

Portland, Oregon  
**FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT**  
**For Council Action Items**

(Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator David C. Olson		2. Telephone No. 3-5290	3. Bureau/Office/Dept. OCT
4a. To be filed (date): June 13, 2012	4b. Calendar (Check One) Regular <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: June 7, 2012
6a. Financial Impact Section: <input checked="" type="checkbox"/> Financial impact section completed		6b. Public Involvement Section: <input checked="" type="checkbox"/> Public involvement section completed	

**1) Legislation Title:** \*Authorize grant agreement with Portland Community Media (Ordinance)

**2) Purpose of the Proposed Legislation:**

To establish a grant amount, term and level of service provision by Portland Community Media to manage certain public, educational and governmental (PEG) access resources under the City's cable services franchises and to provide community media and digital literacy services to the public, community groups, schools and the City.

**3) Which area(s) of the city are affected by this Council item? (Check all that apply—areas are based on formal neighborhood coalition boundaries)?**

- |  |                                    |                                    |                                |
|--|------------------------------------|------------------------------------|--------------------------------|
| <input checked="" type="checkbox"/> City-wide/Regional     | <input type="checkbox"/> Northeast | <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast                 | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input type="checkbox"/> East  |
| <input type="checkbox"/> Central City                      |                                    |                                    |                                |
| <input type="checkbox"/> Internal City Government Services |                                    |                                    |                                |

**FINANCIAL IMPACT**

**4) Revenue:** Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If so, please identify the source.  
 No.

**5) Expense:** What are the costs to the City related to this legislation? What is the source of funding for the expense? (Please include costs in the current fiscal year as well as costs in future years. If the action is related to a grant or contract please include the local contribution or match required. If there is a project estimate, please identify the **level of confidence**.)

Adopted FY12-13 budget for OCT includes \$878,194 in funding for PCM.  
 The source of funding is the General Fund.

**6) Staffing Requirements:**

- **Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?** *(If new positions are created please include whether they will be part-time, full-time, limited term, or permanent positions. If the position is limited term please indicate the end of the term.)*

No.

- **Will positions be created or eliminated in future years as a result of this legislation?**

No.

*(Complete the following section only if an amendment to the budget is proposed.)*

**7) Change in Appropriations** *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

<b>Fund</b>	<b>Fund Center</b>	<b>Commitment Item</b>	<b>Functional Area</b>	<b>Funded Program</b>	<b>Grant</b>	<b>Sponsored Program</b>	<b>Amount</b>

**[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]**

**PUBLIC INVOLVEMENT**

**8) Was public involvement included in the development of this Council item (e.g. ordinance, resolution, or report)? Please check the appropriate box below:**

☒ **YES:** Please proceed to Question #9.

☐ **NO:** Please, explain why below; and proceed to Question #10.

**9) If "YES," please answer the following questions:**

**a) What impacts are anticipated in the community from this proposed Council item?**

Portland Community Media provides media and broadband technology training, tools and distribution platforms to diverse communities throughout the City of Portland to engage broad participation in civic and cultural life and to provide cable programming of, by and for the community over local public and governmental access cable channels.

**b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?**

The MHCRC conducted a community needs ascertainment in 2010 to assess local communications technology and infrastructure needs. One of the Commission's goals for its community needs ascertainment study was to reflect the broad and diverse voices of our communities. In order to address inclusion, the Commission deployed a multitude of data collection methods, including a scientific phone poll; online surveys; focus group discussions and interviews. Specific groups, organizations and individuals involved in the ascertainment report and associated findings remains posted on the MHCRC website:  
<http://www.mhcrc.org/yourvoice.html>.

**c) How did public involvement shape the outcome of this Council item?**

Based on the findings of the MHCRC's community needs ascertainment and the goals and strategies established in the City's Broadband Strategic Plan and in the Portland Plan, MHCRC staff entered into renewal negotiations with PCM.

**d) Who designed and implemented the public involvement related to this Council item?**

The Mt. Hood Cable Regulatory Commission and its staff (Office for Community Technology).

**e) Primary contact for more information on this public involvement process (name, title, phone, email):**

Julie S. Omelchuck, Program Manager, MHCRC, 503.823.4188,  
[Julie.omelchuck@portlandoregon.gov](mailto:Julie.omelchuck@portlandoregon.gov)

**10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.**

No.

David C. Olson



BUREAU DIRECTOR (Typed name and signature)



City of Portland

# Office for Community Technology

Broadband & Communications Technology Policy | Cable Regulation & Consumer Protection | Utility Franchises, Licenses & Wireless

185435


**Dan Saltzman, Commissioner**  
David C. Olson, Director  
1120 SW 5<sup>th</sup> Avenue, Room 1305  
Portland, OR 97204

City Council  
Agenda Item  
Staff Supplemental Report

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TO: Commissioner Dan Saltzman

THROUGH: Office for Community Technology

FROM: David C. Olson, Director 

DATE: June 7, 2012

RE: \*Authorize grant agreement with Portland Community Media (Ordinance)

Requested Placement Date: June 20, 2012

## I. RECOMMENDATION.

The Mt. Hood Cable Regulatory Commission (MHCRC) recommends, in consultation with the Office for Community Technology (OCT) staff and the Commissioner-in-Charge of the OCT, that Council approve a five-year grant agreement with Portland Community Media (PCM) to support PCM's community media and technology training, content production and local distribution services to the City and the community at-large.

## II. BACKGROUND.

The MHCRC and OCT are proud to bring this proposed agreement forward for consideration by the City Council. The contract provides for the continuation of core services provided by PCM to the community and the City, while requiring PCM to focus resources on keeping pace with changing content production methods and new ways in which people are using technology to communicate.

The MHCRC and OCT are charged with monitoring the performance of PCM under the current PCM/City contract (Grant Agreement No. 52904).

## III. FINANCIAL IMPACT.

Under the contract funding methodology, PCM's funding for FY2012-13 would be \$878,194. Staff believes the proposed contract language protects the City's interests in times of financial duress. The proposed language retains a clause about the City's ability to reduce funding under extraordinary circumstances with commensurate PCM service level reductions.



#### IV. LEGAL ISSUES.

The City Attorney's office has reviewed and approved the proposed grant agreement.

#### V. CONTROVERSIAL ISSUES.

None.

#### VI. LINK TO CURRENT CITY POLICIES:

Section 5.1 of the Comcast-Portland Cable Services Franchise Agreement authorize the City to designate Non-commercial Public, Educational and Government ("PEG") Access providers to control and manage the use of any or all PEG Access facilities and resources provided by the cable services franchisees:

[http://www.mhcr.org/docs/ops\\_renewalPortland%20Comcast%20Renewal%20Franchise%20Final.pdf](http://www.mhcr.org/docs/ops_renewalPortland%20Comcast%20Renewal%20Franchise%20Final.pdf)

Section 3 of the MHCRC Intergovernmental agreement, of which the City is a party, delegates responsibility to the Mt. Hood Cable Regulatory Commission ("MHCRC") for ensuring franchisee compliance with PEG Access provisions and allocating PEG Access capital funds:

[http://www.mhcr.org/docs/about\\_intergovernmental\\_agreement.pdf](http://www.mhcr.org/docs/about_intergovernmental_agreement.pdf)

#### VII. CITIZEN PARTICIPATION.

The contract was discussed at several publicly noticed meetings including:

- ▶ The MHCRC meetings on February 5, 2011, February 11, 2012 and May 21, 2012
- ▶ The MHCRC Access Committee meeting on February 14, 2011, February 8, 2012 and May 14, 2012
- ▶ PCM Board of Directors' meetings on February 28, 2012, March 27, 2012, April 24, 2012 and May 22, 2012
- ▶ PCM Executive Committee meeting on February 21, 2012, April 17, 2012 and May 15, 2012

#### VIII. OTHER GOVERNMENT PARTICIPATION.

None.

#### IX. IF THIS IS A CONTRACT, DOES CONTRACTOR HAVE A CURRENT BUSINESS LICENSE? YES

WHAT IS THEIR BUSINESS LICENSE NUMBER? 991783

IS THEIR ACCOUNT WITH THE CITY CURRENT? YES

IF NOT, HOW MUCH IS OWING? \_\_\_\_\_