



Legislation Details (With Text)

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File created: 5/8/2023 **In control:** Health & Human Services Committee

On agenda: 6/5/2023 **Final action:** 6/9/2023

Title: To authorize the Board of Health to enter into a contract with Gatehouse Media Partners, Inc., for media campaign services the period of May 22, 2023 to February 28, 2024; to authorize the expenditure of \$125,000.00 from the Health Operating fund to pay the costs thereof; and to declare an emergency. (\$125,000.00).

Sponsors:

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Attachments: 1. 1431-2023 DAX attachment

Date	Ver.	Action By	Action	Result
6/9/2023	1	CITY CLERK	Attest	
6/8/2023	1	MAYOR	Signed	
6/5/2023	1	COUNCIL PRESIDENT	Signed	
6/5/2023	1	Columbus City Council	Approved	Pass

BACKGROUND: This ordinance authorizes the Board of Health to enter into a contract with Gatehouse Media Partners, Inc. in the amount of \$125,000.00 for the contract period of May 22, 2023 to February 28, 2024. Their contract compliance number is CC-001259 . These services were advertised through Bonfire (RFQ024480) according to bidding requirements of the City Code.

Columbus Public Health has an immediate need for this contract to develop a culturally-informed, multi-media campaign that promotes violence reduction, continues the existing campaign for increased awareness on the impact of trauma, and promotes safe gun storage. An emphasis will be placed on targeted strategies to create measurable engagement, knowledge, awareness building, and behavioral change. The goals of this campaign are to create community awareness on the impact of gun violence, educate residents on the impact of trauma on individuals and communities, and highlight Trauma Informed Awareness Week (TIAW) and Gun Violence Awareness Month. This campaign will feature those with lived experience with violence, medical and mental health professionals, and others who can speak on the impact of violence and mental health needs within the community and share messages of impact, resiliency and community building.

Emergency action is requested because the existing campaign for increased awareness on the impact of trauma cannot continue without such funding.

FISCAL IMPACT: \$125,000.00 is budgeted in the Health Operating Fund for this Community Trauma and Safe Gun Storage contract.

To authorize the Board of Health to enter into a contract with Gatehouse Media Partners, Inc., for media campaign services the period of May 22, 2023 to February 28, 2024; to authorize the expenditure of \$125,000.00 from the Health Operating fund to pay the costs thereof; and to declare an emergency. (\$125,000.00).

WHEREAS, Columbus Public Health has an need for media campaign services and

WHEREAS, Gatehouse Media Partners, Inc has the expertise required; and

WHEREAS, an emergency exists and that it is immediately necessary to contract with Gatehouse Media Partners, Inc for media campaign services, because the existing campaign for increased awareness on the impact of trauma cannot continue without such funding, and all 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 to enter into a contract with Gatehouse Media Partners, Inc. in the amount of \$125,000.00 for the period of May 22, 2023 to February 28, 2024;

SECTION 2. That to pay the costs of said contract, the expenditure of \$125,000.00 is hereby authorized from the Health Operating fund.

SECTION 3. That this contract is in compliance with Chapter 329 of the Columbus City Code.

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.

SECTION 5. That for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is 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.