



## Legislation Text

File #: 2597-2015, Version: 1

### 1. BACKGROUND

This ordinance authorizes the Director of the Public Service to enter into contract with Paul Werth Associates, Inc., to provide consulting services related to the Traffic Signal Removal Public Relations Campaign (2015) project.

The City of Columbus, in its continual efforts to upgrade traffic signal systems, currently has a project underway called the Columbus Traffic Signal System (CTSS) project. CTSS is a multi-phase project that will coordinate the city's traffic signals as well as those in other adjoining jurisdictions. As part of this effort, each traffic signal in the city is being checked to ensure that it meets the requirements for continued signalization. These requirements, called warrants, are state and federal guidelines that the City of Columbus must follow. Signals that do not meet the requirements must be studied for removal. Paul Werth Associates, Inc. will assist staff in the Division of Traffic Management to increase awareness of this multi-year project and the signal removal studies associated with it. Work to be included in this contract includes but is not limited to: program management; outreach coordination; media relations; and graphic design services.

The Department of Public Service, Office of Support Services solicited Request for Proposals for the Traffic Signal Removal Public Relations Campaign (2015) project. This project was formally advertised through the City's Vendor Services site from September 2, 2015, to September 24, 2015. The city received three (3) responses. All proposals were deemed minimally compliant and were fully evaluated when the Evaluation Committee met on October 1, 2015.

Company Name	City/State	FBE/UNK
Paul Werth Associates, Inc.	Columbus, OH	FBE
Murphy Epson, Inc.	Columbus, OH	FBE
Concrete Marketing	Columbus, OH	FBE

Paul Werth Associates, Inc. received the highest score by the evaluation committee and will be awarded the contract for the Traffic Signal Removal Public Relations Campaign (2015) project.

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

### 2. FISCAL IMPACT

Funding for this contract is available within the 2015 Street Construction Maintenance Repair Fund (SCMRP) Fund. This funding is contingent upon the passage of Ordinance 2564-2015.

### 3. EMERGENCY DESIGNATION

Emergency action is requested 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 Paul Werth Associates, Inc. is 31-0726286 and expires 2/14/2016.

To authorize the Director of the Department of Public Service to enter into contract with Paul Werth Associates, Inc., for the Traffic Signal Removal Public Relations Campaign (2015) project; to authorize the expenditure of up to \$50,000.00

from the Street Construction Maintenance Repair Fund (SCMRF) Fund to pay for the contract; and to declare an emergency. (\$50,000.00)

**WHEREAS**, in its continuing efforts to upgrade the traffic signal systems within the City of Columbus and as part of this effort, each traffic signal in the city is being checked to ensure that it meets the requirements for continued signalization; and

**WHEREAS**, these requirements, called warrants, are state and federal guidelines that the City of Columbus must follow, signals that do not meet the requirements must be studied for removal and will require additional outreach efforts for resident education; and

**WHEREAS**, in order to educate the citizens of Columbus of this removal program, The Department of Public Service, Office of Support Services solicited a Request for Proposals for a contract to provide these public relations services for the Traffic Signal Removal Public Relations Campaign (2015) project; and

**WHEREAS**, Paul Werth Associates, Inc. submitted the best overall proposal for this contract; and

**WHEREAS**, this ordinance authorizes the award of this contract to Paul Werth Associates, Inc. for the Traffic Signal Removal Public Relations Campaign (2015) project; and

**WHEREAS**, the funding for this project is contingent upon the passage of Ordinance 2564-2015; 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 to enter into contract in order to provide funding for these public relation services to proceed with the established schedule and begin the public relations campaign effort of this project, 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 Paul Werth Associates, Inc., 10 North High Street, Suite 300, Columbus, OH 43215 for the Traffic Signal Removal Public Relations Campaign (2015) project in the amount of \$50,000.00.

**SECTION 2.** That for the purpose of paying the cost of this contract the sum of up to \$50,000.00 or so much thereof as may be necessary is hereby authorized to be expended from the Department of Public Service's Division of Traffic Management, Dept-Div 59-13, as follows:

Traffic Signal Removal Public Relations Campaign (2015)

Dept/Division:	59-13
Fund No.:	265 - Street Construction Maintenance
OCA Code:	591331
Object Level 01:	03
Object Level 03:	3336
Amount:	\$50,000.00

**SECTION 3.** 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 4.** 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 5.** 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 6.** 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.