public Service to enter into a professional services contracts with The Saunders Company LLC dba The Saunders PR Group in the amount of up to \$1,000,000.00 for the Vision Zero - Multilingual Educational Communications Campaign project.

The intent of this project is to provide the Department of Public Service additional resources for the development and launch of a multilingual educational campaign that focuses on topics that contribute the most to serious injuries and fatal crashes. Communication with residents will continue with a multilingual education campaign with television, pre-roll and social media advertising and offline activities to spur behavior change on topics that contribute the most to serious injuries and fatal crashes, and to engage residents to help end serious injuries and fatalities in Columbus.

The Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Vision Zero - Multilingual Educational Communications Campaign contract. The project was formally advertised on the Vendor Services and Bonfire web sites from April 15, 2021, to May 6, 2021. The city received four (4) responses. All proposals were deemed responsive and were fully evaluated when the Evaluation Committee met on May 13, 2021.

<u>Company Name</u>	<u>City/State</u>	<u>Majority/MBE/MBR/F1/AS1/PHC</u>
The Saunders Company LLC dba The Saunders PR Group	Columbus, OH	MBE
Murphy Epsom	Columbus, OH	MBE
Nativa, Inc.	Columbus, OH	MAJ
Hunter Marketing	Grandview, OH	WBE

The Saunders PR Group received the highest score by the evaluation committee and will be awarded the Vision Zero - Multilingual Educational Communications Campaign contract.

Searches in the Excluded Party List System (Federal) and the Findings for Recovery list (State) produced no findings against The Saunders PR Group.

2. CONTRACT COMPLIANCE

The Saunders PR Group's contract compliance number is MBE008789 and expires 9/30/2021.

3. FISCAL IMPACT

Funding for this project is available in the Street Construction Maintenance and Repair Fund, Fund 2265, in an amount of up to \$1,000,000.00. A transfer of appropriation is necessary to establish funding in the proper object class.

4. EMERGENCY DESIGNATION

Emergency action is requested to expedite this contract to complete the project in a timely manner, to ensure the safety of the traveling public.

To authorize a transfer of appropriation within the Street Construction Maintenance and Repair Fund; to authorize the Director of Public Service to enter into a professional services contract with The Saunders PR Group for the Vision Zero - Multilingual Educational Communications Campaign project; to authorize the expenditure of up to \$1,000,000.00 from the Street Construction Maintenance and Repair Fund to pay for this contract; and to declare an emergency. (\$1,000,000.00)

WHEREAS, there is a need to enter into a professional services contract to provide for Vision Zero, additional resources for the development and launch of a multilingual educational campaign that focuses on topics that contribute the most to serious injuries and fatal crashes; and

WHEREAS, the Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Vision Zero - Multilingual Educational Communications Campaign project; and

WHEREAS, The Saunders PR Group submitted the best overall proposal for this project; and

WHEREAS, it is necessary to enter into a contract with The Saunders PR Group for the provision of professional engineering consulting services described above in the amount of up to \$1,000,000.00; and

WHEREAS, it is necessary to pay for the contract work; and

WHEREAS, it transfer of appropriation within the Street Construction Maintenance and Repair Fund, Fund 2265, is necessary; 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 of Public Service to enter into contract with The Saunders PR Group in order to provide funding for the Vision Zero - Multilingual Educational Communications Campaign to ensure the safety of the traveling public 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 Public Service be, and hereby is, authorized to enter into a professional services contract with The Saunders PR Group at 175 South Third Street, Suite 200, Columbus, Ohio 43215, for the Vision Zero - Multilingual Educational Communications Campaign project in an amount up to \$1,000,000.00.

SECTION 2. That the transfer of \$1,000,000.00 in appropriation, or so much thereof as may be needed, is hereby authorized within Fund 2265 (Street Construction Maintenance and Repair Fund), from Dept-Div 5912 (Design and Construction), Object Class 06 (Capital Outlay) to Dept-Div 5912 (Design and Construction), Object Class 03 (Professional Services) per the account codes in the attachment to this ordinance.

SECTION 3. That the expenditure of \$1,000,000.00, or so much thereof as may be needed, is hereby authorized in Fund Fund 2265 (Street Construction Maintenance and Repair Funds), Dept-Div 5912 (Design and Construction) in object class 03 (Purchased Services) per the accounting codes in the attachment to this ordinance.

SECTION 4. Funds are hereby deemed appropriated and expenditures and transfers authorized to carry out the purposes of this ordinance 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 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.