

CITY COUNCIL RESEARCH DIVISION

LEGISLATIVE SUMMARY



COLLEEN HAMPSEY,
RESEARCH ASSISTANT
(904) 255-5151

117 West Duval Street
City Hall, Suite 425
Jacksonville, FL 32202
FAX (904) 630-3403

Bill Type and Number: 2021-351

Introducer/Sponsor(s): Council Member DeFoor

Date of Introduction: June 8, 2021

Committee(s) of Reference: NCSPHS, F, R

Date of Analysis: June 9, 2021

Type of Action: Appropriation, agreement authorization, *Ordinance Code* exception and waiver and designation of oversight agency

Bill Summary: This bill is an appropriation of \$20,000 from the Social Justice and Community Investment Special Committee Contingency to be utilized by Literacy Pros of Jacksonville, Inc. The Marketing Services Agreement between the City of Jacksonville and Literacy Pros of Jacksonville, Inc. is authorized. This bill invokes the exception to Section 126.107(g), *Ordinance Code* to procure the use of the professional services of Literacy Pros of Jacksonville; and waives Section 110.112 (Advance of City funds; prohibition against), Part 1 (The City Treasury), Chapter 110 (City Treasury), *Ordinance Code*, to allow for a partial advance payment. The first installment of \$10,000 will be paid within thirty (30) days of the Effective Date and the second installment of \$10,000 will be paid upon completion of the Services and receipt by the City of a proper invoice. The Office of Public Affairs will oversee the project to ensure compliance.

Background Information: Since 2003, Literacy Pros of Jacksonville, Inc. has been striving to eradicate illiteracy. The purpose of this legislation is to provide funds for Literacy Pros of Jacksonville, Inc. to implement #YRead, a marketing, outreach and engagement campaign featuring local Jacksonville youth promoting reading, literacy and positive educational choices and behaviors. #YRead will include: Two Billboards in high crime areas of Jacksonville (Golfair & Haines) for the period of August 2021 to January 2022; 50 posters in Middle & High Schools, City libraries, City offices, Community based organizations, and Juvenile diversion and corrections programs; Teen Youth Literacy Ambassador representatives at area high schools, with a focus on specific high crime zip codes. The impact of #YRead will be measured by the number of youth arrests six months prior to the billboards and six months after the billboards and a youth survey. This project was identified through the Social Justice and Community Investment Special Committee jobs and proposals initiative.

Policy Impact Area: Youth literacy campaign

Fiscal Impact: Appropriation of \$20,000 from the Social Justice and Community Investment Special Committee Contingency

Analyst: Hampsey