City of Columbus

Office of City Clerk
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Legislation Text

File #: 1993-2020, **Version:** 1

BACKGROUND: The purpose of this ordinance is authorize the Board of Health to enter into contract with Canvaas Consulting LLC for targeted media campaign and advertising services from August 17, 2020 through December 30, 2020 for a total contract amount of $149,000.00. Columbus Public Health solicited and received two vendor proposals and selected the best bidder according to bidding requirements of the City Code.

The City of Columbus, Columbus Public Health (CPH) received funding from United States Department of Treasury through the CARES Act to respond to the COVID 19 pandemic. CPH is using a portion of this funding to develop a culturally informed targeted media campaign that informs and promotes healthy lifestyles to prevent further spread of coronavirus disease.

Due to the immediate nature of this media campaign to coincide with the important message of staying home while sick due to COVID 19, CPH requested an emergency waiver of the provisions of Columbus City Code Chapter 329 from the Director of the Division of Finance and Management following the procedures set forth under the Mayor's Executive Order 2020-01 "Declaration of State of Emergency." That waiver was approved and PO239197 was established with Canvaas Consulting LLC with the provision that this ordinance would be drafted for City Council approval.

Emergency action is requested to allow the financial transaction to be posted in the City's accounting system as soon as possible to bolster the emergency response to the COVID-19 pandemic.

FISCAL IMPACT: This contract is funded by CARES Act fund 2207 in the amount of $149,000.00.

To authorize the Board of Health to enter into contract with Canvaas Consulting LLC to implement a culturally informed targeted media campaign in the amount of $149,000.00; to authorize the expenditure of $149,000.00 from the CARES Act Fund; and to declare an emergency. ($149,000.00)

WHEREAS, the COVID-19 pandemic has resulted in a need to implement a culturally informed targeted media campaign to inform and promote healthy lifestyles to prevent the further spread of coronavirus disease; and

WHEREAS, expenditures of CARES Act funding to provide advertising services is necessary to implement a targeted media campaign to inform and promote healthy lifestyles to prevent the further spread of disease caused by the COVID-19 public health emergency; and

WHEREAS, such expenditure of funds has not been previously accounted for in the 2020 budget; and

WHEREAS, Canvaas Consulting LLC has been awarded the contract through the solicitation and review process to provide a culturally informed targeted media campaign and advertising services for COVID 19; and

WHEREAS, the contract period is August 17, 2020 through December 30, 2020; and

WHEREAS, an emergency exists in the usual daily operation of Columbus Public Health in that it is immediately necessary to authorize the Board of Health to enter into contract with Canvaas Consulting LLC 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 Canvaas Consulting LLC in the amount of $149,000.00 for the time period of August 17, 2020 through December 30, 2020.

SECTION 2. That to pay the cost of said contract, the expenditure of $149,000.00 is hereby authorized from the CARES Act Fund, Fund No. 2207, Department of Health, Department No. 5001, per PO239197.

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 for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is 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.