



Legislation Text

File #: 1835-2017, **Version:** 1

This ordinance authorizes Columbus City Council to enter into contract with Advocacy & Communication Solutions in support of the Local Food Action Plan (LFAP).

The goals of the LFAP include: enhancing coordination & communication among existing food resources among agencies, improving access to and education about healthy food, affordable and local food, increasing the role of food in economic development, and preventing food related waste. The recommendations contained within the plan explore strategies to address food insecurity as well as innovative approaches to improve the local food system.

In alignment with the implementation of the Local Food Action Plan, Advocacy & Communication Solutions will provide services to increase public awareness of the plan's recommendations and planned execution. This will include:

- Review Food Program materials to develop a community education schedule for earned media content development and submission (staff will submit to print media outlets and post to social media);
- Draft 6-month schedule for print media and social media posts related to food program;
- Draft a total of ten (10) articles that align with food program priorities; and
- Draft social media posts for each of the 10 articles

The contract with Advocacy & Communication Solutions will commence July 1, 2017, and end December 31, 2017.

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

Emergency action is requested in order to have services in place in time for the implementation of the Local Food Action Plan.

To authorize City Council to enter into contract with Advocacy & Communication Solutions in support of the Local Food Action Plan; to authorize an appropriation and expenditure of \$19,000.00 within the Neighborhood Initiatives subfund; and to declare an emergency. (\$19,000.00)

WHEREAS, Columbus City Council approved the recommendations of the Local Food Action Plan via resolution 0275x-2016;

WHEREAS, the Local Food Action Plan will increase residents' access to healthy food to raise the community quality of life and reduce obesity rates and food insecurity; and

WHEREAS, ordinance 0984-2017 previously provided Columbus Public Health with resources for the implementation of the Local Food Action Plan and this ordinance will provide additional resources for the purpose of raising public awareness of the plan and its recommendations; and

WHEREAS, an emergency exists in the usual daily operation of the city in that it is immediately necessary to authorize

Council to enter into contract with Advocacy & Communication Solutions to avoid any delay in implementing the Local Food Action Plan, thereby preserving the public health, safety and welfare; now, therefore:

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

SECTION 1. That City Council is hereby authorized and directed to enter into contract with Advocacy & Communication Solutions for the purpose of raising public awareness of the Local Food Action Plan.

SECTION 2. That the City Auditor is hereby authorized and directed to appropriate \$19,000.00 in the Neighborhood Initiatives subfund, fund 1000, subfund 100018, to Columbus City Council per the accounting codes in the attachment to this ordinance.

See Attached File: Ord 1835-2017 Legislation Template.xls

SECTION 3. That the expenditure of \$19,000.00 or so much thereof as may be needed pursuant to the actions authorized in SECTION 1, is hereby authorized in the Neighborhood Initiatives subfund, fund 1000, subfund 100018 per the accounting codes in the attachment to this ordinance.

See Attached File: Ord 1835-2017 Legislation Template.xls

SECTION 4. 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 5. 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 its passage and approval by the Mayor, or 10 days after passage if the Mayor neither approves nor vetoes the same.