



Legislation Text

File #: 0279-2017, **Version:** 1

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.

As of 2015, 65% of people in Franklin County were either overweight or obese (34.6% overweight, 30.4% obese). The Commit To Be Fit Partnership is a valuable tool Columbus Public Health uses to communicate healthy eating and physical activity strategies, and promote Columbus Public Health's community programs and resources.

This ordinance authorizes and directs the Board of Health to enter into a \$75,000.00 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, 2017 through February 28, 2018. This ordinance waives the competitive bidding provisions of the Columbus City Code.

The contract compliance number for WBNS-TV, Inc. is CC11250-15226.

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

FISCAL IMPACT: \$75,000.00: Funding for the contract with WBNS-TV, Inc. is budgeted within the Health Special Revenue Fund, Fund No. 2250.

To authorize and direct the Board of Health to enter into contract with WBNS-TV, Inc. to continue a public awareness campaign to address obesity in central Ohio; to authorize the total expenditure of \$75,000.00 from the Health Special Revenue Fund; to waive the competitive bidding provisions of Columbus City Code; and to declare an emergency. (\$75,000.00)

WHEREAS, the need exists to continue to provide Columbus residents with the proper resources and tools to reduce and prevent overweight and obesity in our community; and,

WHEREAS, the Board of Health wishes to contract with WBNS-TV, Inc. FEIN#31-0711250 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, it is in the city's best interest to waive the competitive bidding provisions of City Code Chapter 329 in order to enter into this contract; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Health in that it is immediately

necessary to authorize the Board to enter into this contract with WBNS-TV, Inc. 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 for \$75,000.00 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, 2017 through February 28, 2018.

SECTION 2. That the expenditure of \$75,000.00 is hereby authorized from the Health Special Revenue Fund, Fund No. 2250, object class 03 as indicated in the ordinance attachment.

SECTION 3. That this Council finds it in the City's best interest to waive the competitive bidding provisions of the Columbus City Code Chapter 329.

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 the City Auditor is authorized to make any accounting changes necessary to ensure that this contract is properly accounted for and recorded accurately on the City's financial reports.

SECTION 6. 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.