

IMPACT STATEMENT

Legislation title: *Approve a license agreement and its renewal with InfoGroup and direct the Director of the Bureau of Transportation to an invoice in the amount of \$15,000 for the purchase of mail lists (Ordinance)

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Purpose of proposed legislation and background information:

- The Portland Bureau of Transportation's SmartTrips program uses current mail lists for new mover households.
- The Portland Bureau of Transportation's Portland in the Streets program uses targeted mail lists to identify specific addresses, including households and businesses, that will be impacted, and must be notified, of community events and complex Portland in the Streets projects.
- The Portland Bureau of Transportation uses targeted mail lists to identify households and businesses in the Central Eastside and Northwest parking districts that are eligible for the transportation wallet.
- The Portland Bureau of Transportation uses targeted mail lists to identify households and businesses impacted by capital projects.

Financial and budgetary impacts:

- No fiscal impact. The cost of purchasing mail lists are part of the program and project operational budgets and this does not amend the budget.

Community impacts and community involvement:

- No significant community impacts or community involvement. Purchasing mail lists from InfoGroup allows the Portland Bureau of Transportation to be much more targeted and specific in terms of geographic area, address type such as business or household and even new business or new mover household. This assures that mailings about project impacts or services offered are delivered to the right audience.

100% Renewable Goal:

- Not applicable.

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