



Legislation Text

File #: 1330-2023, Version: 1

1. BACKGROUND

This ordinance authorizes the Director of Public Service to enter into a professional services contract with Paul Werth Associates in the amount of up to \$250,000.00 for the Residential Recycling Communication and Outreach project.

The intent of this project is to provide the Columbus Division of Refuse Collection with additional resources to perform various communications, outreach, and related tasks for the deployment of the weekly recycling program. The selected consultant will use digital platforms, social media, and traditional media, to create a layered messaging campaign that focuses on increasing recycling participation, reducing litter, and raising awareness to the waste and organics reduction goals set by our city's Climate Action Plan.

The Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Residential Recycling Communication and Outreach contract. The project was formally advertised on the Vendor Services and Bonfire web sites from March 23, 2023, to April 13, 2023. The city received five (5) responses. All proposals were deemed responsive and were fully evaluated when the Evaluation Committee met on April 21, 2023. The responding firms were:

<u>Company Name</u>	<u>City/State</u>	<u>Majority/ODI Certification</u>
Paul Werth Associates	Columbus, OH	WBE
MurphyEpson, Inc.	Columbus, OH	WBE
Hunter Marketing	Columbus, OH	WBE
Triumph Communications	Columbus, OH	MAJ
Green Scope Consulting	Dublin, OH	MAJ

Paul Werth Associates received the highest score by the evaluation committee and will be awarded the Residential Recycling Communication and Outreach contract.

Searches in the Excluded Party List System (Federal) and the Findings for Recovery list (State) produced no findings against Paul Werth Associates.

Paul Werth Associates, Inc.'s certification was in good standing at the time the bid was awarded.

2. CONTRACT COMPLIANCE

Paul Werth Associates, Inc.'s contract compliance number is CC004255 and expires 03/31/2024.

3. FISCAL IMPACT

Funding for this contract is available within the Division of Refuse Collection General Fund 1000.

4. MINORITY AND WOMAN OWNED BUSINESS ENTERPRISE & SMALL LOCAL BUSINESS ENTERPRISE PROGRAM

This contract was bid with a City of Columbus MBE/WBE Program goal of 15% as assigned by the Office of Diversity and Inclusion (ODI). Failure by the contractor to meet this goal subjects the contractor to the Penalties for Non-Compliance as described in the "City's Minority and Women-Owned Business Enterprise & Small Local Business Enterprise Program Manual" and in the "City of Columbus MBE/WBE Program Special Provision" that were part of the bid documents for this contract.

5. EMERGENCY DESIGNATION

Emergency action is requested to expedite this contract to increase awareness in anticipation of the weekly recycling program that will commence this summer.

To authorize the Director of Public Service to enter into a professional services contract with Paul Werth Associates for the Residential Recycling Communication and Outreach project; to authorize the expenditure of up to \$250,000.00 from the Division of Refuse Collection General Fund to pay for this contract; and to declare an emergency. (\$250,000.00)

WHEREAS, there is a need to enter into a professional services contract to provide for additional resources to perform various communications, outreach, and related tasks for the deployment of the weekly recycling program; and

WHEREAS, the Department of Public Service, Office of Support Services, solicited Requests for Proposals for the Residential Recycling Communication and Outreach project; and

WHEREAS, Paul Werth Associates submitted the best overall proposal for this project; and

WHEREAS, it is necessary to enter into a contract with Paul Werth Associates for the provision communications, outreach, and related services described above, in an amount not to exceed \$250,000.00; and

WHEREAS, the communication services will focus on increasing recycling participation, reducing litter, and raising awareness to the waste and organics reduction goals set by the City's Climate Action Plan; and

WHEREAS, this contract opportunity was submitted to the City's Office of Diversity and Inclusion (ODI) for review and assignment of an MBE/WBE goal prior to bidding; and

WHEREAS, this contract was bid with a City of Columbus MBE/WBE Program goal of 15% as assigned by the Office of Diversity and Inclusion (ODI); and

WHEREAS, failure by the contractor to meet this goal subjects the contractor to penalties for non-compliance; 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 a contract with Paul Werth Associates in order to increase awareness and participation in the weekly recycling program that will commence this summer, 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 Director of Public Service be, and hereby is, authorized to enter into a professional services contract with Paul Werth Associates at 10 N. High Street, Ste. 300, Columbus, OH 43215, for the Residential Recycling Communication and Outreach project in an amount not to exceed \$250,000.00.

SECTION 2. That the expenditure of \$250,000.00, or so much thereof as may be needed, is authorized in Fund 1000 (General Fund), Dept-Div 5902 (Refuse Operating), Subfund 100010 (General Fund Operating), in Object Class 03 (Services) per the accounting codes in the attachment to this ordinance.

SECTION 3. Funds are 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 4. 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 5. That the City Auditor is 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 6. That for the reasons stated in the preamble hereto, which is 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.