



## Legislation Text

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**File #:** 1235-2019, **Version:** 1

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**BACKGROUND:** This ordinance is needed to authorize the Board of Health to contract with KW2 (FEID#39-1658926) to provide advertising services for an HIV Outreach targeted marketing campaign. The City of Columbus received funding from two grants to pay the cost of the contract. 1) Federal HIV Prevention Grant Program from the Ohio Department of Health and 2) Ryan White Part A HIV Emergency Relief Grant Program from the U.S. Department of Health and Human Services, Health Resources and Services Administration. The term of the contract is June 1, 2019, through February 29, 2020.

The Federal HIV Prevention Grant Program enables Columbus Public Health to provide culturally and linguistically appropriate HIV counseling and testing/referral; partner counseling; and health education/risk reduction behavior modification programs. Services are provided to residents of Franklin County and other regional counties, with special emphasis on men who have sex with men, individuals with high risk sexual contact, youth, and injection drug/substance users.

The HIV Care Part A grant's purpose is to improve access to medical care for persons living with HIV or AIDS living in Central Ohio. The goal is that each client will achieve viral suppression, which improves their quality of life and reduces the risk of spreading the infection. This grant will enhance medical services, both somatic and behavioral health. It will pay for HIV related doctor's visits, mental health services, substance abuse services, and other services allowable by the grant. It also will strengthen the case management and linkage to care (or patient navigation) elements.

These services were competitively bid through vendor services (RFQ012028) and Bonfire (HIV Outreach Targeted Marketing Campaign) in April 2019, according to bidding requirements of the City Code.

This ordinance is submitted as an emergency in order to execute the contract by the anticipated start date of June 1, which coincides with the start of Pride month.

**FISCAL IMPACT:** This contract is entirely funded by two grant awards from the Ohio Department of Health and the U.S. Department of Health and Human Services, Health Resources and Services Administration. Columbus Public Health is requesting one ACPO in the amount of \$123,000.00 to encumber funds using available grant appropriations for the above contract. CPH intends to issue two purchase orders, one for each grant funding source, to allow for accurate financial reporting.

To authorize the Board of Health to enter into contract with KW2 for the HIV Outreach Targeted Marketing Campaign; to authorize the expenditure of \$123,000.00 from the Health Department Grants Fund to pay the costs thereof; and to declare an emergency. (\$123,000.00)

**WHEREAS,** it is necessary to allow the Board of Health to enter into contract for advertising services; and,

**WHEREAS,** \$123,000.00 in funds are needed for the HIV Outreach Targeted Marketing Campaign; and,

**WHEREAS,** KW2 will provide advertising services according the proposal submitted through a competitive bidding process; and

**WHEREAS,** the contract period for these contracts is June 1, 2019 through February 29, 2020; and

**WHEREAS**, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to enter into contracts in order to continue services without interruption 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 contract with KW2 for total amount not to exceed \$123,000.00 for advertising services for the HIV Outreach Targeted Marketing Campaign, for the period of June 1, 2019 through February 29, 2020.

**SECTION 2.** That to pay the cost of said contracts, the expenditure of \$123,000.00, or so much thereof as may be needed, is hereby authorized from the Health Department Grants Fund, Fund No. 2251, object class 03 per the attached accounting document.

**SECTION 3.** That these contracts are awarded in accordance 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 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.