



## Legislation Text

---

**File #:** 3213-2021, **Version:** 1

---

This ordinance authorizes the City Auditor to establish an Auditor's Certificate in the amount of \$200,000.00 to fund a marketing and education initiative to be directed by CelebrateOne and supported by its partners.

Preliminary data suggests there is reason for concern that the pandemic may be exacerbating the socio-economic challenges faced by the mothers, babies, and families served by CelebrateOne. What's more, there is worrying anecdotal evidence that the pandemic may be having an impact on the mental and physical well-being of mothers, whether the result of delaying medical attention or forgoing care altogether.

These funds will be used to deepen CelebrateOne's marketing and education efforts designed to reach pregnant and parenting families between the ages of 12 and 40 who are NOT receiving information from traditional media sources such as television or radio. The messages expected to be part of this effort will include but are not limited to:

- Substance abuse during pregnancy and how to get help;
- Need for parent support before, during, and after pregnancy and how to access it;
- The necessity for first semester prenatal care; and
- The father's role in helping to achieve better birth outcomes.

These funds will help CelebrateOne build upon the work currently funded by Franklin County by providing deepen investment in alternative tools or approaches to illuminate critical messages for pregnant and parenting families. The Office of CelebrateOne plans to solicit proposals for this project with the funds on the certificate authorized by this ordinance. After proposals have been evaluated, the Office of CelebrateOne will submit ordinance(s) seeking Council authorization to enter into contract(s).

**Emergency Justification:** Emergency action is being requested so that a certificate can be established prior to the City Auditor's 2021 year-end deadline.

**Fiscal Impact:** \$200,000.00 is budgeted and available in the 2021 General Fund budget in support of this initiative.

To authorize and direct the City Auditor to establish an Auditor's Certificate in the amount of \$200,000.00 to fund support of the CelebrateOne marketing and education initiative; to authorize the transfer of \$200,000.00 within the General Fund; and to declare an emergency. (\$200,000.00)

**WHEREAS**, the Office of CelebrateOne plans to implement a marketing and education initiative in support of its infant mortality reduction efforts; and

**WHEREAS**, under this initiative, marketing and education tools and approaches will be developed to reach pregnant and parenting families between the ages of 12 and 40 who are NOT receiving information from traditional media sources such as television or radio; and

**WHEREAS**, the Office of CelebrateOne plans to solicit proposals for this project with the funds on the certificate authorized by this ordinance; and

**WHEREAS**, it is necessary to authorize the City Auditor to establish an Auditor's Certificate in the amount of \$200,000.00; and

**WHEREAS**, after proposals have been evaluated, the Office of CelebrateOne will submit ordinance(s) seeking Council authorization to enter into contract(s); and

**WHEREAS**, an emergency exists in the usual daily operation of the Office of CelebrateOne in that it is immediately necessary to authorize the City Auditor to establish an Auditor's Certificate in the amount of \$200,000.00 so that a certificate can be established prior to the City Auditor's 2021 year-end deadline to ensure the availability of funds in the upcoming months to provide support for the CelebrateOne marketing and education initiative, for the preservation of public health, peace, property, safety, and welfare; **NOW, THEREFORE**

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

**SECTION 1.** That the City Auditor is hereby authorized to establish an Auditor's Certificate in the amount of \$200,000.00 to ensure the availability of funds to contract with qualified vendor(s) for the CelebrateOne marketing and education initiative. The Office of CelebrateOne will submit future ordinances seeking Council authorization to enter into contracts with selected consultants.

**SECTION 2.** That the transfer of \$200,000.00, or so much thereof as may be needed, is hereby authorized within Fund 1000 General Fund, from Dept-Div 4501, Object Class 10 - Transfers Out to Dept-Div 4005, Office of CelebrateOne, Object Class 03 - Contractual Services per the account codes in the attachment to this ordinance.

**See Attached File: Ord 3213-2021 Legislation Template.xls**

**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 (10) days after passage if the Mayor neither approves nor vetoes the same.