



## Legislation Text

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**File #:** 1836-2023, **Version:** 1

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This ordinance authorizes the City Clerk to enter into a contract with Triumph Communications for an educational campaign for the general public on the Columbus districts.

In December 2021, Columbus City Council selected the first Official Council District Map. This map created city-wide representation for all residents by creating geographic diversity in where councilmembers reside. This November, residents will head to the polls and vote for the districts for the first time. It is imperative that residents be educated on how to use this new system and how it will affect them and their families.

Triumph Communications will develop a community-wide education and marketing campaign on the importance of understanding how districts will impact residents and their neighbors. Triumph will develop a wider message platform and resources to reach inclusive demographics within Columbus. The education campaign will be comprised of television, digital, social and radio.

While an informal bidding process was utilized, a bid waiver to enter into contract with Triumph Communications is requested in order to create a media campaign in support of the transition to Columbus districts. Triumph Communications has prior and thorough familiarity with the City of Columbus district transition and is best positioned to immediately initiate services prior to the general election in November.

**Fiscal impact:** Funding is available within the Neighborhood Initiatives subfund.

**Emergency action** is requested in order to avoid any delay in ensuring that residents are properly informed regarding the new districts.

To authorize the City Clerk to enter into a contract with Triumph Communications for an educational campaign for the general public on the Columbus districts; to authorize an appropriation and an expenditure within the Neighborhood Initiatives subfund; to waive the competitive bidding requirements of the Columbus City Codes; and to declare an emergency. (\$150,000.00)

**WHEREAS**, in 2018, voters overwhelmingly approved a measure to add two additional seats to Council and create nine residential districts; and

**WHEREAS**, in 2021, Columbus City Council adopted the first Official Council District Map; and

**WHEREAS**, this is the first time there has been a structural change to the make-up of Columbus City Council; and

**WHEREAS**, this change will increase city-wide representation for all residents by creating geographic diversity among elected Councilmembers; and

**WHEREAS**, ensuring that residents are properly educated on what these new districts mean for them and their community is of the utmost importance; and

**WHEREAS**, it is necessary to waive the formal bidding requirements of the Columbus City Code and enter into an agreement with Triumph Communications to provide professional services to advance the education of residents on the new districts system so it can begin at the earliest possible time; and

**WHEREAS**, an emergency exists in the usual daily operation of the city in that it is immediately necessary to authorize the City Clerk to enter into contract with Triumph Communications to avoid any delay in ensuring that residents are sufficiently informed regarding the new districts; **NOW, THEREFORE**

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

**SECTION 1.** That the City Clerk is hereby authorized to enter into a contract with Triumph Communications for marketing campaign services for the districting education initiative.

**SECTION 2.** That the Auditor is hereby authorized and directed to appropriate \$150,000.00 within the Neighborhood Initiatives subfund; fund 1000, subfund 100018, in Services-03 per the accounting codes in the attachment to this ordinance.

**SECTION 3.** That per the action authorized by Section 1 of this ordinance, the expenditure of \$150,000.00 is hereby authorized per the accounting codes in the attachment to this ordinance.

**SECTION 4.** That this Council finds it in the City's best interest to waive the competitive bidding provisions of City Code Chapter 329 to enter into contract with Triumph Communications.

**SECTION 5.** 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 6.** That for reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared an emergency measure and shall take effect and be enforced from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.