



Legislation Details (With Text)

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Title: To authorize the Chief Innovation Officer to provide incentives to program participants relative to the Smart City Challenge Multi-Modal Trip Planning Application project; to authorize a waiver of the formal competitive bidding requirements of Columbus City Code Chapter 329 for the purchase of the incentives; to authorize the Chief Innovation Officer to enter into contract with Tango Card, Inc. for the purchase and distribution of incentives to program participants; to authorize the expenditure of up to \$60,000.00 from the Smart City Grant Fund for the purchase of the incentives; to authorize the expenditure of up to \$450.00 from the Street Construction Maintenance and Repair Fund for the purchase of incentives and the cost of fees associated with the distribution of the incentives; and to declare an emergency. (\$60,450.00)

Sponsors:

Indexes:

Code sections:

Attachments: 1. Tango MMTA incentives bid waiver form 20.10.pdf, 2. Tango MMTA incentives accounting template 20.10.pdf, 3. Tango MMTA quote comparison 20.09.25

Date	Ver.	Action By	Action	Result
10/29/2020	1	CITY CLERK	Attest	
10/28/2020	1	MAYOR	Signed	
10/26/2020	1	COUNCIL PRESIDENT	Signed	
10/26/2020	1	Columbus City Council	Approved	Pass

1. BACKGROUND

This legislation authorizes the Chief Innovation Officer to contract for the purchase and distribution of gift cards from Tango Card, Inc., and for the gift cards to be used to incentivize participants to use the Smart City Challenge Multimodal Trip Planning Application (MMTPA), a Smart City Challenge initiative, in an amount of up to \$60,450.00.

The Smart City Challenge is a United States Department of Transportation (USDOT) grant program seeking to “create a fully integrated, first-of-its kind city that uses data, technology and creativity to shape how people and goods move in the future.” In 2016, the City of Columbus, acting through the Department of Public Service, applied for and won the Smart City Challenge, receiving a \$40 million dollar grant from USDOT and a \$10 million grant from the Paul G. Allen Family Foundation (Vulcan).

The Multimodal Trip Planning Application, called Pivot, will allow Columbus residents to more easily access different travel options based on personal preference, price or convenience. The Pivot application suggests routes based on preferences such as schedule, budget and preferred travel options.

To encourage people to use the Pivot app, incentives will be offered. Smart Columbus is looking to engage 2,400 participants who will receive \$25.00 gift card with compensation totaling \$25.00 per participant. The path for a participant to receive the incentives is as follows:

1. A participant downloads Pivot.
2. The participant executes a trip in Pivot.
3. The participant will be asked to respond to a survey focusing on the trip and app’s user interface and experience

after executing the trip.

4. After responding to the survey, the participant will receive a \$25.00 gift card.

Gift cards will be purchased from Tango Card, Inc. Tango Card, Inc. will also be paid up to \$450.00 to cover the costs of any fees associated with the management and distribution of gift cards to research participants as approved by the Smart City Program Office.

The expenditures totaling \$60,450.00 have been approved by USDOT and will be reimbursed with Federal funds.

Ordinance 1901-2017 authorized the transfer of signature authority from the Director of Public Service to the Chief Innovation Officer, or the Chief Innovation Officer's designee, for all past, present and future contracts entered into by the City of Columbus in connection with Smart Columbus, the Smart City Challenge, and Vulcan projects.

Searches in the Excluded Party List System (Federal) and the Findings for Recovery list (State) produced no findings against Tango Card, Inc.

2. BID WAIVER REQUEST

99.26% of the cost of the gift cards will be purchased with grant funds provided by the United States Department of Transportation (USDOT). While a formal bid was not conducted for the purchase and distribution of the gift cards, pricing was received from four companies with Tango Card, Inc. having the lowest price. USDOT has approved the purchase of the gift cards through procurement by noncompetitive proposals so the Multimodal Trip Planning Application program can be started and completed per the schedule set for the program by USDOT. A waiver of the competitive bidding requirements of City Code Chapter 329 is also requested to allow this program to be started and completed per the schedule set for the program.

3. FISCAL IMPACT

This is a reimbursable budgeted expense in the amount of \$60,000.00 in Fund 7768 (Smart City Grant Fund), Grant G591610 (2016 USDOT Smart City Award).

USDOT will not approve the expenditure of \$450.00 in grant funds for any fees associated with any gift cards. Funding for this will come from the Street Construction, Maintenance, and Repair Fund, Fund 2265.

4. EMERGENCY DESIGNATION

Emergency action is requested in that it is immediately necessary to authorize the Chief Innovation Officer to contract with Tango Card, Inc. for the purchase and distribution of gift cards to provide incentives to program participants for the Multimodal Trip Planning Application project so it can be started and completed per the schedule set for the program by USDOT.

To authorize the Chief Innovation Officer to provide incentives to program participants relative to the Smart City Challenge Multi-Modal Trip Planning Application project; to authorize a waiver of the formal competitive bidding requirements of Columbus City Code Chapter 329 for the purchase of the incentives; to authorize the Chief Innovation Officer to enter into contract with Tango Card, Inc. for the purchase and distribution of incentives to program participants; to authorize the expenditure of up to \$60,000.00 from the Smart City Grant Fund for the purchase of the incentives; to authorize the expenditure of up to \$450.00 from the Street Construction Maintenance and Repair Fund for the purchase of incentives and the cost of fees associated with the distribution of the incentives; and to declare an emergency. (\$60,450.00)

WHEREAS, in 2016 the City of Columbus, acting through the Department of Public Service, applied for and won the Smart City Challenge, receiving a \$40 million dollar grant from USDOT and a \$10 million grant from the Paul G. Allen Family Foundation (Vulcan); and

WHEREAS, the Smart City Program Management Office has initiated the Multi-Modal Trip Planning Application, called Pivot, which will allow Columbus residents to more easily access different travel options based on personal

preference, price or convenience. The Pivot application suggests routes based on preferences such as schedule, budget and preferred travel options; and

WHEREAS, the Smart City Program Management Office has determined it necessary to utilize a participant remuneration plan to improve rates of participation as it is deemed essential for the integrity of the project to engage as many participants as possible within the confined limits of the project; and

WHEREAS, participant remuneration will consist of gift cards; and

WHEREAS, it is necessary to purchase, control, and manage the distribution of the gift cards; and

WHEREAS, the grantor, the United States Department of Transportation, has approved the purchase of the gift cards through procurement by noncompetitive proposals; and

WHEREAS, it is also necessary to waive the competitive bidding requirements of Columbus City Code for the purchase and distribution of the gift cards; and

WHEREAS, Ordinance Number 1901-2017 authorized the Public Service Director to transfer signature authority to the Chief Innovation Officer or the Chief Innovation Officer's designee for all past, present and future Smart Columbus, Smart City Challenge, Paul G. Allen Family Foundation contracts, documents, and projects; and

WHEREAS, an emergency exists in the usual daily operation of the Smart Columbus Program Management Office in that it is immediately necessary to authorize the Chief Innovation Officer to contract with Tango Card, Inc. for the purchase and distribution of gift cards to provide incentives to program participants for the Multimodal Trip Planning Application program so it can be started and completed per the schedule set for the program by USDOT, 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 Chief Innovation Officer be and is hereby authorized to establish a participant remuneration plan for the Multimodal Trip Planning Application program in the amount of up to \$60,450.00; and to pay for participant remuneration associated with the project up to a maximum of \$60,450.00.

SECTION 2. That City Council finds that it is in the best interest of the City of Columbus to waive the formal competitive bidding requirements of Columbus City Code Chapter 329 to authorize the Chief Innovation Officer to enter into contract with Tango Card, Inc. for the purchase and management of the distribution of gift cards to compensate research participants in the Multi-Modal Trip Planning Application program.

SECTION 3. That the City's Chief Innovation Officer be and is hereby authorized to enter into contract with Tango Card, Inc., 4700 42nd Ave SW, Suite 430a, Seattle, WA 98116 for the purchase and distribution of gift cards to compensate program participants in the Multi-Modal Trip Planning Application program and to issue purchase orders for the gift cards and services associated with their control and distribution.

SECTION 4. That the expenditure of \$60,000.00, or so much thereof as may be necessary, is hereby authorized in Fund 7768 (Smart City Grant Fund), Dept-Div 5912 (Design and Construction), G591610 (2016 USDOT Smart City Award), Object Class 02 (Materials and Supplies) per the accounting codes in the attachment to this ordinance.

SECTION 5. That the expenditure of \$450.00, or so much thereof as may be needed, is hereby authorized in Fund 2265 (Street, Construction, Maintenance, and Repair Fund), Dept-Div 5901 (Director), and Object Class 03 (Services) per the account codes in the attachment to this ordinance.

SECTION 6. 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 7. 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 8. 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 Chief Innovation Officer administering said project that the project has been completed and the monies are no longer required for said project.

SECTION 9. 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 10 days after passage if the Mayor neither approves nor vetoes the same.