

RESOLUTION 23-042

March 14, 2023

RESOLUTION TO AUTHORIZE THE HEALTH COMMISSIONER TO ENTER INTO A CONTRACT WITH ILLUMINOLOGY TO CONDUCT A PUBLIC OPINION SURVEY ON BEHALF OF FRANKLIN COUNTY PUBLIC HEALTH (EXPENSE NOT TO EXCEED \$25,000.00 – ARPA FUNDING)

**WHEREAS**, Franklin County Public Health (FCPH) has been awarded American Rescue Plan funding from the Franklin County Board of Commissioners; and

**WHEREAS**, Franklin County Public Health (FCPH) seeks to understand how the general public perceives Franklin County Public Health and public health in general as we move beyond the COVID-19 response; and

**WHEREAS**, Illuminology is a full-service market research firm that provides strategic direction for clients in the private, non-profit, and public sectors; and

**WHEREAS**, Illuminology will conduct a representative, random sample of Franklin County residents who live in FCPH's jurisdiction.<sup>1</sup> Residents who are asked to participate in this survey will have the option to share their responses in two ways: (1) via the Internet, or (2) via a hard-copy version of the questionnaire, which can be returned to us at no cost to them; and

**WHEREAS**, the results of the project will help inform future public health messaging campaigns, the strategic plan and the everyday work and direction of the agency; and

Now, therefore, upon motion of Board Member \_\_\_\_\_, seconded by Board Member \_\_\_\_\_;

BE IT RESOLVED BY THE FRANKLIN COUNTY BOARD OF HEALTH, BOARD MEMBERS;

1. That the Board of Health authorizes the Health Commissioner to enter into a contract with Illuminology to conduct a public opinion survey (Expense of \$25,000.00 – ARPA Funding).
2. That this resolution shall be in full force and effect from and immediately upon its adoption.

Resolution 23-042  
Page Two  
March 14, 2023

Voting Aye Thereon:

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Board Members  
Franklin County Board of Health

Voting Nay Thereon:

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Board Members  
Franklin County Board of Health