



Department Source: Public Health and Human Services

To: City Council

From: City Manager & Staff

Council Meeting Date: January 4, 2021

Re: Agreement with Bucket Media, Inc. for a COVID-19 Vaccine Education Campaign

## Executive Summary

A resolution authorizing the City Manager to sign the agreement for professional services between the City of Columbia and Bucket Media, Inc.

## Discussion

This agreement allows Public Health & Human Services (PHHS) to consult with Bucket Media on a COVID-19 Vaccine education campaign. Costs shall not exceed \$200,728.00. The goal of the campaign is to promote vaccinations and other mitigation strategies.

## Fiscal Impact

Short-Term Impact: This contract will initially be paid from the General Fund. The General Fund will be reimbursed with funding from two contracts from the Missouri Department of Health and Senior Services which will be appropriated in February. The balance will be reimbursed with CARES Act funds already awarded by Boone County and awaiting appropriation.

Long-Term Impact: none

## Strategic & Comprehensive Plan Impacts

### Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Social Equity, Tertiary Impact: Public Safety

### Comprehensive Plan Impacts:

Primary Impact: Livable & Sustainable Communities, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

## Legislative History

Date	Action
	n/a

## Suggested Council Action

Should the Council agree with staff recommendations, an affirmative vote is in order.