

Portland, Oregon

FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

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

1. Name of Initiator Bryan Aptekar		2. Telephone No. 503.823.6973	3. Bureau/Office/Dept. Portland Parks & Rec. (West Service Zone)
4a. To be filed (hearing date): March 13, 2013	4b. Calendar (Check One) Regular <input type="checkbox"/> Consent <input checked="" type="checkbox"/> 4/5ths <input type="checkbox"/>		5. Date Submitted to Commissioner's office and FPD Budget Analyst: March 4, 2013
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 application to Metro Regional Travel Options for a grant in the amount of \$200,000 for start-up costs related to the creation of the Washington Park Transportation Management Association (Ordinance)

2) Purpose of the Proposed Legislation:

To authorize Portland Parks & Recreation to apply for a grant through the Metro regional government.

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 checked="" type="checkbox"/> Southwest | <input type="checkbox"/> East |
| <input checked="" type="checkbox"/> Central City | | | |

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.**

In short – no. This Ordinance authorizes PP&R to seek grant funding for start-up costs related to the creation of a new non-profit, the Washington Park Transportation Management Association (WP-TMA), as authorized and envisioned in the Washington Park Transportation and Parking Management Agreement (Agreement), adopted through Ordinance # 185779 (12/2012).

Beyond the grant itself, this project will not generate new revenue. Given that the purpose of this grant is to help set the new WP-TMA up for success, it has the potential to limit the possibility that the WP-TMA might seek additional funding directly from PP&R or other City sources, as they establish themselves.

5) Expense: What are the costs to the City as a result of 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.)*

The grant which this Ordinance requests permission to pursue allows for up to \$250,000 towards the proposed project. PP&R is seeking \$200,000, and will be highlighting \$750,000 of WP-TMA budget as a match over two years – representing a 78.95% match for the total project cost. Grant funds would be dedicated to a combination of marketing, outreach and evaluation efforts.

The WP-TMA's anticipated annual operating budget of \$375,000 will come from PP&R by way of a contract (yet to be written), that was envisioned, detailed and authorized in the Agreement mentioned above. These funds will be generated by the new pay-to-park program, also authorized in Ordinance # 185779.

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.)*

Fund	Fund Center	Commitment Item	Functional Area	Funded Program	Grant	Sponsored Program	Amount

[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.

This Ordinance simply asks permission to apply for a grant. There **will be** public involvement during the tasks associated with the grant itself, if we receive funding, as the primary tasks include creating a set of marketing and outreach tools, which will both require public outreach in their development and benefit the public in their implementation.

Both Sylvan Highlands and Arlington Heights sit on the Board of the Washington Park Transportation Management Association, which will be a key partner in the implementation of this grant.

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

- a) What impacts are anticipated in the community from this proposed Council item?
- 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?
- c) How did public involvement shape the outcome of this Council item?
- d) Who designed and implemented the public involvement related to this Council item?
- e) Primary contact for more information on this public involvement process (name, title, phone, email):

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

As part of the development of the marketing materials that will be the primary outcome of the grant (if we receive it), several groups of stakeholders will be involved – staff, volunteers and members of the various institutions in Washington Park, as well as adjacent neighborhoods and other members of the public who use the park. Through the creation of the Marketing Plan (a key task in the grant project) a list of critical stakeholders will be developed, and their input will be solicited to ensure that their needs are met in terms of the marketing materials and platforms to be developed.

APPROPRIATION UNIT HEAD (Typed name and signature)

Warren Finner, Assistant Director