

Portland, Oregon
FINANCIAL IMPACT and PUBLIC INVOLVEMENT STATEMENT
For Council Action Items

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

| | | | |
|---|---|---|---|
| 1. Name of Initiator Mary Beth Henry | | 2. Telephone No. 3-5414 | 3. Bureau/Office/Dept. Office of Cable Communications & Franchise Management |
| 4a. To be filed (date): September 14, 2011 | 4b. Calendar (Check One) Regular Consent 4/5ths <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> | | 5. Date Submitted to Commissioner's office and FPD Budget Analyst: September 6, 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: Adopt "Connecting to our Future": Portland's Broadband Strategic Plan and direct the Office of Cable Communications and Franchise Management to develop a work plan for implementation.

2) Purpose of the Proposed Legislation: The plan creates a roadmap for Portland's success in the emerging digital economy and expands Portland's broadband capacity essential to achieving its livability, prosperity, sustainability and equity goals. The Plan proposes to foster innovation and competition in the networks, devices and applications; to use assets that government controls or influences to spur investment and inclusion; and to optimize the use of broadband to help achieve local priorities.

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)?

- City-wide/Regional Northeast Northwest North
 Central Northeast Southeast Southwest East
 Central City
 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. N/A

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

funding for the expense? *(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. If there is a project estimate, please identify the **level of confidence**.)*

N/A

6) Staffing Requirements:

- **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.)* N/A

- **Will positions be created or eliminated in future years as a result of this legislation?**
N/A

(Complete the following section only if an amendment to the budget is proposed.)

7) Change in Appropriations *(If the accompanying ordinance amends the budget please reflect the dollar amount to be appropriated by this legislation. Include the appropriate cost elements that are to be loaded by accounting. Indicate "new" in Fund Center column if new center needs to be created. Use additional space if needed.)*

| 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.

9) If "YES," please answer the following questions:

a) **What impacts are anticipated in the community from this proposed Council item?** Better broadband connectivity and adoption for all of Portland leading to increased productivity in all sectors. The plan creates a roadmap for Portland's success in the emerging digital economy and expands Portland's broadband capacity essential to achieving its livability, prosperity, sustainability and equity goals. The Plan proposes to foster innovation and competition in the networks, devices and applications; to use assets that government controls or influences to spur investment and inclusion; and to optimize the use of broadband to help achieve local priorities

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?**

During May through September staff engaged the following groups: PDXTech4Good, Bureau Directors, Industry Forum (with broadband providers), Planning & Sustainability Commission, OSBridge, Lunch 2.0, Portland Business Alliance, Small Business Advisory Council, Urban League, CIO, NAYA, and ONI. Staff also reached out to Venture Portland, Software Association of Oregon, Hispanic Metro Chamber, Filipino American Association of Portland, and the African American Chamber of Commerce. The Plan itself was community-sourced involving 50 citizens who met over an eight-week period to develop the goals and strategies. Additionally in 2009 the Mt Hood Cable Regulatory Commission conducted a ground-breaking ascertainment of our local communications technology needs: <http://www.mhcr.org/yourvoice.html>.

c) **How did public involvement shape the outcome of this Council item?**

The Plan itself was community-sourced involving 50 citizens who met over an eight-week period to develop the goals and strategies.

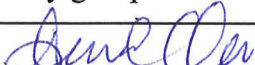
d) **Who designed and implemented the public involvement related to this Council item?**

Mary Beth Henry

e) **Primary contact for more information on this public involvement process (name, title, phone, email):** Mary Beth Henry, Deputy Director 503 83 5414

marybeth.henry@portlandoregon.gov

10) **Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.** Yes. To implement the plan will involve extensive engagement of community groups and industry.



David C Olson, Bureau Director



CITY OF PORTLAND, OREGON

Office of Cable Communications and Franchise Management

Dan Saltzman, Commissioner

David C. Olson, Director

1120 SW 5th Avenue, Room 1305 • Portland, Oregon 97204

Phone: 503-823-0039 • Fax: 503-823-5370 • TDD: 503-823-6868

www.portlandonline.com/cable

City Council Agenda Item Staff Supplemental Report

TO: Commissioner Dan Saltzman

THROUGH: Office of Cable Communications and Franchise Management

FROM: David Olson, Director & Mary Beth Henry, Deputy Director
Contacts: David Olson (823-5290) or Mary Beth Henry (823-5414)

DATE: September 6, 2011

RE: Council Consideration of Connecting to our Future: Portland's Broadband Strategic Plan

Requested Placement Date: Regular agenda, September 14, 2011, Time Certain @ 2:00 pm.

I. **RECOMMENDATION** Approve Connecting to our Future: Portland's Broadband Strategic Plan

II. BACKGROUND

City Council unanimously approved Resolution No.36816 directing the Office of Cable Communications and Franchise Management to develop a broadband strategic plan for Portland <http://www.portlandonline.com/cable/index.cfm?c=54013&a=334327>. Staff formed a leadership team comprised of all the Council Office's and the Mayor's office as well as key bureau representatives including the Bureau of Technology Services, PDC and the Fire Bureau. Staff also formed five working groups: Economic Development, Public Safety, Digital Inclusion, Health and Education and, Transportation, Planning and Sustainability comprised of content experts from all segments of the community. These 50 citizens participated in three half-day facilitated sessions over an eight-week period to develop the content of the plan. Staff, with assistance from a consultant, wrote the plan based on the workgroups discussion and recommendations. The plan creates a roadmap for Portland's success in the emerging digital economy and expands Portland's broadband capacity essential to achieving its livability, prosperity, sustainability and equity goals. The Plan proposes to foster innovation and competition in the networks, devices and applications; to use assets that government controls or influences to spur investment and inclusion; and to optimize the use of broadband to help achieve local priorities.

- III. FINANCIAL IMPACT None. Staff will develop a work plan to identify next steps and resources needed to implement the plan.
- IV. LEGAL ISSUES: None
- V. CONTROVERSIAL ISSUES: None
- VI. LINK TO CURRENT CITY POLICIES:
<http://www.portlandonline.com/cable/index.cfm?c=54013&a=334327>
<http://www.portlandonline.com/shared/cfm/image.cfm?id=354243>
<http://www.portlandonline.com/cable/index.cfm?c=54013&a=357224>
- VII. CITIZEN PARTICIPATION: There was extensive citizen engagement. The Plan itself was community-sourced involving 50 citizens who met over an eight-week period to develop the goals and strategies. Staff did extensive engagement including presentations and discussions with the following groups: PDXTech4Good, Bureau Directors, Industry Forum (all wireline and wireless telecommunications providers invited), Planning & Sustainability Commission, OSBridge, Lunch 2.0, Small Business Advisory Council, Portland Business Alliance, Urban League, CIO, NAYA, and ONI. Staff also reached out to Venture Portland, SAO(Board), Hispanic Metro Chamber, Filipino American Association of Portland and African American Chamber of Commerce.
- VIII. OTHER GOVERNMENT PARTICIPATION: Portland Public Schools, Parkrose Schools PSU, OHSU, PCC, Tri-Met, Metro, PDC, BTS, Fire, POEM, PBOT, ONI, and Multnomah County.
- IX. IF THIS IS A CONTRACT, DOES CONTRACTOR HAVE A CURRENT BUSINESS LICENSE?

WHAT IS THEIR BUSINESS LICENSE NUMBER?

IS THEIR ACCOUNT WITH THE CITY CURRENT?

IF NOT, HOW MUCH IS OWING?