

1 Introduced by Council Member DeFoor & Co-Sponsored by Council
2 Members Salem, Newby, Freeman, Gaffney, Carlucci, Boylan, Priestly
3 Jackson, and Hazouri and amended by the Neighborhoods, Community
4 Services, Public Health and Safety Committee:
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7 **ORDINANCE 2021-351-E**

8 AN ORDINANCE APPROPRIATING \$20,000 FROM THE
9 SOCIAL JUSTICE AND COMMUNITY INVESTMENT
10 SPECIAL COMMITTEE CONTINGENCY FOR THE LITERACY
11 PROS OF JACKSONVILLE, INC. CITYWIDE READING
12 CAMPAIGN; APPROVING, AND AUTHORIZING THE
13 MAYOR, OR HIS DESIGNEE, AND CORPORATION
14 SECRETARY TO EXECUTE AND DELIVER, AN AGREEMENT
15 BETWEEN THE CITY OF JACKSONVILLE AND LITERACY
16 PROS OF JACKSONVILLE, INC.; INVOKING THE
17 EXCEPTION IN SECTION 126.107(G), *ORDINANCE*
18 *CODE*, TO ALLOW DIRECT CONTRACT WITH LITERACY
19 PROS OF JACKSONVILLE, INC. TO PROVIDE A
20 LITERACY CAMPAIGN; WAIVING SECTION 110.112
21 (ADVANCE OF CITY FUNDS; PROHIBITION AGAINST),
22 PART 1 (THE CITY TREASURY), CHAPTER 110 (CITY
23 TREASURY), *ORDINANCE CODE*, TO ALLOW FOR A
24 PARTIAL ADVANCE PAYMENT BY THE CITY; PROVIDING
25 FOR OVERSIGHT BY THE OFFICE OF PUBLIC AFFAIRS;
26 PROVIDING AN EFFECTIVE DATE.

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28 **WHEREAS**, since 2003, Literacy Pros of Jacksonville, Inc.
29 (Literacy Pros) has been in the vanguard in eradicating illiteracy
30 by providing tools that have enhanced the lives of many and, in

1 turn, strengthened our communities and City; and

2 **WHEREAS**, initially, with six Learn to Read tutors, Literacy
3 Pros embarked on a commitment to combat illiteracy. Groups like
4 Learn to Read were organized in churches, businesses and social
5 organizations to identify and train volunteers as tutors; and

6 **WHEREAS**, in 2013, Literacy Pros partnered with the
7 Jacksonville Sheriff's Office to provide literacy workshops for
8 inmates. Beginning with literacy workshops at the Community
9 Transitional Center, Literacy Pros has helped hundreds of inmates
10 learn how to read and, in doing so, made a difference in the lives
11 of inmates and their families, lowered the rate of recidivism and
12 provided a pathway toward productive citizenship; and

13 **WHEREAS**, as Literacy Pros of Jacksonville, Inc. seeks to have
14 a greater outreach to inspire young people to discover the life
15 expanding opportunities through reading and seeks to do so through
16 a city wide campaign; now therefore

17 **BE IT ORDAINED** by the Council of the City of
18 Jacksonville:

19 **Section 1. Appropriation.** For the 2020-2021 fiscal year,
20 within the City's budget, there are hereby appropriated the
21 indicated sum(s) from the account(s) listed in subsection (a) to
22 the account(s) listed in subsection (b):

23 (The account information is attached hereto as **Exhibit 1**, and
24 incorporated herein by this reference)

25 (a) Appropriated from:

26 See attached **Exhibit 1** \$20,000

27 (b) Appropriated to:

28 See attached **Exhibit 1** \$20,000

29 (c) **Explanation of Appropriation** - The funding above is being
30 appropriated from the Social Justice and Community
31 Investment Special Committee Contingency and to be

1 utilized by Literacy Pros of Jacksonville, Inc. to
2 conduct a city-wide campaign.

3 **Section 2. Purpose.** The purpose of the appropriation in
4 Section 1 is to provide funding for the Literacy Pros of
5 Jacksonville, Inc. #YRead campaign, as more fully described in
6 **Revised Exhibit 2**, labeled as "Revised Exhibit 2, Rev Scope, July
7 19, 2021 - NCSPHS" attached hereto.

8 **Section 3. Agreement approved and execution authorized.**
9 There is hereby approved, and the Mayor, or his designee, and
10 Corporation Secretary are hereby authorized to execute and deliver,
11 the Marketing Services Agreement between the City of Jacksonville
12 and Literacy Pros of Jacksonville, Inc., in substantially the form
13 as attached hereto as **Revised Exhibit 3**, labeled as "Revised
14 Exhibit 3, Rev Agmt, July 19, 2021 - NCSPHS", and incorporated
15 herein by this reference (the "Agreement"). The Agreement may
16 include such additions, deletions and changes as may be reasonable,
17 necessary and incidental for carrying out the purposes thereof, as
18 may be acceptable to the Mayor, or his designee, with such
19 inclusion and acceptance being evidenced by execution of the
20 Agreement by the Mayor, or his designee; provided however, no
21 modification to the Agreement may increase the financial
22 obligations or liability of the City to an amount in excess of the
23 amount stated in the Agreement or decrease the duties and
24 obligations of Literacy Pros of Jacksonville, Inc. as stated in the
25 Agreement, and any such modification shall be technical only and
26 shall be subject to appropriate legal review and approval by the
27 Office of General Counsel and the City's Risk Management Division
28 for appropriate insurance and indemnification requirements in
29 accordance with Section 128.601, *Ordinance Code*. For the purposes
30 of this Ordinance, the term "technical changes" is defined as those
31 changes having no financial impact to the City and any other non-

1 substantive changes that do not substantively increase the duties
2 and responsibilities of the City under the provisions of the
3 Agreement.

4 **Section 4. Invoking the exception to Section 126.107(g),**
5 **Ordinance Code.** The City is hereby authorized to procure the use of
6 the professional services of Literacy Pros of Jacksonville, Inc.,
7 to provide services for a literacy and reading marketing campaign.
8 Pursuant to Section 126.107(g) (Exemptions), Part 1 (General
9 Regulations), Chapter 126 (Procurement Code), *Ordinance Code*, such
10 procurement is exempted from competitive solicitation because the
11 supplies or services are to be provided by those specifically
12 prescribed within authorizing legislation that appropriates the
13 same. With the exception of the foregoing, all other provisions of
14 Chapter 126, *Ordinance Code*, shall remain in full force and effect.

15 **Section 5. Waiving Section 110.112, Ordinance Code.**
16 Section 110.112 (Advance of City funds; prohibition against), Part
17 1 (The City Treasury), Chapter 110 (City Treasury), *Ordinance Code*,
18 is hereby waived to allow for a partial advance payment as
19 described in the Agreement.

20 **Section 6. Oversight.** The Mayor is requested to appoint
21 the Office of Public Affairs to oversee the project in Section 2
22 above and to ensure compliance with all other appropriate laws.

23 **Section 7. Effective Date.** This Ordinance shall become
24 effective upon signature by the Mayor or upon becoming effective
25 without the Mayor's signature.

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28 Form Approved:

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31 /s/ Paige H. Johnston

1 Office of General Counsel

2 Legislation prepared by: Margaret M. Sidman

3 GC-#1444702-v1-2021-351-E.docx

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