

Department: Health Department **Program Contact:** Jeff Martin
Program Offer Type: Operating **Program Offer Stage:** Adopted
Related Programs: 40037A
Program Characteristics: New Request

Executive Summary

To improve public health, the City of Portland and Multnomah County worked with community members to develop an ordinance that would help Portland transition away from gas leaf blowers (GLBs) to electric leaf blowers. Switching from gas to electric equipment will benefit our local environment and improve quality of life for workers and neighbors. Multnomah County will be partnering with the City of Portland to assist with the implementation of gas-powered leaf blower phase-out policy. The policy will gradually phase out the use of gas-powered backpack and handheld leaf blowers. Through education, incentives and enforcement we will work with businesses and property owners to understand and come into compliance with this new ordinance.

Program Description

Education and Outreach. The Health Department will develop and implement a marketing campaign to inform the public of policy changes and available incentives. The campaign will develop materials to target specific market segments, including landscapers, property management companies and owners, and residents. Campaign materials will include a webpage, social media posts, posters, and mailers. Translation into multiple languages for all campaign materials will be standard. This campaign will begin in Fall 2024.

Enforcement. The City of Portland and Multnomah County plan on entering into an intergovernmental agreement that will delegate enforcement authority to the County. County staff will develop an enforcement program based on the final statute adopted by the Portland City Council, program rules developed by the City of Portland Staff, and the intergovernmental agreement between the City of Portland and Multnomah County. Enforcement will be complaint-driven; staff will field complaints, track them in a database, evaluate complaints, collect evidence, issue citations, and respond to appeals. Environmental Health will model the enforcement systems on existing code compliance programs. FY25 activities will include establishing database and complaint intake systems, recruiting and hiring enforcement staff, and initiating enforcement of City of Portland Code Chapter 8.80.040 section C. Remaining requirements will be enforced beginning January 1, 2026.

Incentives. Health Department staff will administer incentive programs. Health Department staff will coordinate with the Office of Sustainability to disseminate information on incentives and refer eligible parties.

Performance Measures

Measure Type	Performance Measure	FY23 Actual	FY24 Budgeted	FY24 Estimate	FY25 Target
Output	Reach and impressions of community members receiving information on environmental threats	N/A	N/A	N/A	4,000,000
Outcome	Number of complaints successfully resolved	N/A	N/A	N/A	20

Performance Measures Descriptions

1) Includes community members receiving mailings, attending events, direct contact with staff, visiting websites/social media, and exposure to media campaigns. 2) Successful resolution of complaint is defined as the cessation of the use of a gasoline leaf blower, whether by education or citation. This will be affected by the timing of program ramp-up in FY25 and there is significant uncertainty about the volume of complaints. Expected to increase when additional requirements go into effect in January 2026 and 2028.

Legal / Contractual Obligation

City of Portland codes 8.80

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Adopted General Fund	Adopted Other Funds
Program Expenses	2024	2024	2025	2025
Personnel	\$0	\$0	\$151,289	\$0
Contractual Services	\$0	\$0	\$58,711	\$0
Materials & Supplies	\$0	\$0	\$0	\$0
Total GF/non-GF	\$0	\$0	\$210,000	\$0
Program Total:	\$0		\$210,000	
Program FTE	0.00	0.00	1.00	0.00

Program Revenues				
Total Revenue	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last Year this program was:

This program offer includes \$80,000 of one-time-only funding.