

ORDINANCE NO. 186488

* Authorize application to the Department of Homeland Security, through its Federal Emergency Management Agency for a grant in the amount of \$346,750 for three projects: the campaign against illegal fireworks for \$142,500, public safety outreach displays and trailer for \$156,750 and a smoke alarm/carbon monoxide detector awareness campaign for \$47,500 (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The Department of Homeland Security, through its Federal Emergency Management Agency (FEMA) has offered the Assistance to Firefighters, Fire Prevention and Safety (FP&S) Grant Program since 2001. The grant funds are intended to support activities designed to reach high-risk target groups and mitigate the incidence of death and injuries caused by fire and fire-related hazards.
2. Project #1: Campaign against illegal fireworks
 - Each year, illegal fireworks are responsible for countless injuries, enormous property loss, and needless environmental pollution – both air and noise.
 - In an effort to reduce the use and possession of illegal fireworks, Portland Fire & Rescue (PF&R) has conducted a campaign against illegal fireworks since 2012.
 - The primary goals of PF&R's campaign against illegal fireworks include reducing fires, injuries, stress, lost animals, and pollution associated with illegal fireworks. The objectives to obtain these goals include a large education and media campaign incorporating outreach via newspaper and radio advertising, movie theater announcements, billboards, bus advertisements, media interviews and articles, training videos, and contact with neighborhood associations and coalitions.
 - Portland's proximity to the Washington border poses a challenge in that many of the fireworks deemed illegal in Oregon are readily available across the Columbia River in the State of Washington.
 - Since 2012, PF&R has collaborated with regional partners to expand this campaign. Regional partners have included: neighboring fire jurisdictions, law enforcement agencies, public information officers, animal welfare advocates, neighborhood coalitions and associations and local hospitals.
 - Using funds from the FP&S Grant, PF&R proposes to expand the campaign to include messaging for Portland's non-English speaking community.
 - The cost for this project is \$150,000. The 5% match for this project is \$7,500.

3. Project #2: Public safety outreach display trailer and equipment
 - PF&R's Communications Section does not have a method to easily transport equipment for outreach events and provide multi-lingual messages to at risk communities.
 - PF&R is working to enhance its fire and life safety outreach programs and reduce risk in the community by using a wide range of resources to communicate important safety messages.
 - More people can be reached when clear information is received repeatedly using different mediums and presented in multiple languages.
 - Using funds from the FP&S grant, PF&R proposes to purchase variable message signs that can be strategically placed throughout the City and will display multi-lingual messages that support and enhance community risk reduction programs. PF&R also proposes to purchase a trailer and equipment (tent, PA system, video displays, etc.) needed for public safety outreach events.
 - The cost of this project is \$165,000. The 5% match for this project is \$8,250.
4. Project #3: Smoke alarm and carbon monoxide detector awareness campaign
 - Working smoke alarms greatly reduce the risk of fire casualties for the nation's residents.
 - According to the National Fire Protection Association (NFPA), sixty-two percent of home fire deaths happen in homes lacking smoke alarms or with smoke alarms that do not work.
 - Carbon monoxide (CO) is called the "Invisible Killer" because it's a colorless, odorless, poisonous gas. Every year people die from accidental non-fire related CO poisoning associated with consumer products, including generators and faulty, improperly-used or incorrectly-vented fuel-burning appliances such as furnaces, stoves, water heaters and fireplaces.
 - Using funds from the FP&S Grant, PF&R proposes to launch a campaign to increase awareness for proper installation, placement and use of smoke alarms and carbon monoxide detectors.
 - The cost of this project is \$50,000. The 5% match for this project is \$2,500.
5. The combined cost for all three projects is \$365,000.
6. If all projects are funded, a local match of 5% (\$18,250) will be provided through a combination of local contributions and the PF&R, Public Education and Outreach budget.

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NOW THEREFORE, The Council directs:

- a. The Mayor is hereby authorized to make application to the Federal Emergency Management Agency for a grant in the amount of \$365,000.
- b. The Mayor is authorized to provide such information and assurances as are required for the grant period.
- c. The OMF Grants Office is authorized to perform all administrative matters in relation to the grant application, grant agreement or amendments, requests for reimbursement from the grantor, and to submit required online grant documents on the Mayor's behalf.

Section 2. The Council declares that an emergency exists in that any delay in the application for this grant will result in losing the opportunity for funding these activities; therefore this ordinance shall be in full force and effect from and after its passage by the Council.

Passed by the Council:

MAR 12 2014

Commissioner Dan Saltzman

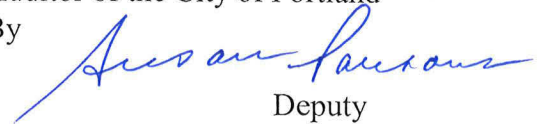
Prepared by: Carol Ann Boucher

Date Prepared: February 26, 2014

LaVonne Griffin-Valade

Auditor of the City of Portland

By



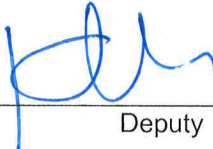
Deputy

Agenda No.
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Title

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| <p align="center">INTRODUCED BY Commissioner/Auditor: Commissioner Dan Saltzman</p> <hr/> <p align="center">COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Hales</p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Novick</p> <hr/> <p align="center">BUREAU APPROVAL</p> <p>Bureau: Portland Fire & Rescue Bureau Head: Erin A. Janssens, Fire Chief</p> <p>Prepared by: Carol Ann Boucher Date Prepared: 02/26/2014</p> <p>Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>City Auditor Office Approval: required for Code Ordinances</p> <p>City Attorney Approval: required for contract, code, easement, franchise, comp plan, charter</p> <p>Council Meeting Date 03/12/2014</p> | <p>CLERK USE: DATE FILED <u>MAR 07 2014</u></p> <p align="center">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By:  Deputy</p> <p>ACTION TAKEN:</p> |
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| AGENDA |
| <p>TIME CERTAIN <input type="checkbox"/></p> <p>Start time: _____</p> <p>Total amount of time needed: _____ (for presentation, testimony and discussion)</p> |
| <p>CONSENT <input type="checkbox"/></p> |
| <p>REGULAR <input checked="" type="checkbox"/></p> <p>Total amount of time needed: 5 min (for presentation, testimony and discussion)</p> |

| FOUR-FIFTHS AGENDA | COMMISSIONERS VOTED AS FOLLOWS: | | |
|--------------------|---------------------------------|-------------------------------------|------|
| | | YEAS | NAYS |
| 1. Fritz | 1. Fritz | <input checked="" type="checkbox"/> | |
| 2. Fish | 2. Fish | <input checked="" type="checkbox"/> | |
| 3. Saltzman | 3. Saltzman | <input checked="" type="checkbox"/> | |
| 4. Novick | 4. Novick | <input checked="" type="checkbox"/> | |
| Hales | Hales | <input checked="" type="checkbox"/> | |