



Legislation Text

File #: 1194-2015, **Version:** 1

1. BACKGROUND

This ordinance authorizes the Director of the Public Service to enter into contract with Murphy Epon, Inc., to provide consulting services related to the Recycling and Yard Waste Public Relations Campaign 2015 project. The City of Columbus, in its continual efforts to be environmentally friendly and a "Green" community has determined that it is in the best interest of the city to expand household participation in its current curbside recycling program. In order to facilitate the increase in participation the Department of Public Service has solicited a request for proposals seeking a firm to undertake the needed public relations for this program.

Work to be included in this contract includes but is not limited to:

- Development of a public relations plan.
- Create message development and branding.
- Produce video and audio public-service announcements and educational/promotional videos.
- Create and produce printed materials including professional grade flyers and brochures.
- Purchase broadcast, cablecast and radio media buys.
- Develop graphics and/or web pages.
- Create content and determine frequency and placement for media events and social media.

The Department of Public Service, Office of Support Services solicited a Request for Proposals for the Recycling and Yard Waste Public Relations Campaign 2015 project. The department formally advertised the project through the city's Vendor Services from January 23, 2015, to February 19, 2015. The City received three (3) responses. When the Evaluation Committee met on March 18, 2015 it deemed all proposals minimally compliant and were fully evaluated.

<u>Company Name</u>	<u>City/State</u>	<u>FBE/UNK</u>
Murphy Epon, Inc.	Columbus, OH	FBE
The Saunders Company	Columbus, OH	FBE
Irvin Public Relations	Columbus, OH	FBE

The evaluation committee gave Murphy Epon, Inc. the highest score and awarded the contract for the Mechanized Collection Equipment - Recycling Container project.

Searches in the System for Award Management (Federal) and the Findings for Recovery list (State) produced no findings against Murphy Epon, Inc.

2. FISCAL IMPACT

Funding for this contract is available within the General Fund, Division of Refuse Collection Dept-Div 59-02, \$100,000.00 and also from the Mayor's Office Get Green Initiative, \$30,000.000.

3. EMERGENCY DESIGNATION

The department requests emergency designation to expedite this contract to provide information to the citizens of Columbus and maintain an established project schedule.

4. CONTRACT COMPLIANCE

The Contract Compliance number for Murphy Epon, Inc. is 311263605 and Expires 1/31/2017.

To authorize the Director of the Department of Public Service to enter into contract with Murphy Epon, Inc. for the Recycling and Yard Waste Public Relations Campaign 2015 project; to authorize the expenditure of up to \$130,000.00 from the Refuse Collection General Fund and the Mayor's Office Get Green Initiative General Fund; and to declare an emergency. (\$130,000.00)

WHEREAS, in its continuing efforts to be an environmentally friendly and "green" community, the City of Columbus has determined that is in its best interest to expand its curbside recycling program from the current participation numbers and that the expansion will require additional outreach efforts for resident education; and

WHEREAS, in order to inform the citizens of Columbus of this expanded program, The Department of Public Service, Office of Support Services solicited a Request for Proposals for a contract to provide these services for the Recycling and Yard Waste Public Relations Campaign 2015 project; and

WHEREAS, Murphy Epon, Inc. submitted the best overall proposal for this contract; and

WHEREAS, this ordinance authorizes the award of this contract to Murphy Epon for the Recycling and Yard Waste Public Relations Campaign 2015 project; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Public Service, in that it is immediately necessary to enter into contract in order to proceed with the established schedule and begin the implementation of this expanded curbside recycling program, 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 the Department of Public Service be and is hereby authorized to enter into contract with Murphy Epon, Inc., 1650 Watermark Drive, Suite 210, Columbus, OH 43215 for the Recycling and Yard Waste Public Relations Campaign 2015 project in the amount of \$130,000.00.

SECTION 2: That for the purpose of paying the cost of this contract the sum of up to \$130,000.00 or so much thereof as may be necessary is hereby authorized to be expended from the Department of Public Service's Division of Refuse Collection, Dept-Div 59-02, and the Mayor's Office Get Green Initiative, Dept-Div 40-01, as follows:

Dept. / Fund / O.L. 01-03 Codes / Fund Name / OCA / Amount
59-02 / 010 / 03-3336 / Division of Refuse Collection General Fund / 593566 / \$100,000.00
Dept. / Fund / O.L. 01-03 Codes / Grant Name / OCA / Amount
40-01 / 220 / 03-3336 / General Government Grants / 401401 / \$30,000.00

SECTION 3. That the City Auditor is authorized to make any changes to revise the funding source for any contract or contract modifications associated with this ordinance.

SECTION 4. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance 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.