



Legislation Text

File #: 0770-2021, **Version:** 1

This legislation authorizes the Director of the Department of Development to waive the request for proposal requirements of Columbus City Code Chapter 329 and enter into a professional services contract with Canvass Consulting LLC in an amount up to \$445,000.00 for the purpose of implementing a COVID-19 Vaccine Campaign.

In 2020, the City funded a campaign to help stop the spread of COVID-19. Now that vaccines are becoming more available, the City seeks to fund a campaign to encourage people to get vaccinated.

Canvass Consulting LLC will deliver a targeted, multi-media campaign that will focus on awareness and education, utilizing trusted community voices and influencers to help bring validation to the message. They will execute a layered media approach, engaging local partners to help extend the messaging through digital media and advertising, radio, community outreach, print marketing, and other helpful channels.

Contract Compliance: the vendor number is 031214 and expires 11/30/2022.

Waiver of Request for Proposal Requirements: A waiver of the request for proposal requirements outlined in Columbus City Code Chapter 329 is being requested because of the nature of the public health emergency: immediate, ever changing, and because services funded with federal CARES Act funds need to be completed by December 30, 2021, there is not time to complete the request for proposal process.

Fiscal Impact: Funding is provided to the City of Columbus from the Coronavirus Aid, Relief and Economic Security (CARES) Act passed by Congress and signed into law March 27, 2020, and available in the Department of Development's CARES Act budget (fund 2207, subfund 220702). CARES Act funds will be transferred from 4410 to 4401.

Emergency Designation: Emergency legislation is requested because more people are now eligible to receive the vaccine and the campaign will provide them additional information and encouragement to get vaccinated.

To authorize the transfer of CARES Act funds from the Department of Development's Division of Housing to the Division of Administration; to waive the competitive bidding requirements of Columbus City Code Chapter 329; to authorize the Director of Development to execute a professional services contract with Canvass Consulting LLC in an amount up to \$445,000.00 for the purpose of implementing a COVID-19 Vaccine Campaign; to authorize an expenditure up to \$445,000.00 from the CARES Act Fund; to authorize the payment of expenses starting February 1, 2021; and to declare an emergency. (\$445,000.00)

WHEREAS, since March 2020, the city has enacted campaigns to help stop the spread of COVID-19; and

WHEREAS, the COVID-19 pandemic has resulted in numerous economic disruptions, illnesses, and even deaths; and

WHEREAS, expenditures of CARES Act funding for the creation of a vaccine campaign is necessary to address the public health and economic issues caused by the COVID-19 public health emergency; and

WHEREAS, such expenditures of funds has not been previously accounted for the 2021 budget; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Development in that it is immediately necessary to authorize the Director to enter into a professional services contract with Canvass Consulting because more

people are now eligible to receive the vaccine and the campaign will provide them additional information and encouragement to get vaccinated, such immediate action being necessary for the preservation of the public health, peace, property and safety; **NOW, THEREFORE,**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1: That the Director of the Department of Development is authorized to enter into a professional services contract with Canvass Consulting LLC in an amount up to \$445,000.00 for the purpose of implementing a COVID-19 Vaccine Campaign, allowing for payment of expenses beginning February 1, 2021.

SECTION 2. That City Council finds it in the best interest of the City to waive competitive bidding provision of Chapter 329 of Columbus City Code to enter into this contract.

SECTION 3. That the transfer of \$445,000.00 or so much thereof as may be needed, is hereby authorized within Fund 2207 (CARES Act), from Dept-Div 4410 (Housing), object class 03 (Services) to Dept-Div 4401 (Administration), object class 03 (Services) per the account codes in the attachment to this ordinance.

SECTION 4. That for the purpose as stated in Section 2, the expenditure of \$445,000.00 or so much thereof as may be necessary is hereby authorized in fund 2207, subfund 220702 (CARES Act Fund), Dept. 44-01 (Administration), in Object Class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 5. 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 6. 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 7. 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 approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.