



Legislation Text

File #: 1801-2020, **Version:** 1

This ordinance authorizes Columbus City Council to enter into a contract with Griffin Communication in support of the Cleaner Columbus Initiative.

Griffin Communication will launch the Cleaner Columbus message platform and mission throughout Columbus, with focus on school communities and neighborhoods. They will assist in developing a partnership with Columbus City Schools (CCS) leadership and plan to work with elementary, middle, and high school students at specific schools. City Council's goal includes incorporating its new Cleaner Columbus mascot and messaging with Keep Columbus Beautiful's Pick it Up and design challenge and service credit programs. They will utilize high impact marketing and public relations messaging and graphic design for each targeted audience, including students and their families, Columbus residents, neighborhood leaders, professional associations, and volunteers. They will implement a creative texting campaign to create awareness and interest in learning more about Cleaner Columbus and how to participate. They will provide a social media plan, with calendar, to be where target audiences are on an almost daily basis. A Cleaner Columbus social media plan can inform, motivate, and direct traffic to website to engage participants in litter mitigation activities.

Fiscal impact: Funding is available within the Neighborhood Initiative subfund.

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

To authorize Columbus City Council to enter into contract with Griffin Communication in support of the Cleaner Columbus Initiative; to authorize an appropriation and expenditure within the Neighborhood Initiatives subfund; and to declare an emergency. (\$40,000.00)

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, an emergency exists in the usual daily operation of City Council in that it is immediately necessary to authorize it to enter into contract with Griffin Communication 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 Columbus City Council is hereby authorized to enter into contract with Griffin Communication in support of the Cleaner Columbus Initiative.

SECTION 2. That the City Auditor is hereby authorized and directed to appropriate \$40,000.00 within the Neighborhood Initiatives subfund to Columbus City Council per the accounting code in the attachment to this ordinance.

SECTION 3. With regard to the action authorized in section 1 of this ordinance, the expenditure of \$40,000.00 or so much thereof is hereby authorized within the Neighborhood Initiatives subfund per the accounting code in the attachment to this ordinance.

SECTION 4. 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.

