

## IMPACT STATEMENT

**Legislation title:** Authorize a grant agreement with Clackamas Community College in the amount of \$12,000 for the pre-production, production and post-production of a pedestrian safety Public Service Announcement in partnership with Representative Jeff Reardon, Clackamas Community College and Clackamas County (Ordinance)

**Contact name:** Sharon White

**Contact phone:** 503-823-7100

**Presenter name:** Margi Bradway

**Purpose of proposed legislation and background information:**

The primary purpose of the project is to produce a Public Service Announcement (PSA) video to promote pedestrian safety.

The project was initiated by Representative Jeff Reardon and is a partnership with Representative Reardon, Clackamas Community College, Clackamas County and Portland Bureau of Transportation. Clackamas Community College students will be provided an opportunity to participate in the activities required to complete the PSA.

The video will support the City's Vision Zero efforts to eliminate fatalities and serious injuries on our streets. The City's Vision Zero logo will be included in the video and the City of Portland Bureau of Transportation will be recognized as a financial partner in the PSA.

**Financial and budgetary impacts:**

The grant to develop the pedestrian/driver safety PSA is a one-time cost and does not require any ongoing debt payments. Funding for this project is in the FY 2016/17 budget. The Bureau's level of confidence in the cost of this project is 100%.

This project will not create, eliminate or re-classify staff positions now or in the future. It is anticipated that staff time involved in the development and production of the PSA will be minimal. Staff time conducting outreach to share and promote the PSA will be approximately 20 hours.

Completion of this project will provide an educational tool to support safety for people walking when using the roadway. The film will encourage people to make smart choices and to remain alert and attentive when crossing the street.

This project will result in a new financial obligation to grant funding to Clackamas Community College allowing them to move forward with the project. No match is required in this project.

**Community impacts and community involvement:**

The planning, production and distribution of the pedestrian safety video is being done in partnership with Representative Jeff Reardon, students at Clackamas Community College, Clackamas County and Portland Bureau of Transportation. The video will serve as an educational tool to support pedestrian and driver safety on our local and regional roadways.

The target completion date for the principal photography stage of the project is 10/31/2016, with post-production to be completed no later than 2/27/2017. The PSA will be available in English and other spoken languages and/or will have closed caption text options available to be relevant for diverse community members.

Once completed, the pedestrian safety video will be used to promote transportation safety when walking. The PSA will be shared with community members on organizational websites, at public events, community meetings and other outlets throughout Portland and the region.

**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 6-22-16