

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 <input checked="" type="checkbox"/> Consent <input type="checkbox"/> 4/5ths <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:** \*Re-title Office of Cable Communications and Franchise Management as Office for Community Technology (Ordinance; amend Code Chapter 3.114.)

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

**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 type="checkbox"/> City-wide/Regional                           | <input type="checkbox"/> Northeast | <input type="checkbox"/> Northwest | <input type="checkbox"/> North |
| <input type="checkbox"/> Central Northeast                            | <input type="checkbox"/> Southeast | <input type="checkbox"/> Southwest | <input type="checkbox"/> East  |
| <input type="checkbox"/> Central City                                 |                                    |                                    |                                |
| <input checked="" 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.

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.*)

None – One time letterhead (electronic), website, phone system and internal/external messaging notifications are modest and can be absorbed with existing bureau resources.

**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.)* No
  
- **Will positions be created or eliminated in future years as a result of this legislation?**  
No

*(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

**[Proceed to Public Involvement Section — REQUIRED as of July 1, 2011]**

**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:**

: Please proceed to Question #9.

**NO:** Please, explain why below; and proceed to Question #10.

This proposal has been developed through extensive discussions with OCCFM's current and prior Commissioners in Charge (Commissioners Fritz and Saltzman) and consultation with and suggestions by numerous community stakeholders in 2009 and 2010. During the engagement phase of the broadband strategic plan numerous citizens commented that the Office's name did not appear to capture the scope and breadth of the work. As part of the Office Strategic Planning Retreat staff members raised the issue of a name change. Staff and the stakeholders felt that a name change would better reflect the breadth and scope of the work of the Office.

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

**a) What impacts are anticipated in the community from this proposed Council item?**

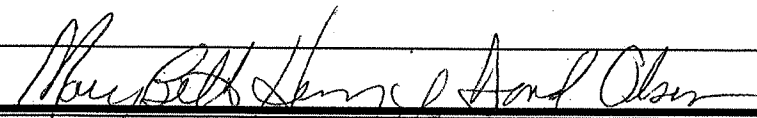
**b) Which community and business groups, under-represented groups, organizations, external government entities, and other interested parties were involved in this effort, and when and how were they involved?**

**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?** Mary Beth Henry

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

**10) Is any future public involvement anticipated or necessary for this Council item? Please describe why or why not.** No. Staff will notify all stakeholders about the name change.



David C. Olson, Bureau Director



**CITY OF PORTLAND, OREGON**

**Office of Cable Communications and Franchise Management**

Dan Saltzman, Commissioner

David C. Olson, Director

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City Council  
Agenda Item  
Staff Supplemental Report

TO: Commissioner Dan Saltzman

THROUGH: Office of Cable Communications and Franchise Management

FROM: David C. Olson, Bureau Director  
Contacts: David Olson (823-5290) or Mary Beth Henry (823-5414)

DATE: September 6, 2011

RE: \*Re-title Office of Cable Communications and Franchise Management as Office for Community Technology (Ordinance; amend Code Chapter 3.114.)

Requested Placement Date: September 14, 2011 Council Calendar

I. **RECOMMENDATION.** Re-title Office of Cable Communications and Franchise Management as *Office for Community Technology*.

II. **BACKGROUND.** This is an appropriate matter to bring forward in conjunction with planned September 14<sup>th</sup> Council consideration and action on the City's first-ever Broadband Strategic Plan. The title of the Office of Cable Communications and Franchise Management (OCCFM) was last updated in 1987 and does not adequately reflect---particularly to citizens and external stakeholders both locally and nationally---the Office's ongoing, nationally recognized work in broadband policy, telecommunications planning, and advocacy on behalf of the City and the public interest, as well as the Office's considerable role (with the Mt. Hood Cable Regulatory Commission) in administering and overseeing substantial external community technology grants and resources allocated annually throughout Multnomah County as well as supporting critical community technology services to schools, libraries and local governments through oversight of Comcast's Institutional Network system and its interconnection with the City's IRNE system (operated by the City's Bureau of Technology Services "BTS"). The Office's broader role in these matters was the subject of recent Council discussion both at the Council work session on the City's Broadband Strategic Plan (July 26, 2011) and the Council's unanimous acceptance of the Bureau's Report to Council on *Cable Franchise Public Benefits: A Decade of Community Investment* (August 3, 2011). Council members and multiple Commissioners in charge of OCCFM in recent years have individually commented that the existing title of the office is dated and unwieldy, does not fully capture the bureau's contemporary scope of work, and should be

updated to accurately and transparently reflect to the public the continuing mission and overall work of the agency. The re-titling will better describe the work of the bureau, but involves no change or alteration in the ongoing functions and assigned duties of the Office, which continue to be (1) to ensure that the City and citizens receive adequate public benefits and compensation for private, for-profit use of City rights of way and public property, (2) to maintain a high level of expertise in advising the Council on telecommunications and broadband policy matters, (3) to handle cable television regulatory matters and consumer protection on a Countywide basis in accordance with the City's legal role and our agreements with Intergovernmental partners, and (4) to develop and administer substantial funds in community technology-related Cable Capital grants as well as to support and develop, in partnership with the City's Bureau of Technology Services, planning and improvements in connection with the City's IRNE system (operated by BTS). The title **Office for Community Technology** is recommended for the specific advantages and improvements over OCCFM's existing title, which include the following:

- *Responds to continuing individual input from Council members in recent years regarding need to update the unwieldy name of the Office of Cable Communications and Franchise Management;*
- *Includes "Community Technology" as key descriptor of Office mission, distinguishing Office's mission focusing on external community technologies (not internal City systems which are the province of BTS);*
- *Underlines that all private utility assets (e.g. wired and wireless telecommunications, electric, gas and other private utility systems) utilizing public streets and property are ultimately "community technologies", and the community (i.e. consumers, the public, and taxpayers) want and rightfully expect a return on the use of their property;*
- *Includes the key word "for" which emphasizes that the Office is proactive in advocating for community benefits and a continuing local voice in the development and oversight of community technologies that rely on public resources (e.g. streets and public property);*
- *Planned sub-headings for "Office for Community Technology" letterhead include specific program descriptors:*
  - *Broadband & Communications Policy - Cable Regulation & Consumer Protection - Utility Franchise Management*
- *New title will encompass all of OCCFM's current programs (broadband policy, cable regulation, technology grants and consumer protection, utility franchise management & utility license fee/revenue collection); and*
- *"Office for Community Technology" is a positive and recognizable, user-friendly re-naming initiative in response to longstanding prior comment from Council members and Commissioners in Charge, and in light of the Office's continuing high-profile involvement in technology grants and the City's Broadband Strategic Plan*

III. FINANCIAL IMPACT. None – letterhead, website, phone system and internal/external messaging and notifications are modest and can be absorbed with existing bureau resources.

IV. LEGAL ISSUES. None

V. CONTROVERSIAL ISSUES. None. This proposal has been developed through extensive discussions with OCCFM's current and prior Commissioners in Charge (Commissioners Fritz

and Saltzman) and consultation with and suggestions by numerous community stakeholders in 2009 and 2010.

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. Discussion of this issue has occurred in conjunction with development of the City's Broadband Strategic Plan and numerous prior efforts including the City's response to the Google RFI (2010).

VIII. OTHER GOVERNMENT PARTICIPATION. None

IX. IF THIS IS A CONTRACT, DOES CONTRACTOR HAVE A CURRENT BUSINESS LICENSE? N/A