



Legislation Text

File #: 0403-2022, Version: 1

1. BACKGROUND

This ordinance authorizes the Director of Public Service to enter into professional services contracts with Hunter Marketing in the amount of up to \$250,000.00 for the Park Columbus Educational Communications Campaign project.

The intent of this project is to provide 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 2022.

The Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Park Columbus Educational Communications Campaign contract. The project was formally advertised on the Vendor Services and Bonfire web sites from December 20, 2021, to January 20, 2022. The city received two (2) responses. All proposals were deemed responsive and were fully evaluated when the Evaluation Committee met on January 27, 2022. The responding firms were:

CONSULTANT

Sub-consultant	Business Enterprise	Status	Contract	Compliance	Number	Percentage of Work
<u>Percentage Majority/Percentage Other</u>						
Hunter Marketing	100%	100% Other	WBE			WBE035651
MurphyEpson, Inc.	80% Other	20% WBE		WBE004934		50%
Futurety		MBE		MBE025972		30%
Scott Light Consulting		N/A		N/A		20%

Hunter Marketing received the highest score by the evaluation committee and will be awarded the Park Columbus Educational Communications Campaign contract.

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

2. CONTRACT COMPLIANCE

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

3. FISCAL IMPACT

Funding for this contract is available within Fund 6500, the Mobility Operating Fund.

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 travelling public.

To authorize the Director of Public Service to enter into a professional services contract with Hunter Marketing for the Park Columbus Educational Communications Campaign project; to authorize the expenditure of up to \$250,000.00 from the Mobility Operating Fund and to declare an emergency. (\$250,000.00)

WHEREAS, there is a need to enter into a professional services contract to provide for a comprehensive stakeholder outreach campaign, and

WHEREAS, the Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Park Columbus Educational Communications Campaign project; and

WHEREAS, Hunter Marketing submitted the best overall proposal for this project; and

WHEREAS, it is necessary to enter into a contract with Hunter Marketing for the provision of professional consulting services described above in the amount of up to \$250,000.00; 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 Hunter Marketing in order to provide funding for the Park Columbus Educational Communications Campaign so that the additional, high profile and innovative parking projects in 2022 are presented to the public, to ensure the safety of the travelling 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 Hunter Marketing, 51 N. Pearl Street, Columbus, OH 43215, for the Park Columbus Educational Communications Campaign project in an amount up to \$250,000.00.

SECTION 2. That the expenditure of \$125,000.00, or so much thereof as may be needed, is hereby authorized in Fund 6500 (Mobility Operating Fund), Subfund 650001 (Mobility Enterprise), Section 3 590603 (Downtown), 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 expenditure of \$87,500.00, or so much thereof as may be needed, is hereby authorized in Fund 6500 (Mobility Operating Fund), Subfund 650001 (Mobility Enterprise) Section 3 590602 (Short North), Dept-Div 5906 (Public Service - Parking Services), in object class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 4. That the expenditure of \$37,500.00, or so much thereof as may be needed, is hereby authorized in Fund 6500 (Mobility Operating Fund), Subfund 650001 (Mobility Enterprise) Section 3 590609 (Main), Dept-Div 5906 (Public Service - Parking Services), in object class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 5. 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 6. 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 7. 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.