



Legislation Text

File #: 1585-2024, Version: 1

This ordinance authorizes the City Clerk to enter into contract with Sky Nile Consulting for support of the We Got US campaign.

In 2023, Columbus City Council and the NAACP teamed up on a new anti-violence campaign known as “We Got US.” We Got US is a campaign for civic engagement and involvement, asking residents to commit to creating a safer Columbus by taking the pledge:

We believe that everyone in Columbus deserves to thrive in a safe and secure environment, whether in their homes, at work, and especially in their communities. To achieve this we must collectively invest resources, time, and effort into supporting our communities, especially those who are most vulnerable and experiencing higher rates of crime. Together, we pledge to make a positive impact by:

Setting a New Standard: We will not allow crime and gun violence to be the norm in Columbus. Instead, we commit to being responsible and accountable neighbors who uphold just laws and take ownership of our actions and choices. We will work to resolve conflict without violence.

Building Stronger Neighborhoods: By actively participating in block watch meetings, engaging in conversations with our neighbors, and investing our time and energy in the youth of our community, we will play an integral role in enhancing our neighborhoods' safety.

Empowering Youth: Through our affiliations and professions, we will become mentors and Champions for the youth. By spending quality time with them, offering guidance, and being accessible, we provide unwavering support during their journey.

Responsible Gun Ownership: As an example to others, we will lock up our guns in secure lockboxes, ensuring they are not accessible to unauthorized individuals, especially our young people. We will secure our homes and cars to protect us and our children.

Enriching Opportunities: When the chance arises, we pledge to share enriching summer and after-school programs with young people we encounter to help them access opportunities for jobs, continuing education, and volunteer opportunities. By keeping our young people engaged and busy, we provide them with outlets that meet their needs

Sky Nile Consulting will provide marketing, awareness, and community engagement to advance the goals of the We Got US campaign. The campaign will focus primarily on digital execution with on-the-ground support. The goal will be to target at-risk Columbus neighborhoods and their surrounding communities to engage residents with the campaign, with a focus on storytelling. Sky Nile will also deploy newsletters, video content, social media content, yard signs, email marketing and more, with the goal to achieve 2,500 pledges.

A bid waiver is requested for this contract. Sky Nile Consulting has extensive prior experience engaging the community in a manner that is consistent with Council's priorities. With the approaching summer months and the typical corresponding rise in neighborhood violence, there is a need to engage this campaign work immediately, and there is insufficient time to complete a complete competitive bidding process.

Fiscal Impact: Funding is available within the Neighborhood Initiatives subfund.

Emergency action is requested so that Sky Nile Consulting can undertake critical communications activities in advance of the summer months.

To authorize the City Clerk to enter into contract with Sky Nile Consulting for support of the We Got US campaign; to authorize an appropriation and expenditure within the Neighborhood Initiatives subfund; to waive the competitive bidding provisions of the Columbus City Codes; and to declare an emergency. (\$100,000.00)

WHEREAS, in 2023, Columbus City Council and the NAACP teamed up on a new anti-violence campaign known as We Got US; and

WHEREAS, We Got US is a campaign for civic engagement and involvement, asking residents to commit to creating a safer Columbus; and

WHEREAS, Sky Nile Consulting will provide marketing, awareness, and community engagement to advance the goals of the We Got US campaign; and

WHEREAS, an emergency exists in the usual daily operation of the city Clerk's office in that it is immediately necessary to authorize the Clerk to enter into contract with Sky Nile Consulting so that the organization can undertake critical communications activities in advance of the summer months; **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 contract with Sky Nile Consulting for support of the We Got US campaign.

SECTION 2: That the City Auditor is hereby authorized and directed to appropriate \$100,000.00 in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, to Columbus City Council 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 \$100,000.00, or so much thereof as necessary, is hereby authorized in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, per the accounting codes in the attachment to this ordinance.

SECTION 4. That the competitive bidding provisions of Section 329 of Columbus City Codes are hereby waived.

SECTION 5 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 legislation.

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