I.) Challenge Information

Title of Challenge:	PortlandOnline Banner Challenge
Challenge Coordinators:	Jeremy Van Keuren, Office of Management and Finance (primary contact); Abby Coppock, Office of Management and Finance

Challenge Coordinator email:

Jeremy Van Keuren: jvankeuren@ci.portland.or.us
Abby Coppock: abby.coppock@ci.portland.or.us

Challenge Coordinator phone:

Jeremy Van Keuren: (503) 823-3772
Abby Coppock: (503) 823-6965

Online Submission Form: www.portlandonline.com/refresh/bannerchallenge

* In order to ensure best service, please send questions regarding this challenge to the Challenge Coordinators.

** To be considered, all entries MUST be submitted electronically through the online form. See Section VIII of this document for more details. We are unable to accept emailed, mailed, or hand delivered entries.

The City of Portland's ("City") Office of Management and Finance ("OMF"), which supports the administrative and operation needs of the City, invites the participation of all eligible participants in a challenge to generate concept and style ideas for the appearance of the top banner for Portland Online, the City's website, as well as a single "sub" banner for a representative project or bureau page.

II.) Challenge Schedule

Challenge Opens:	**August 24, 2009**
Deadline for questions:	October 12, 2009
Deadline for submissions:	**October 19, 2009 at 5:00pm**
Evaluation and judging period:	October 20, 2009 – October 31, 2009
Winner Announced:	November 2, 2009

III.) Challenge Background and Objectives

About the Portland Office of Management and Finance (OMF).
OMF provides internal services to City bureaus to accomplish its mission of supporting the administrative and operational needs of the City to enhance service delivery to the public. OMF manages and maintains PortlandOnline, the City's official website.

About PortlandOnline.
In 2003, all City of Portland bureaus organized under a single web site, www.PortlandOnline.com. Prior to that point, over 49 separate web sites existed. With an **average 1.8 million external visits and 640,000 internal visits every month**, it is the primary means for the Portland metro area's 2.1 million residents and nearly 60,000 businesses to contact, interact with and learn about the City, and serves as a resource for nearly 6,000 City employees. Over 600 editors post content using the content management system.

PortlandOnline maintains the top Google and Yahoo rankings for Portland, and has won several digital government awards.

PortlandOnline's broad range of outreach, information services and content management tools include:

- General information about the City of Portland - both through static information pages and email subscription notification services;
- Live broadcasting of City Council meetings
- Blogs
- Rotating pictures/slide show
- Embedded video
- Ability to position content in multiple places without duplication

- RSS feeds
- Ability to tag content based on geography and topic
- Online polls
- Event calendars
- Secure payment gateway
- Single user ID and password for all services

What is this challenge all about?

The top banners of the City's website should reflect Portland's values and creativity. Who better than Portlanders to help us decide how they should look?

We are inviting the people of Portland to send us their ideas for a banner concept that could be developed into an updated look and feel for PortlandOnline. This is not a contest to redesign all the graphics or the layout of the entire site. We are looking for a "mock up" of a top banner for the whole site, and a second banner to illustrate a way to meet the branding needs of bureaus and projects in the City of Portland ("child" pages to the site's top page). Here are some examples.

PortlandOnline top banner (current) - http://www.portlandonline.com/
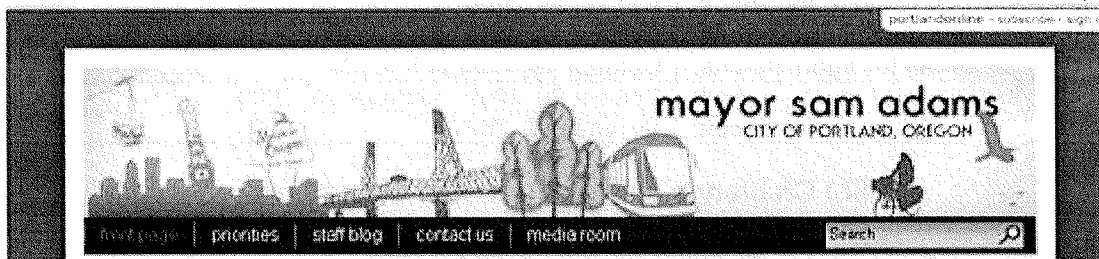
Banner for Mayor Adams' site (sub-banner) - http://www.portlandonline.com/mayor/

Banner for PDXyouth (sub-banner) - http://www.portlandonline.com/youth/

Banner for Planning and Sustainability (sub banner) - http://www.portlandonline.com/bps

This Challenge is part of the City's effort to refresh all aspects of PortlandOnline. While the design of the top banner lends itself well to drawing on the perspectives and creativity of Portland's residents, the City has opted to put out Requests for Proposals (RFPs) and hire technical

contractors to complete some of the "back end" work that we must do with the site. The City awarded those RFPs as contracts to make recommendations for:

- how we arrange information on the site (information architecture);
- finding ways to integrate social media with PortlandOnline (think Twitter, Facebook, Digg, etc.);
- improving our content management system;
- making PortlandOnline more accessible for persons with disabilities.

This request for submissions is not intended to "skin" or redesign the entire "look and feel" of PortlandOnline; rather, the winning idea or ideas will display at the top of PortlandOnline webpages and concepts will be incorporated into PortlandOnline's overall design.

The PortlandOnline Banner Challenge is a crucial part of the Refresh Project. We want YOU to have a crack at transforming the appearance of this important Internet property.

IV.) Challenge Rules

A.) Obligation to follow challenge rules and entry criteria.
We must disqualify, without further consideration, any participant or banner idea that does not meet eligibility or entry criteria.

Disqualified ideas may be resubmitted (as a new, separate entry) if done so before the entry deadline and if the initial grounds for disqualification are resolved in the new entry. The Challenge Coordinator will make a best effort to inform a participant before the challenge deadline if their entry was disqualified or is not a finalist; however, the Challenge Coordinator is ultimately under no obligation to do so.

Judges will not consider an entry from a disqualified *participant*.

B.) Concept ownership, modification freedom and originality of design.
As part of a single entry, participants will sign a waiver (see section XI) certifying that:

1. All elements of the entry are original works and do not infringe on the copyrights or trademarks of any person or entity, and the participant assumes all liability for copyright or use violations;
2. All participants agree that the City may use all elements of a submission in any way, may post the entry online, and release the City from any claim for payment of any kind;
3. The winner(s) of the contest release(s) all rights of all elements of the winning entry to the City.

Please carefully review the waiver on the online form for details. The waiver also stipulates that the City will not sell or distribute the winning concept for the purposes of financial gain.

C.) Eligibility.
Participants must satisfy the following eligibility criteria to participate in the challenge:

1. Participant shall live, work, or own a business in the City of Portland (Oregon);

2. Individuals, corporations, organizations, or teams are all eligible; *however*, group entries must be submitted by a primary contact person who meets all eligibility criteria;

3. Participant shall not be a member of any committee associated with the PortlandOnline Refresh Project, or a Challenge Judge (however, City of Portland employees *not* part of an associated committee are eligible);

4. Participants younger than 18 years by the time of the submission deadline may take part, but must demonstrate parental or guardian consent in writing if they are selected as a

finalist. You are also asked to verify whether you are 18 or older in an online waiver you must complete when you submit your entry.

D.) Number of entries.
A single participant may submit no more, nor be associated with more, than *three* distinct entries (for example, a team with a member who has already submitted a concept, or was part of another team that submitted a concept, is subsequently limited to two entries, etc).

For clarification on what constitutes an entry, please review sections VII and VIII.

E.) Finality of entries.
Once an entry is received by the Challenge Coordinator, it may not be deleted, updated or modified by the participant.

F.) Appropriateness.
Entries must be appropriate for all ages. We must disqualify lewd and inappropriate entries, as well as their author(s), from further consideration/participation.

G.) Prohibition of lobbying in support of proposals.
Participants are cautioned to avoid direct or indirect contact with Challenge Judges, City elected officials or Portland Online Challenge Committee members to promote their concept, as doing so is grounds for disqualification.

H.) Award.
The author(s) of the winning entries will:

1. $1,000 in prize money;
2. Formal public recognition by City Council when City Council approves the concept;
3. Recognition in a press release from the City, announcing the winner(s) of the challenge.

V.) Evaluation Process

After the City receives entries, evaluation will proceed as follows:

Step 1: The Challenge Coordinator will review the entries with a Challenge Committee to verify entries meet criteria specified in this document. The Committee will include staff from the City's Bureau of Technology Services, City Council staff, and accessibility experts.

Step 2: The Challenge Committee will forward final entries to a panel of Challenge Judges.

The general public will also act as a judge. The Challenge Coordinator will post final entries to a web page for public viewing and a vote. The page will be accessible for the duration of the judging period.

Step 3: The Challenge Judges will decide winners in the two evaluation categories (see below). It is possible to win in both categories. The winner will be announced on November 2, 2009.

Step 4: Portland City Council will vote to accept the new concept during a City Council meeting in November or December of 2009.

VI.) Entry Evaluation

Banner ideas will be judged on **Look and Feel**:

Visual appeal, graphics.
The new PortlandOnline should have a strong identity and say "Portland". In addition, your idea should

allow the main pages of bureaus (such as Police, Fire, or Water) and projects (such as Big Pipe, 10 Year Plan to End Homelessness, or Portland is Better Together) to express their own personality and brand, while maintaining the sense that you are still visiting the City of Portland's website.

Guiding questions for evaluation:
- Do the aesthetics of the banner express the beauty, personality and values of Portland?
- Will it visually appeal to a variety of audiences, including citizens, visitors, and youth?
- Is there overall site branding, as well as capacity for sub-branding for individual bureaus and projects?

VII.) What to Submit

The submission format for this competition will be static images only.

Please submit a *minimum* of two images of your design, representing a home page banner and the banner for one additional level or point of navigation (a "sub" page or "child" page). The images must be in .pdf, .gif, .png or .jpg format.

Include your first initial and last name in the name of each file you submit (for example: *jsmith_homepage, jsmith_waterbureau,* etc).

VIII.) How to Submit Your Entry

Entries must be submitted through the online form at www.portlandonline.com/refresh/bannerchallenge. **The Challenge Coordinator will not accept entries that are emailed, mailed, or hand delivered.** At the online form, please be sure to:

1.) Verify (by checking the corresponding boxes) that you -
- work, reside or own a business in the City of Portland, Oregon;
- understand and agree that your entry contains only original work, and that you agree to the City's terms regarding use and copyrights;

2.) Upload the files for your entry. The total size of your files for a single entry should not exceed 10MB.

3.) Submit only one form per entry. If you are submitting more than one entry, please submit a separate form for each one.

If you experience any difficulty submitting your entry, please contact the Challenge Coordinators immediately. We encourage you to submit your entry no later than two days before the deadline to guard against technical mishaps, as such problems are not grounds for the Challenge Coordinator to accept your entry after the deadline.

IX.) Transfer of Rights

The following is a reprinting of the waiver placed on the online form that you must sign electronically in order to complete your entry. It is reproduced here only for your review.

PORTLAND ONLINE BANNER CHALLENGE WAIVER

Participants submitting entries for the PORTLAND ONLINE Design Challenge agree to the following:

1. *All participants* agree that the City shall have an unlimited right to use any submitted entry in its entirety (all elements), reserves the right to alter that entry in any way, and may post the entry online or in other City-sponsored promotional materials, in the City's sole discretion. If the author of a concept decides that the City has altered his or her concept in such a way that it no longer reflects that author's initial intent, the author may remove his or her association with the concept and the Challenge in general through a request to the City (see item 7 below).

All participants agree to defend, indemnify and hold harmless the City, its officers, employees and agents from any and all claims of infringement that may be brought against the City in connection with the City's use of a participant's submission.

All participants release any claim for income, royalties or payments that may be associated with the City's use, re-use, publication, re-publication of images, designs, and elements of an entry provided to the City, *with the exception* of the stated prize of $1,000 USD for the winner of the contest.

In addition to the above, the winning participant(s):

2. Release ownership of all rights, title and interest, including copyright, registration, and artistic rights, in any and all images, and their digital images provided to the City by the participant.
3. May display their winning entry in their portfolio and advertising, so long as, for publicity purposes, credit is given for the work being commissioned*/used by the City of Portland.
4. May create derivative works so long as the derivative work does not create brand confusion or imply sponsorship or endorsement by the City of Portland.

The City of Portland agrees:

5. Not to use the participant's concept or design for commercial purposes or commercial gain.
6. Not to sell, redistribute or sublicense the design to any non-City entity.
7. To remove author's name and all association with any design submitted for the Challenge at the written or emailed request of the author to the City's Bureau of Technology Services (http://www.portlandonline.com/omf/index.cfm?c=26586&).

* The term "commissioned" in this case is a term of art related to copyright law and not used in any other sense or meaning of the word.