

IMPACT STATEMENT

Legislation title: Amend contract with Ryan Sullivan dba Paste in Place to increase amount by \$38,000 to provide additional graphic design and identity services for Safe Routes to School and Active Transportation. (Ordinance; amend Contract No. 30004642)

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Purpose of proposed legislation and background information:

- In June 2015, Ryan Sullivan dba Paste in Place was contracted to provide graphic design and identity services for the Vision Zero program. While the Vision Zero work has been completed, additional graphic identity needs have been identified.
- In December 2016, City Council adopted the Vision Zero Action Plan.
- The Portland Bureau of Transportation is also delivering \$15 million dollars' worth of Safe Routes to School projects (partially funded with fixing our streets) to implement those Vision Zero goals.
- For the implementation of Vision Zero and Safe Routes to School, PBOT needs to extend the contract with Paste in Place.

Financial and budgetary impacts:

- The \$38,000 expense associated with this contract amendment will be covered by current appropriation in the FY 16-17 Operations Budget for the PBOT Active Transportation and Safety Division.

Community impacts and community involvement:

- This contract plays a major role in increasing community awareness and community involvement. This contractor creates easy-to-understand visuals, charts, diagrams, and communications materials that make Vision Zero, Safe Routes to School and the importance of active transportation easy to understand to the average person.
- Ryan Sullivan dba Paste in Place tends to create charts and simple graphics that are understood by people who have English as a second language, or do not have a degree in transportation or planning.
- The symbols, graphics and charts will be used in fact sheets, reports, flyers, websites, and other public places where PBOT is conducting outreach on Vision Zero, Safe Routes to School and active transportation.
- This amendment will have a positive community impact and increase community involvement.

Budgetary Impact Worksheet

Does this action change appropriations?

- YES:** Please complete the information below.
 NO: Skip this section

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

KK 12-28-16