



Legislation Text

File #: 1727-2020, **Version:** 1

1. BACKGROUND

This ordinance authorizes the Director of Public Service to enter into professional services contracts with The Saunders Company in the amount of up to \$250,000.00 for the Mobility Corridors Initiative - Communications, Outreach & Engagement project.

The intent of the Mobility Corridors Initiative is to further advance a regional growth strategy aligning infrastructure investments, development policies, and performance metrics around designated high-capacity transit and multi-modal mobility corridors. The initiative will employ strategies to address equity, workforce advancement, innovation, economic development, affordability and sustainability, with aligned efforts related to land use, zoning, and housing. The Mobility Corridors Initiative - Communication, Outreach and Engagement contract involves communications and engagement coordination, brand management and implementation, media strategy and coordination, and other such work related to the overall Mobility Corridors Initiative.

The Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Mobility Corridors Initiative - Communications, Outreach & Engagement contract. The project was formally advertised on the Vendor Services and Bonfire web sites from June 12, 2020, to July 1, 2020. The City received six responses. All proposals were deemed responsive and were fully evaluated when the Evaluation Committee met on July 13, 2020. The responding firms were:

<u>Company Name</u>	<u>City/State</u>	<u>Majority/MBE/MBR/F1/AS1/PHC</u>
Furety	Columbus, OH	Unknown
The Saunders Company	Columbus, OH	MBE
Fahlgren Mortine	Columbus, OH	Majority
Irvin PR	Columbus, OH	Majority
Murphy Epson	Columbus, OH	FBE
Beyond Spots & Dots	Columbus, OH	MBR

The Saunders Company received the highest score by the evaluation committee and will be awarded the Mobility Corridors Initiative - Communications, Outreach & Engagement contract.

Searches in the Excluded Party List System (Federal) and the Findings for Recovery list (State) produced no findings against The Saunders Company.

It is anticipated this contract may have future modifications and additional ordinances may be submitted for Council approval to modify the Mobility Corridors Initiative - Communications, Outreach & Engagement contract to add the additional funding.

This legislation also authorizes the Director of Public Service to enter into agreements with and to accept contributions and/or grant monies and other resources from Mid-Ohio Regional Planning Commission (MORPC) and Central Ohio Transportation Authority (COTA) which are to be distributed to the City for the project.

2. CONTRACT COMPLIANCE

The Saunders Company's contract compliance number is CC008789 and expires 10/22/20.

3. FISCAL IMPACT

Funding in the amount of \$200,000.00 is available for this contract within Fund 7766, the Street and Highway Non-Bond Fund. An amendment to the 2019 Capital Improvement Budget is required to establish sufficient budget authority for the proper project. It is also necessary to transfer funds between projects within the Street and Highway NonBond Fund to provide cash for the proper project. These funds will need to be appropriated.

Funding in the amount of \$50,000.00 is available for this contract within Fund 7704, the Streets and Highways Bond Fund, An amendment to the 2019 Capital Improvement Budget is necessary to match cash and to establish sufficient budget authority for the proper project. It is also necessary to transfer funds and appropriation between projects within the Streets and Highways Bond Fund to provide cash for the proper project.

4. EMERGENCY DESIGNATION

Emergency action is requested to expedite this contract to complete the project in a timely manner.

To amend the 2019 Capital Improvement Budget; to authorize the transfer of cash and appropriation within the Street and Highway Non-Bond Fund; to authorize the transfer of cash within the Streets and Highways Bond Fund; to appropriate funds within the Streets and Highway Non-Bond Fund; to authorize the Director of Public Service to enter into a professional services contract with The Saunders Company for the Mobility Corridors Initiative - Communications, Outreach & Engagement project; to authorize the expenditure of up to \$250,000.00 from the Street and Highway Non Bond Fund and the Streets and Highways Bond Fund to pay for this contract; to authorize the Director of Public Service to enter into agreements and to accept contributions from other organizations in relation to this project; and to declare an emergency. (\$250,000.00)

WHEREAS, there is a need to provide for a regional growth strategy aligning infrastructure investments, development policies and performance metrics around designated high-capacity transit and multi-modal mobility corridors; and

WHEREAS, the Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Mobility Corridors Initiative - Communications, Outreach & Engagement contract for communications and engagement coordination, brand management and implementation, and media strategy and coordination related to the regional growth strategy; and

WHEREAS, The Saunders Company submitted the best overall proposal for this project; and

WHEREAS, it is necessary to enter into a contract with The Saunders Company for the Mobility Corridors Initiative - Communications, Outreach & Engagement project for the provision of professional consulting services described above in the amount of up to \$250,000.00; and

WHEREAS, it is necessary to authorize an amendment to the 2019 Capital Improvement Budget for the purpose of providing sufficient budget authority for the aforementioned project expenditure; and

WHEREAS, funds must be transferred between projects within the Street and Highway Improvement NonBond Fund and within the Streets and Highways Bond Fund to establish sufficient cash to pay for the project; and

WHEREAS, funds must be appropriated within the Street and Highway Improvement NonBond Fund, and

WHEREAS, it is necessary to expend funds to pay for the contract; and

WHEREAS, it is anticipated financial contribution agreements will be entered into with COTA, MORPC, and others for this project; 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 of Public Service to enter into contract with The Saunders Company to

complete the project in a timely manner, 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 2019 Capital Improvements Budget authorized by Ordinance 1326-2019 be amended as follows to establish sufficient budget authority for this project:

Fund / Project / Project Name / C.I.B. / Change / C.I.B. as Amended

7704 / P440010-100000 / Economic Development Agreements (Voted Carryover) / \$0.00 / \$50,000.00 / \$50,000.00 (to match cash)

7766 / P766999-100000 / 59-03 Unallocated Balance Fd.766 (Street and Highway Imp Carryover) / \$2,028,493.00 / (\$200,000.00) / \$1,828,493.00

7704 / P440010-100000 / Economic Development Agreements (Voted Carryover) / \$50,000.00 / (\$50,000.00) / \$0.00

7766 / P531039-1000000 / Mobility Corridors Initiative - Communications, Outreach & Engagement (Street and Highway Imp Carryover) / \$0.00 / \$200,000.00 / \$200,000.00

7704 / P531039-1000000 / Mobility Corridors Initiative - Communications, Outreach & Engagement (Voted Carryover) / \$0.00 / \$50,000.00 / \$50,000.00

SECTION 2. That the transfer of \$200,000.00, or so much thereof as may be needed, is hereby authorized within Fund 7766 (Street and Highway Non Bond Fund), from Dept-Div 5913 (Traffic Management), Project P766999-100000 (59-03 Unallocated Balance Fd.766), Object Class 06 (Capital Outlay) to Dept-Div 5913 (Traffic Management), Project P531039-100000 (Mobility Corridors Initiative - Communications, Outreach & Engagement), Object Class 06 (Capital Outlay) per the accounting codes in the attachment to this ordinance.

SECTION 3. That the transfer of \$50,000.00, or so much thereof as may be needed, is hereby authorized within Fund 7704 (Streets and Highways Bond Fund), from Dept-Div 5912 (Design and Construction), Project P440010-100000 (Economic Development Agreements), Object Class 06 (Capital Outlay) to Dept-Div 5913 (Traffic Management), Project P531039-100000 (Mobility Corridors Initiative - Communications, Outreach & Engagement), Object Class 06 (Capital Outlay) per the accounting codes in the attachment to this ordinance

SECTION 4. That from the unappropriated monies and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ended December 31, 2020, the sum of \$200,000.00 is appropriated in Fund 7766 (Street and Highway Improvement NonBond Fund), Dept-Div 5913 (Traffic Management), Project P531039-100000 (Mobility Corridors Initiative - Communications, Outreach & Engagement), in Object Class 06 (Capital Outlay) per the account codes in the attachment to this ordinance.

SECTION 5. That the Director of Public Service be, and hereby is, authorized to enter into a professional services contract with The Saunders Company, 175 S. Third St., Suite 200, Columbus, Ohio, 43215, for the Mobility Corridors Initiative - Communications, Outreach & Engagement project in an amount up to \$250,000.00.

SECTION 6. That the expenditure of \$200,000.00, or so much thereof as may be needed, is hereby authorized in Fund 7766 (Street and Highway Non Bond Fund), Dept-Div 5913 (Traffic), Project P531039-100000 (Mobility Corridors Initiative - Communications, Outreach & Engagement), in Object Class 06 (Capital Outlay) per the accounting codes in the attachment to this ordinance.

SECTION 7. That the expenditure of \$50,000.00, or so much thereof as may be needed, is hereby authorized in Fund 7704 (Streets and Highways Bond Fund), Dept-Div 5913 (Traffic Management), Project P531039-100000 (Mobility Corridors Initiative - Communications, Outreach & Engagement), in Object Class 06 (Capital Outlay) per the accounting codes in the attachment to this ordinance.

SECTION 8. That the Director of Public Service is authorized to enter into contribution agreements with COTA, MORPC, and others to accept funds or other types of contributions in relation to the Mobility Corridors Initiative - Communications, Outreach & Engagement project.

SECTION 9. Funds are hereby deemed appropriated and expenditures and transfers authorized to carry out the purposes of this ordinance and the City Auditor shall establish such accounting codes as necessary.

SECTION 10. 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 11. 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 12. 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.