

ORDINANCE No. 183975

Authorize the Director of the City of Portland Bureau of Planning and Sustainability to execute agreements pertaining to promotional and cost-sharing relationships for planning and sustainability programs, services and projects in amounts not to exceed \$3,000 per agreement. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The City of Portland encourages relationships with local businesses and nonprofit agencies that work to promote and accomplish mutual goals for conservation of resources, sustainable economic development, public health and safety, environmental education and involvement of the community in the City's programs and activities.
2. The Bureau of Planning and Sustainability promotes the City's goals to build a prosperous, equitable and vital city through efforts to build partnerships, foster innovation, and inspire and engage residents, businesses, public institutions, and nonprofit agencies.
3. Utilization of relationships for joint promotional efforts such as sponsorships, donations, advertising, publications, participation in events and exchanges of information wherever the missions and audiences of commercial and nonprofit agencies align with the City's goals and policies is a cost-effective means for the Bureau of Planning and Sustainability to deliver messages and engage the public.
4. Participation in civic, cultural and public recreational events as well as the use of electronic communications such as email and website are essential parts of any contemporary promotional effort.
5. Human Resources Administrative Rules, EMPLOYEE BEHAVIOR & EXPECTATIONS, Rule 4.08 (Information Technologies Rule) prohibits use of City information technologies in a manner that would constitute an endorsement of a specific commercial entity, its products, services, or business practices.
6. The Informational Technologies Rule allows for exceptions if such information is central to a bureau's mission and meets stated Council goals and objectives and provided that the Commissioner-in-Charge pre-approves the exception.
7. City Code 5.36.090 stipulates that any donation, gift, grant, lease or loan by which the City shall be obligated in an amount exceeding \$250 shall first be approved by the Council by special ordinance.
8. The most efficient method for entering into agreements regarding joint promotional efforts with commercial entities and nonprofits whose mission and audiences align with those of the Bureau of Planning and Sustainability is to authorize the Director of the Bureau of Planning and Sustainability to execute any such agreements that obligate the City of Portland to spend no more than \$3,000 per agreement or \$40,000 in a year.

9. Allowance for the Director of Planning and Sustainability to execute and perform pursuant to such agreements would not imply any endorsement by the City of Portland of a specific commercial entity, its products, services, or business practices.

NOW, THEREFORE, the Council directs:

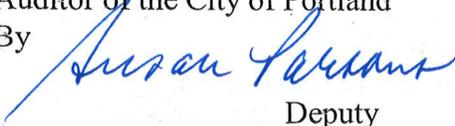
- a. The Mayor and Auditor to authorize the Director of the Portland Bureau of Planning and Sustainability to execute any agreement that obligates the City of Portland to spend no more than \$40,000 in a single fiscal year for the purpose described in Section 1.
- b. The Director of the Bureau of Planning and Sustainability shall have discretion to refuse to enter into any such agreement with any person or legal entity if such agreement does not, in the Director's discretion, forward the mission and goals of the Bureau of Planning and Sustainability or the City of Portland.
- c. The Portland Bureau of Planning and Sustainability shall report annually to the City Council on the number, types and dollar value of sponsorship and promotional agreements that have been executed.

Passed by the Council: JUL 14 2010

Mayor Sam Adams
Prepared by: Joan Hamilton
Date Prepared: June 21, 2010

LaVonne Griffin-Valade
Auditor of the City of Portland

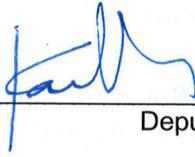
By


Deputy

Agenda No. **ORDINANCE NO. 183975**

Title

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| INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams | CLERK USE: DATE FILED <u>JUN 25 2010</u> |
| COMMISSIONER APPROVAL | <p style="text-align: center;">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By:  Deputy</p> <p>ACTION TAKEN:</p> <p>JUN 30 2010 PASSED TO SECOND READING JUL 14 2010 9:30 A.M.</p> |
| Mayor—Finance and Administration - Adams | |
| Position 1/Utilities - Fritz | |
| Position 2/Works - Fish | |
| Position 3/Affairs - Saltzman | |
| Position 4/Safety - Leonard | |
| BUREAU APPROVAL | |
| Bureau: Planning and Sustainability Bureau Head: Susan Anderson | |
| Prepared by: Joan Hamilton Date Prepared: 06/22/2010 | |
| Financial Impact Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input type="checkbox"/> | |
| Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> | |
| Council Meeting Date June 30, 2010 | |
| City Attorney Approval | |

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| AGENDA |
| TIME CERTAIN <input type="checkbox"/> Start time: _____ |
| Total amount of time needed: _____ (for presentation, testimony and discussion) |
| CONSENT <input checked="" type="checkbox"/> |
| REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion) |

| FOUR-FIFTHS AGENDA | COMMISSIONERS VOTED AS FOLLOWS: | | |
|--------------------|---------------------------------|------|------|
| | | YEAS | NAYS |
| 1. Fritz | 1. Fritz | ✓ | |
| 2. Fish | 2. Fish | ✓ | |
| 3. Saltzman | 3. Saltzman | ✓ | |
| 4. Leonard | 4. Leonard | ✓ | |
| Adams | Adams | ✓ | |