

## FINANCIAL IMPACT STATEMENT For Council Action Items

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

1. Name of Initiator Jill Kolek	2. Telephone No. 503-823-7590	3. Bureau/Office/Dept. Bureau of Planning and Sustainability
4a. To be filed (date) July 29, 2010	4b. Calendar (Check One) Regular <input type="checkbox"/> Consent <input checked="" type="checkbox"/> 4/5ths <input type="checkbox"/>	5. Date Submitted to FPD Budget Analyst: August 4, 2010

**1) Legislation Title:**

\*Amend contract with Campbell DeLong Resources, Inc. in the amount of \$13,000 to provide additional evaluation of curbside food scrap pilot household research services. (Ordinance; amend Contract No.30001169)

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

This ordinance authorizes BPS to increase the Campbell DeLong Resources, Inc contract to expand the scope of work in an effort to gain greater knowledge of participant opinions through the addition of two focus groups. The focus of the expanded scope of work will include gather information and opinions from renters.

**3) Revenue:**

Will this legislation generate or reduce current or future revenue coming to the City? If so, by how much? If new revenue is generated please identify the source.

No.

**4) Expense:**

What are the costs to the City as a result of this legislation? (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)

An additional \$13,000 will be spent out of the Solid Waste Management Fund.

**Staffing Requirements:**

5) 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.

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

No.

7) **Change in Appropriations** (Please reflect the dollar amount to be appropriated by this legislation. Include the appropriate center codes and accounts that are to be loaded by accounting. Indicate "new" in Center Code column if new center needs to be created. Use additional space if needed.)

N/A

Michael Armstrong, Sustainable Operations Manager

APPROPRIATION UNIT HEAD (Typed name and signature)



City of Portland  
Bureau of

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1. **Ordinance Title:** \*Amend contract with Campbell DeLong Resources, Inc. in the amount of \$13,000 to provide additional evaluation of curbside food scrap pilot household research services. (Ordinance; amend Contract No.30001169)
2. **Contact Name, Department, & Phone Number:** Jill Kolek, BPS, 3-7590
3. **Requested Council Date:** September 1, 2010

**Consent Agenda Item:**   x   **or** **Regular Agenda Item:**   

**Explain why this DOES or does not require a presentation or Council discussion:** This ordinance authorizes a contract amendment for \$13,000 with Campbell DeLong Resources, Inc. for public opinion research services. This contract is one of several evaluation measures that will test the effectiveness of the curbside food scrap collection pilot project. The various evaluation data points and findings will be collected and reported back to council in together.

**Emergency Item (answer below):**   x   **or** **Non- Emergency Item:**   

**If emergency, why does this need to take effect immediately:**

Any delay in proceeding with this ordinance would delay Campbell DeLong Resources, Inc. from being able to conduct primary research in a timely fashion and would harm the City's ability to obtain relevant feedback from those that participated in the City's food scrap curbside collection pilot project.

#### 4. History of Agenda Item/Background:

In March 2010, BPS awarded a contract to Campbell DeLong Resources, Inc. to provide public opinion research services in regards the 2,000 households involved in the pilot of a curbside food scrap collection project. The original contract scope of work was to deliver one post implementation focus group. The pilot project tested the delivery of two distinct recycling, garbage, yard debris and food waste service packages to residents. Combining these two distinct groups into one focus group would compromise the research results. The addition of one focus group will allow the Contractor to facilitate two post pilot implementation focus groups where participants are divided based on the type of service they received. In addition, the participant data is supplied by the recycling and garbage service providers. This data source is heavily skewed to home owners. In order to receive feedback/opinions from a better representative sample, two improvements are recommended—1) matches site addresses to phone numbers, and 2) add a third focus group with renter participants.

#### 5. Purpose of Agenda Item:

Approve a \$13,000 contract amendment between the City of Portland Bureau of Planning and Sustainability and Campbell DeLong Resources, Inc. for public opinion research services.

**6. Legal Issues:**

None

**7. What individuals or groups are or would be opposed to this ordinance? Supportive?**

Opposition: None known.

Supportive: Program partners: Metro, recycling advocates and Portland garbage and recycling companies.

**8. How Does This Relate to Current City Policies?**

This grant supports the City's 2008 Portland Recycles! and 2009 Climate Action Plans

**9. Community Participation:**

N/A

**10. Other Government Participation:**

Program partners include Metro.

**11. Financial Impact:**

The proposed contract amendment amount is \$13,000. Funding is already in BPS's budget, as part of the Solid Waste Management Fund.