



## Legislation Text

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**File #: 0323-2023, Version: 1**

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This ordinance authorizes the Director of the Department of Public Service to enter into contract with Nexstar Broadcasting, Inc. dba WCMH in support of the Cleaner Columbus Initiative.

Cleaner Columbus is beginning its community-wide education and marketing campaign on the importance of litter eradication and neighborhood beautification. Cleaner Columbus, in partnership with WCMH, will develop the wider message platform and resources to reach inclusive demographics within Columbus including a special focus on K-12 and opportunity neighborhoods. The high impact marketing and public education messaging will be developed for each targeted audience, including Columbus residents, neighborhood leaders, professional associations, businesses, and employee groups. City Council's goal is to incorporate its new Cleaner Columbus education, messaging, and mascot with Keep Columbus Beautiful's "Pick it Up" and design challenge and service credit programs.

The marketing campaign will be comprised of three (3) key marketing elements: Cleaner Columbus PSAs, recruitment of individual volunteers and recruitment of volunteers through businesses and organizations. The Public Service Announcements will serve as a key educational tool targeting the general public on how to properly dispose of waste and the impacts of not doing so. As well, recruitment efforts will encourage residents to get involved and volunteer in neighborhood litter pick-ups. Finally, the third elements will encourage local business and their employee groups to participate in Cleaner Columbus through direct hands-on clean-ups in targeted area neighborhoods. The overall education campaign elements will include, but not necessarily be limited to, millions of PSA impressions throughout 2023, social media, mobile advertisements, direct-to-consumer appearances.

**Bid Waiver:** The Department of Public Service is requesting a bid waiver to enter into contract with WCMH to create a media campaign in support of the Cleaner Columbus Initiative. A bid waiver for the formal bidding requirements of Chapter 329 of Columbus City Code is requested to enter into this contract so it can begin at the earliest possible time.

**Fiscal impact:** Funding is available within the Reimagine Safety subfund.

**Emergency action** is requested in order to avoid any delay in delivery of services to mitigate litter in Columbus.

To authorize the Director of the Department of Public Service to enter into a contract with Nexstar Broadcasting, Inc., dba WCMH, for marketing campaign services for the Cleaner Columbus Initiative; to authorize an appropriation and transfer within the general fund; to authorize an expenditure within the general fund; to waive the competitive bidding requirements of Columbus City Code; and to declare an emergency. (\$100,000.00)

**WHEREAS**, litter in Columbus has been a pervasive issue affecting some of our most vulnerable neighborhoods; and

**WHEREAS**, a litter mitigation plan - the Cleaner Columbus initiative - will help create cleaner neighborhoods; and

**WHEREAS**, it is necessary to waive the formal bidding requirements of the Columbus City Code and enter into an agreement with WCMH in an amount of up to \$100,000.00 to provide professional services to advance the Cleaner Columbus Initiative so it can begin at the earliest possible time; and

**WHEREAS**, an emergency exists in the usual daily operation of the Department of Public Service in that it is immediately necessary to authorize the Director to enter into contract with WCMH to avoid any delay in delivery of

services to mitigate litter in Columbus, for the preservation of the public health, safety and welfare; **NOW, THEREFORE**

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

**SECTION 1.** That the Director of the Department of Public Service is hereby authorized to enter into a contract with Nexstar Broadcasting, Inc., dba WCMH, for marketing campaign services for the Cleaner Columbus Initiative.

**SECTION 2.** That the City Auditor is hereby authorized and directed to appropriate \$100,000.00 within the Reimagine Safety subfund, fund 1000, subfund 100019, per the accounting code in the attachment to this ordinance.

**SECTION 3.** That the Auditor is hereby authorized and directed to transfer \$100,000.00 within the general fund per the accounting codes in the attachment to this ordinance.

**SECTION 4.** That the Auditor is hereby authorized and directed to appropriate \$100,000.00 within the Neighborhood Initiatives subfund; fund 1000, subfund 100018, in Services-03 per the accounting codes in the attachment to this ordinance.

**SECTION 5.** That per the action authorized by Section 1 of this ordinance, the expenditure of \$100,000.00 is hereby authorized per the accounting codes in the attachment to this ordinance.

**SECTION 6.** 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 WCMH.

**SECTION 7.** 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.