

Portland, Oregon

# FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT For Council Action Items

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

1. Name of Initiator Linda Ginenthal	2. Telephone No. 3-5266	3. Bureau/Office/Dept. Transportation/System Management/Options
4a. To be filed (date): December 21, 2011	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: December 9, 2011
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 two year contract with Good Sport Promotion, Inc for \$248,500 for volunteer management and recruitment services through the City of Portland Sunday Parkways program. (Ordinance)

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

To approve a two year contract with Good Sport Promotion, Inc. for Portland Sunday Parkways programs in 2012 and 2013. To provide uninterrupted volunteer management and recruitment services for the 1500 Sunday Parkways volunteers and 25 partner organizations that provide volunteer support throughout the year for Portland Sunday Parkways.

**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 checked="" type="checkbox"/> Northeast | <input checked="" type="checkbox"/> Northwest | <input checked="" type="checkbox"/> North |
| <input checked="" type="checkbox"/> Central Northeast      | <input checked="" type="checkbox"/> Southeast | <input checked="" type="checkbox"/> Southwest | <input checked="" type="checkbox"/> East  |
| <input checked="" type="checkbox"/> Central City           |   |   |   |
| <input type="checkbox"/> Internal City Government Services |   |   |   |

**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.

This ordinance will not generate or reduce current or future revenue coming to the City.

**5) Expense:** What are the costs to the City related to this legislation? What is the source of funding for the expense?

Portland Sunday Parkways has been funded in the past through a variety of sources including General Transportation Revenue, City of Portland General Fund one-time monies, corporate and agency sponsorships, grants, vendor fees, and individual donations. This contract is included in the overall Portland Sunday Parkways budget to implement five Sunday Parkways in funded in this current fiscal year and spans the next two fiscal years for calendar years 2012 and 2013 for \$248,250.

The Bureau's level of confidence in the cost estimates for this project is high.

**6) Staffing Requirements:**

- **Will any positions be created, eliminated or re-classified in the current year as a result of this legislation?**  
No positions will be created, eliminated or reclassified in the current year as a result of this legislation.
- **Will positions be created or eliminated in *future years* as a result of this legislation?**  
No positions will be created, eliminated or reclassified in future years as a result of this legislation.

**7) Change in Appropriations None**

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

**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.

Sunday Parkways involves significant community involvement, notification, and promotions. Contracting with Good Sport Promotions, Inc. for volunteer management and recruitment was not and is not part of this extensive public involvement.

Thousand of Portland residents and visitors enjoy Portland Sunday Parkways events in 2012 and 2013. To manage the resident and business car traffic and facilitate access to residents' homes along the Sunday Parkways routes, hundreds of volunteers will be trained and deployed. Through this contract, volunteers will be recruited, trained and managed and thanked by contract staff in close coordination with PBOT and the Portland Police Bureau.

There are many hundreds of community organizations, places of worship, City, State, and County agencies, businesses and affinity groups that participate and volunteer at Portland Sunday Parkways events. Partnering with communities of color, Latino and low-income community organizations and agencies that address these constituencies is a primary focus for outreach and involvement in the events/program and volunteering.

The public and neighborhood and business associations have consistently requested more Portland Sunday events in their areas. To accommodate more neighborhoods and more mileage and to expand participation with community organizations that work with people of color, low-income and Latino families, this volunteer management contract includes funding for community organizations to take responsibility for volunteer positions and get a small stipend to the organizations for their participation as volunteers.

**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.

No future public involvement is anticipated or necessary for this Council item.

KK 12-6-11

BUREAU DIRECTOR

  
TOM MILLER, Bureau of Transportation



Sam  
Adams  
Mayor

Tom  
Miller  
Director

**DATE:** January 7, 2011  
**TO:** Mayor Sam Adams  
**FROM:** Linda Ginenthal, Program Manager, Transportation Options  
**RE:** Sunday Parkways Volunteer Management and Recruitment 2012-2013 Contract  
 – Staff Supplemental Report

**1. Ordinance Title:**

\*Authorize two year contract with Good Sport Promotion, Inc for \$248,500 for volunteer management and recruitment services through the City of Portland Sunday Parkways program. (Ordinance)

**2. Contact Name, Department, & Phone Number:**

Linda Ginenthal, Transportation Options, 3-5266

**3. Requested Council Date:**

January 11, 2012

**Consent Agenda Item:**  X  **or** **Regular Agenda Item:** \_\_\_\_\_

*Explain why this does or does not require a presentation or Council discussion:*

This is a routine contract agreement; the firm was selected through the City's RFP process. I do not anticipate any discussion.

**EMERGENCY ITEM (answer below):**  X  **or** **NON-EMERGENCY ITEM:** \_\_\_\_\_

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

In order to meet the deadlines for 2012, meetings for volunteer recruitment and working with partner and sponsor organizations begin January. It is important that the contractor be able to attend and begin work prior to these critical meetings.

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

Portland Sunday Parkways promotes healthy active living through a series of free events opening the city's largest public space -- its streets -- to walk, bike, roll, and discover active transportation. Portland Sunday Parkways fosters civic pride, stimulates economic development, and represents the community, business and government investments in Portland's vitality, livability, and diversity.

In 2008, the City hosted the first Sunday Parkways event in North Portland. In 2009 Portland Sunday Parkways expanded with three events. In 2010 and 2011 91,000 and 107,000 people respectively participated in five Sunday Parkways each year with added mileage and added neighborhoods.

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 FAX 503-823-7576 or 503-823-7371 • TTY 503-823-6868 • www.portlandoregon.gov

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Portland Sunday Parkways is planning five events for the 2012 and 2013 season expanding again to more neighborhoods and added miles each year. The event relies heavily on volunteers with at least 150 and up to 425 volunteer shifts for each of five events. Utilizing volunteers reduces City costs by approximately \$600 per intersection or over \$260,000 per year. Good Sport Promotion, Inc. was selected through a competitive bid process to assume volunteer management and recruitment for the 2012 and 2013 seasons of Portland Sunday Parkways.

**5. Purpose of Agenda Item:**

To approve a contract with Good Sport Promotion, Inc. for Portland Sunday Parkways programs in 2012 and 2013. To provide uninterrupted volunteer management and recruitment services for the 1500 Sunday Parkways volunteers and 25 partner organizations that provide volunteer support throughout the year for Portland Sunday Parkways.

**6. Legal Issues:**

None.

**7. What Individuals or Groups Are or Would Be Opposed to This Ordinance? Supportive?**

No individuals or groups are known to be opposed to this ordinance. Portland residents love their Sunday Parkways and the hundreds of volunteers and partner organizations enjoyed working with Good Sport Promotion, Inc. staff. There are many of these participants and volunteers and current and potential partners who would be very supportive of Good Sport Promotion, Inc. continuing in this role for 2012 and 2013.

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

PBOT's vision is to provide individuals with a "broad range of safe and convenient transportation options by which to frequently walk, bicycle, carpool, or ride public transit."

**9. Community Participation:**

Portland Sunday Parkways work with over 350 neighborhood organizations, community groups, places of worship, and business associations to organize the programs/events. Options will build on the strong community partners from previous years and continue to expand work with communities of color and Latino community organizations as well as agencies and organizations working with low-income families.

**10. Other Government Participation:**

Metro, ODOT, Port of Portland, Hacienda CDC, Portland Public Schools, and many Portland City government bureaus (Police Bureau, Parks and Recreation Bureau, Bureau of Environmental Services, Bureau of Planning and Sustainability, Water Bureau, Human Relations, and Neighborhood Involvement) participate in Portland Sunday Parkways.

**11. Financial Impact:**

*How much money is involved?*

\$248,500 or \$124,250 in each calendar year for 2012 and 2013

*Where are these funds coming from?*

Portland Sunday Parkways is funded through a variety of sources including General Transportation Revenue and City of Portland General Fund one-time monies (30%), corporate and agency sponsorships, grants, vendor fees, and individual donations (70%). Funding for this contract work spans three fiscal years. The current fiscal year has \$50,000 from all sources allocated to implement this contract. The remainder of the contract implementation is contingent on future City budget allocations and continued anticipated sponsorships, grants, individual contributions and vendor fees.

**12. Contract Minority/Woman/Emerging Small Business (M/W/ESB) Summary Information:**

*Consultant Selected for Contract:*

Good Sport Promotion, Inc.

*Contract Title:*

Sunday Parkways Volunteer Recruitment and Management 2012 and 2013

*Description of the Contract:*

The contractor shall provide all labor, equipment and materials as required to provide, train and manage volunteers for PBOT at Sunday Parkways over two years, 2012 and 2013. Volunteers are needed before, during and after each event. Each event will require approximately 150 to 400 volunteer shifts on the day of the event.

*Contract Value:*

\$248,500

*M/W/ESB Participation in this contract (list firms by name, certification, and dollar amount awarded):*

None.

*Previous contracts this firm has had with the City in the last 3 years (list project name, year and value of contract).*

Portland Sunday Parkways Volunteer Management and Recruitment, 2010 \$73,000 with two amendments for 2011 at \$99,750.