

## IMPACT STATEMENT

**Legislation title:** \*Accept a grant for \$47,600 from Travel Oregon, authorize Intergovernmental Agreement for development and implementation of a temporary wayfinding and placemaking campaign for 20 Bureau of Transportation Healthy Business Plazas, and appropriate \$45,700 in the FY 2020-21 budget (Ordinance)

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**Presenter name:** Gena Gastaldi

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

- The purpose of this legislation is to establish City Council support and authorization to accept \$47,600 from Travel Oregon for the development and implementation of a temporary wayfinding and placemaking campaign specifically for twenty (20) of PBOT's Healthy Business Plazas.

### **Financial and budgetary impacts:**

- PBOT expenses for this will post to grant order TR03190001 grant TR000319.
- No local match required.
- No work outside the scope of this agreement is anticipated for this project.
- Funding covers PBOT staff time, overhead costs and materials associated with implementing and administering the grant.
- The FY 2020 / 2021 budget is hereby amended as follows:

#### GRANTS FUND

Fund: 217

Business Area – TR00

Bureau Program Expenses – 45,700.00

### **Community impacts and community involvement:**

- This grant will fund the development and implementation of a temporary wayfinding and placemaking campaign specifically for twenty (20) of PBOT's Healthy Businesses Plazas in the Central City and other high tourism neighborhoods (Clinton, Mississippi, Buckman, Alberta, etc). Clear, consistently branded signage and sidewalk decals will be used to inform visitors and residents of nearby outdoor dining plazas. Healthy Businesses Plazas are part of PBOT's Healthy Business program, created in response to the Covid-19 pandemic. As visitors make their way back to Portland, it will be important to provide clear and consistent visuals that alert people to the location of these plazas. This funding opportunity provides financial support for PBOT to help the Central City and other high tourism areas recover from the pandemic, while supporting local businesses and our tourism economy.
- The wayfinding component consists of two pieces; signage and sidewalk decals. The signage would be positioned at the entrance to outdoor dining plazas and would provide an overview of the plaza, health guidelines (masks, social distancing,

etc), which restaurants are participating, and interactive QR codes with links to menus. The sidewalk decals will be placed on nearby streets and intersections, giving a visual alert that something interesting is nearby, effectively “nudging” visitors to nearby outdoor dining opportunities. The placemaking component consists of street painting at the outdoor dining plazas, which provides an additional visual that enhances visitor experience and creates a sense of place at each plaza.

- Funding will be used to purchase materials such as stickers, banners, paint and supplies, purchasing from local businesses as much as possible. Funding will also cover staff time for this work.

### 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
217	TRDR000004	441100	TPPEPLCS00000GT		TR000319	TR03190001	45,700
217	TRDR000004	511300	TPPEPLCS00000GT		TR000319	TR03190001	9,200
217	TRDR000004	629010	TPPEPLCS00000GT		TR000319	TR03190001	20,100
217	TRDR000004	549000	TPPEPLCS00000GT		TR000319	TR03190001	16,400

mjc 4-9-2021