



Legislation Text

File #: 2867-2016, **Version:** 1

Background: This ordinance authorizes the Director of the Recreation and Parks Department to enter into contract with Basecraft, Inc. for website design and development services for the Central Ohio Greenways (COG).

This service contract will provide direct benefits to current and future city trail development and provide updated public information and mapping capabilities. Services will also include developing a mobile phone platform for users to access real time trail alerts during construction to the trail system, construction announcements, and special events. The program will assist with moving forward the department's construction projects showing new routes, and collaboration opportunities with regional trail partners. The project responds to the public's request that improved access, mapping, notifications, and future construction projects be made available, and wide ranging with all Central Ohio trail partners.

Formed in 2005, COG is a diverse regional collaborative of cities, counties, planning agencies, park systems, and community groups striving to develop a comprehensive trails network serving over 850,000 Central Ohio residents and millions of annual visitors. Recreation and Parks is a primary spearhead of the group, and Director Collins is Chairman of the COG Board. The highest priority action item of the collaboration is developing a website providing high quality trail mapping, user content, events, and trail alerts and updates.

The costs for this project will be \$60,000.00.

Proposal was advertised through Vendor Services, in accordance with City Code Section 329, on August 29, 2016 and received by the Recreation and Parks Department on September 16, 2016. Proposals were received from the following companies:

Company

Basecraft
Mindstream
Stantec
Chepri
Brewhouse
ezSite
Ardent Technology
Civic Live
IBEL Agency
FORT Design
ZED Digital

After evaluation of the proposals, the team shortlisted three firms (FORT Design, IBEL Agency, Basecraft). After interviewing the firms, the team has selected Basecraft to perform the project. The firm was chosen based on their reference projects, qualifications, availability, timeline, and project approach.

Principal Parties:

Basecraft, Inc.
10 North High Street, Columbus, OH 43215
Chris Hamrick 614-216-5554
47-3102549

Exp Date: 9/25/17

Benefits to the Public: Improved regional trail information and mapping via the COG website has been identified as a significant improvement to the city's use of the trail network. Cycling, walking, running, and active trail uses provide highly recognized year-round benefits to urban lifestyles. Access to trails and to key destinations is one of the top rated priorities noted by residents.

Community Input Issues: This project addresses a consistent public request that website mapping, alerts, and programming be improved and expanded.

Area(s) Affected: Citywide

Master Plan Relation: This project will support the mission of the Recreation and Parks Master Plan by improving access to trails and greenways corridors. Increase awareness and availability of maps and media for trail users and visitors to the city. Provide safe connections for nearby neighborhoods to the regional trail network.

Fiscal Impact: \$60,000.00 is budgeted and available in the Recreation and Parks Voted Bond Fund 7702 to meet the financial obligations of this contract.

To authorize the Director of Recreation and Parks to enter into contract with Basecraft, Inc. for website design and development services for the Central Ohio Greenways; to authorize the expenditure of \$60,000.00 from the Recreation and Parks Voted Bond Fund 7702. (\$60,000.00)

WHEREAS, it is necessary to authorize and direct the Director of the Recreation and Parks Department to enter into contract with Basecraft, Inc. for website design and development services for the Central Ohio Greenways;

WHEREAS, it is necessary to authorize the expenditure of \$60,000.00 from the Recreation and Parks Voted Bond Fund 7702; and **NOW, THEREFORE**

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

SECTION 1. That the Director of the Recreation and Parks Department be and is hereby authorized and directed to enter into contract with Basecraft, Inc. for website design and development services for the Central Ohio Greenways.

SECTION 2. 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 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 the City Auditor is hereby authorized to transfer the unencumbered balance in a project account to the unallocated balance account within the same fund upon receipt of certification by the Director of the Department administering said project that the project has been completed and the monies are no longer required for said project.

SECTION 5. For the purpose stated in Section 1, the expenditure of \$60,000.00 or so much thereof as may be necessary to pay the cost thereof, be and is hereby authorized from the Recreation and Parks Voted Bond Fund 7702 in object class 06 Capital Outlay per the accounting codes in the attachment.

SECTION 6. That this ordinance shall take effect and be in force from and after the earliest period allowed by law.