



Legislation Text

File #: 3262-2019, **Version:** 1

BACKGROUND: This legislation authorizes the Finance and Management Director to enter into contract with The Saunders Company, LLC for community outreach and marketing services related to the 2020 Census. The 2020 Census Day is April 1, 2020 and the Census Bureau will count residents through the summer of 2020 until a complete count is achieved. The decennial census is required by the U.S. Constitution and states, cities, and local organizations partner with the federal government for the census. In March of 2019 Mayor Andrew J. Ginther and Franklin County Commissioner Kevin Boyce launched the joint Columbus/Franklin County 2020 Census Complete Count Committee or “Columbus Counts” to ensure a complete count. Columbus Counts is a coalition made up of local governments, non-profits, private business, and community leaders working to increase 2020 Census awareness across the community and ensure everyone is counted in Franklin County.

According to prior census data, 24% of Franklin County’s residents or approximately 300,842 people are “hard-to-count” (HTC). HTC communities require more costly in-person counting by the Census Bureau and are more likely to not be counted. Example HTC communities include: racial and ethnic minorities; immigrants and New Americans; individuals with limited access to internet; older adults, and young children (ages 0-5). A complete count of all the city’s residents is critically important because the federal government allocates millions of dollars annually to the city, its residents, and partner organizations based on census data. U.S. House of Representatives seat apportionment is also based on census results. Finally, funding Medicaid, Medicare, WIC, SNAP, school lunches, and many more federal programs that Columbus residents benefit from is determined by the census count. As such, The Saunders Company, LLC will develop a culturally-informed digital, print, and radio media advertising campaign that promotes awareness of the 2020 Census and its importance to our community. An emphasis will be placed on targeted digital, social-media, print materials, and radio advertising strategies to encourage residents to self-respond to the 2020 Census.

Formal Requests for Proposals (RFQ014037) were solicited by the City of Columbus on October 31, 2019, with bids closing on November 26, 2019. The City received four (4) responses. A five (5) member RFP evaluation committee was formed and committee members were asked to evaluate each proposal. The RFP evaluation committee met and discussed each member’s individual scores. The Saunders Company, LLC received the most points and received the first place vote of each member of the evaluation committee. The Department of Finance and Management therefore seeks authority to enter into contract with The Saunders Company, LLC.

This legislation also authorizes the Finance and Management Department to expend monies for materials, equipment, standard services, and professional services in conjunction with outreach and engagement activities that may be needed in order to fulfill the City’s commitment to the Columbus Counts initiative, but are not under the scope of the promotional services contract with The Saunders Company. It is necessary to encumber these funds now, so that necessary resources can be procured immediately. All contracts will be entered into in accordance with the competitive bidding provisions of the Columbus City Codes, Chapter 329. Funding for these expenditures is from the General Fund.

VENDOR: The Saunders Company, LLC FID: 46-4722967, EBO_MBE CC#MBE008789, expires 9/30/2021

Fiscal Impact: This legislation authorizes an expenditure of \$100,000.00 from the General Fund with The Saunders

Company, LLC for community outreach and marketing services related to the 2020 Census. This legislation also authorizes the expenditure of \$50,000 for materials, equipment, standard services, and professional services in conjunction with outreach and engagement activities that may be needed in order to fulfill the City's commitment to the Columbus Counts initiative. These funds are available within the 2019 General Fund budget.

Emergency action is requested so that a contract can be entered into immediately and community outreach and engagement activities can begin without delay.

To authorize the Finance and Management Director to enter into contract with The Saunders Company, LLC for community outreach and marketing services related to the 2020 Census; to authorize the Finance and Management Director to expend monies for materials, equipment, standard services, and professional services to support outreach and engagement activities that may be needed in order to fulfill the City's commitment to the Census 2020 Columbus Counts initiative; to authorize the transfer of \$150,000.00 between divisions within the General Fund; to authorize the expenditure of \$150,000.00 from the General Fund; and to declare an emergency. (\$150,000.00)

WHEREAS, the Finance and Management Director is to enter into contract with The Saunders Company, LLC for community outreach and marketing services related to the 2020 Census; and

WHEREAS, the 2020 Census Day is April 1, 2020 and the Census Bureau will count residents through the summer of 2020 until a complete count is achieved; and

WHEREAS, in March of 2019 Mayor Andrew J. Ginther and Franklin County Commissioner Kevin Boyce launched the joint Columbus/Franklin County 2020 Census Complete Count Committee or "Columbus Counts" to ensure a complete count; and

WHEREAS, according to prior census data, 24% of Franklin County's residents or approximately 300,842 people are "hard-to-count" (HTC). HTC communities require more costly in-person counting by the Census Bureau and are more likely to not be counted. Example HTC communities include: racial and ethnic minorities; immigrants and New Americans; individuals with limited access to internet; older adults, and young children (ages 0-5); and

WHEREAS, The Saunders Company, LLC will develop a culturally-informed digital, print, and radio media advertising campaign that promotes awareness of the 2020 Census and its importance to our community; and

WHEREAS, resources are also needed for the procurement of materials, supplies, equipment, miscellaneous and professional services as needed to fulfill the City's commitment to the Columbus Counts initiative that are not within the scope of the contract with The Saunders Company LLC. All procurement will follow competitive bid process of Columbus City Code Chapter 329, and

WHEREAS, an emergency exists in the usual daily operation of the Department of Finance and Management in that it is immediately necessary to authorize the Director to enter into contract with The Saunders Company, LLC for promotional services related to the 2020 Census and to encumber funds for the procurement of additional resources necessary for the Columbus Counts initiative, to ensure that a complete count of all residents is obtained 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 Finance and Management Director is hereby authorized to enter into contract with The Saunders

Company, LLC for community outreach and marketing services related to the 2020 Census.

SECTION 2. That the Director of the Finance and Management Department is hereby authorized to expend monies for materials, equipment, standard services, and professional services in order to support outreach and engagement activities that may be needed in order to fulfill the City's commitment to the Census 2020 Columbus Counts initiative.

SECTION 3. That the transfer of \$150,000.00, or so much thereof as may be needed, is hereby authorized within Fund 1000 General Fund, from Dept-Div 4501 Financial Management, Object Class 10 - Transfer Out to Dept-Div 4550 Finance-Director's Office, Object Class 02 - Supplies and 03 - Contractual Services per the account codes in the attachment to this ordinance.

See Attached File: Ord 3262-2019 Legislation Template.xls

SECTION 4. That the expenditure of up to \$100,000.00, or so much thereof as may be needed pursuant to the action authorized in SECTION 1, is hereby authorized in the General Fund 1000, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance.

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SECTION 5. That the expenditure of up to \$25,000.00, or so much thereof as may be needed pursuant to the action authorized in SECTION 2, is hereby authorized in the General Fund 1000, in Object Class 02 - Supplies, per the accounting codes in the attachment to this ordinance. All contracts will be entered into in accordance with the competitive bidding provisions of the Columbus City Codes Chapter 329. City Council recognizes this ordinance does not identify the contractor(s) to whom the contract(s) will be awarded and understands its passage will give the Finance and Management Director the final decision in determination of the lowest, best, responsive, and responsible bidder for such contract(s). This Council is satisfied it is in the best interests of the City to delegate this contracting decision.

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SECTION 6. That the expenditure of up to \$25,000.00, or so much thereof as may be needed pursuant to the action authorized in SECTION 2, is hereby authorized in the General Fund 1000, in Object Class 03 - Contractual Services, per the accounting codes in the attachment to this ordinance. All contracts will be entered into in accordance with the competitive bidding provisions of the Columbus City Codes Chapter 329. City Council recognizes this ordinance does not identify the contractor(s) to whom the contract(s) will be awarded and understands its passage will give the Finance and Management Director the final decision in determination of the lowest, best, responsive, and responsible bidder for such contract(s). This Council is satisfied it is in the best interests of the City to delegate this contracting decision.

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SECTION 7. That the monies in the foregoing Sections shall be paid upon order of the Director of Finance and Management, and that no order shall be drawn or money paid except by voucher, the form of which shall be approved by the City Auditor.

SECTION 8. 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 9. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications.

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