



Legislation Details (With Text)

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On agenda: 2/2/2015 **Final action:** 2/4/2015

Title: To authorize and direct the Board of Health to enter into contract with WBNS-TV to continue a public awareness campaign to address obesity in central Ohio; to authorize the expenditure of \$67,800.00 from the Health Special Revenue Fund; to waive the provisions for competitive bidding; and to declare an emergency. (\$67,800.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. ORD 0230-2015 WBNS 10TV Waiver Form .pdf

Date	Ver.	Action By	Action	Result
2/4/2015	1	CITY CLERK	Attest	
2/3/2015	1	MAYOR	Signed	
2/2/2015	1	COUNCIL PRESIDENT	Signed	
2/2/2015	1	Columbus City Council	Approved	Pass

BACKGROUND: Columbus Public Health is seeking to continue our partnership with 10 TV's Commit To Be Fit, the only media driven public awareness campaign in central Ohio developed to improve the health of our community. In partnership with Metro Parks, Giant Eagle and the YMCA of Central Ohio, Columbus Public Health will inform viewers and readers with practical, hands-on information utilizing 10 TV's, Facebook, Twitter pages, on-air news and on air promotional spots, providing them with education they can use to help make the necessary changes to live healthier, active lives.

This ordinance authorizes and directs the Board of Health to enter into a \$67,800.00 contract with WBNS-TV, Inc., for a media driven public awareness campaign in central Ohio to improve the health of our community for the period of March 1, 2015 through February 29, 2016. This ordinance waives the competitive bidding provisions of Chapter 329 of the City Code.

The contract compliance number for WBNS-TV, Inc., is 31-0711250 and expires on 05/01/2016.

Emergency action is requested in order to immediately address the scheduled promotional activities for the Commit to be Fit media campaign.

FISCAL IMPACT: An additional contract with The Dispatch Printing Company, TIN 314166990, for \$7,200.00 is required for the web based portion of this media campaign. Funding for this ordinance and the additional contract for web services is made available from the Health Special Revenue Fund and is contingent on the passage of the 2015 budget.

To authorize and direct the Board of Health to enter into contract with WBNS-TV to continue a public awareness campaign to address obesity in central Ohio; to authorize the expenditure of \$67,800.00 from the Health Special Revenue

Fund; to waive the provisions for competitive bidding; and to declare an emergency. (\$67,800.00)

WHEREAS, the Columbus Obesity Prevention Partnership was developed to help curb the current obesity epidemic which will provide residents the tools they need to address this life and death crisis; and,

WHEREAS, the Board of Health wishes to contract with WBNS-TV, Inc. because 10 TV's Commit To Be Fit, is the only media driven public awareness campaign in central Ohio designed to improve the health of our community; and,

WHEREAS, in order to enter into this contract, this ordinance waives the competitive bidding provisions of Chapter 329 of City Code; and,

WHEREAS, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to enter into this contract to immediately address the scheduled promotional activities and for the immediate preservation of 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 Board of Health is hereby authorized and directed to enter into a contract with WBNS-TV, Inc. for the provision of a media driven public awareness campaign in central Ohio designed to improve the health of our community for the period of March 1, 2015 through February 29, 2016, in an amount not to exceed \$67,800.00

SECTION 2. That to pay the cost of said contract the expenditure of \$67,800.00 is hereby authorized from the Health Special Revenue Fund, Fund No. 250, Health Department, Division 50-01, Object Level One 03, Object Level Three 3336, OCA Code - 500135.

SECTION 3. That the competitive bidding provisions of Chapter 329 of the Columbus City Code are hereby waived.

SECTION 4. 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 and 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 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.