



City of Columbus

Office of City Clerk
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Legislation Text

File #: 1065-2024, **Version:** 1

BACKGROUND: The Department of Public Safety, Division of Police, is in need of advertising services to recruit and reach individuals who want to start a career in public safety as a police officer. The Division of Police requests to enter into a service contract with Gannett Media Corp for the aforementioned purpose. Gannett Media Corp is the employment marketing solutions division of the USA TODAY Network. Gannett Media Corp offers an unmatched reach and unparalleled access to both passive and active job seekers through print and digital media solutions, branded content, career events, and experiential marketing to help engage with candidates in meaningful ways. Gannett Media Corp is a proven, trusted media partner with the expertise, resources, and reach to effectively deliver the Division's brand message to potential candidates. The campaign will include email-blasts, snap chat advertisements, search engine marketing, Facebook advertising, and print in The Columbus Dispatch.

BID INFORMATION: The Division of Police requests to waive the competitive bidding provisions of the Columbus city code to extend a contract with Gannett Media Corp for recruit advertising. The Division has had great success with their marketing campaign with 953 leads in the last four months. Furthermore, the Division of Police is entering into six other advertising contracts with various vendors to reach as many populations as possible in the age range required to be a candidate as a police officer.

EMERGENCY DESIGNATION: Emergency designation is requested in order to start the marketing campaign as soon as possible to get candidates for this year's police recruit academy classes.

FISCAL IMPACT: The program is funded by the general fund (\$89,760.00). \$5,942.01 was spent in 2023 and \$0.00 was spent in 2022.

To authorize the Director of Public Safety to enter into contract on behalf of the Division of Police with Gannett Media Corp, for advertising services for a marketing campaign to recruit candidates for the sworn position of Police Officer; to waive the competitive bidding provisions of the Columbus City Code; to authorize the expenditure of \$89,760.00 within the General Fund; and to declare an emergency. (\$89,760.00)

WHEREAS, The Department of Public Safety, Division of Police, needs to enter into a contract with Gannett Media Corp for advertising services for a marketing campaign to recruit and reach individuals who want to start a career in public safety as a police officer for an amount up to \$89,760.00; and

WHEREAS, Funds are available in the General Fund Budget for this contract; and

WHEREAS, it is in the best interest of the City to waive competitive bidding for this service contract to continue and expand the marketing campaign for the Division of Police to recruit candidates through a company who has proven success with finding leads for candidates; and

WHEREAS, an emergency exists in the usual daily operation of the Columbus Department of Public Safety, Division of Police in that it is immediately necessary to enter into contract with Gannett Media Corp to start the marketing campaign to recruit new candidates for the three recruit classes for this year all for the immediate preservation of the public health, peace, property, welfare and safety; **NOW, THEREFORE**

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

SECTION 1. That the Department of Public Safety, Division of Police is hereby authorized to enter into a service agreement with Gannett Media Corp for a marketing campaign to recruit new candidates for the three police recruit classes for this year and expend up to \$89,760.00.

SECTION 2. 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 3. 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 and to make any accounting changes necessary to ensure that this contract is properly accounted for and recorded accurately on the City's financial records.

SECTION 4. That the expenditure of \$89,760.00 or so much thereof as may be needed, is hereby authorized in Fund 1000 General Fund in Object Class 03 per the accounting codes in the attachment to the this ordinance

SECTION 5. That this Council finds it in the best interest of the City to waive the competitive bidding provisions of the Columbus City Codes to permit the aforementioned service contract.

SECTION 6. That for reasons stated in the preamble hereto, which is hereby 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.