

# **BPA Policy 250-5 (Formerly BPAM 155)**

## **Sponsoring or Co-Sponsoring Public Events Requested by Outside Entities**

**Enterprise Services – Public Affairs**

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## 250-5.1 Purpose & Background

To communicate Bonneville Power Administration (BPA) policy for sponsoring or co-sponsoring public events such as conferences, seminars, and workshops requested by outside entities.

- A. Conferences, seminars, and workshops are normally structured into the development of BPA programs and it is sometimes advantageous to augment these activities with the expertise or reputation held by other individuals or groups. BPA should remain flexible regarding its participation in public events in order to reach important audiences and further achieve its stakeholder objectives.
- B. BPA should evaluate requests for sponsorship or co-sponsorship of public events on the basis of how the event supports BPA's strategic business objectives, agency targets, and responsibilities.

## 250-5.2 Policy Owner

The BPA Deputy Administrator is the owner of this policy. Public Affairs work with Compliance and Governance, and Finance is responsible for managing this program at BPA and for implementation, monitoring, reporting, evaluating, and proposing revisions to this policy.

## 250-5.3 Applicability

Any BPA organization that sponsors or co-sponsors public events requested by outside entities.

## 250-5.4 Terms & Definitions

None.

## 250-5.5 Policy

To ensure widespread public involvement as directed in Section 4(g) of the Pacific Northwest Electric Power Planning and Conservation Act (Pacific Northwest Power Act), as well as efficiency and economy in the variety of ways BPA uses to reach the public, BPA will consider unsolicited requests from groups outside the agency to sponsor or co-sponsor public events. Further authority for public events is found in the Bonneville Project Act, 16 U.S.C. § 832a(f). These events will be in addition to BPA-sponsored events which will occur during normal program development. BPA will initiate co-sponsorship arrangements when there are opportunities to share costs and benefits with appropriate groups outside of BPA.

The advisability of participating in public events which originate outside BPA will be assessed against the following criteria:

- A. Value: does it add value to the communities BPA serves and have a positive return for BPA?

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- B. Agency strategic objectives: does it support BPA’s agency strategic objectives?
- C. Leadership role: does it recognize the positive role BPA plays in the affected community?
- D. Activity: does it encourage employee volunteerism because giving back to the community is an important part of BPA’s culture?
- E. Partnership: does it promote excellence in education, efficient uses of energy, safety, and environmental stewardship?
- F. Sense of Community: does it maximize the impact and effectiveness of the community relations program to build a sense of community?

**250-5.6 Policy Exceptions**

None

**250-5.7 Responsibilities**

- A. Chief Operating Officer (COO) reviews and determines the appropriate action on proposals referred to him/her by the BPA Senior Vice Presidents (SVPs), Executive Vice Presidents (EVPs), and the CPAO.
- B. SVPs and/or EVPs review all proposals addressing specific programs within their groups. They approve proposals involving less than \$500 cost to BPA; and approve proposals involving more than \$500 cost to BPA after consultation and approval of the CPAO.
- C. CPAO reviews proposals referred to him/her by EVPs and BPA managers. After approval, the proposal is documented in Community Relations and returned to the originating office for payment process.

**250-5.8 Standards & Procedures**

BPA will use the policy criteria to assist in determining how a particular public event might fit BPA needs in the areas of public education, stimulating a discussion or generation of ideas between BPA and outside groups, measuring public opinion and interest in a topic, and accomplishing specific goals and objectives.

The following procedure will be used in making this determination.

- A. Authorized SVPs and/or EVPs review all proposed events addressing specific programs and coordinated with other affected organizations. SVPs and/or EVPs have the authority to approve events involving less than \$500 cost to BPA. Proposed events involving more than \$500 cost to BPA will be referred to the CPAO for advice and consent on sponsoring or co-sponsoring the event. If there is agreement, the SVP and/or EVP have the authority to fund the event. If there is not agreement on the appropriate action, the proposal will be referred to the Deputy Administrator, using the Agency Decision Framework documentation for a decision. All public events approved in this category

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will be documented by the appropriate SVP and/or EVP. A copy of this documentation will be sent to the Public Affairs Office.

- B. Decision documentation records the information and decision on sponsoring an event. Use BPA F 1200.01e to record the information and decision on the sponsoring of event, include the signature of BPA Certifying or Contracting Officer.
- C. Budgeting funds for sponsoring or co-sponsoring public events that address program goals or objectives will come from the appropriate program office’s budget.
  1. The \$500 threshold for referring proposals to the CPAO is for the amount of cash outlay BPA would make for the public event. Staff time and amounts of in-kind services should be listed separately and are not included in the \$500 threshold.
  2. Any funds spent on a public event must be done through the responsible group’s normal internal procedures for funding the procurement of a product or service. The person having the authority for the budget out of which the funds will be spent will be responsible for ensuring that all services provided in conjunction with the event are properly accounted for and that the expenses are what have been agreed upon. All co-sponsoring activities must be done in accordance with Office of Management and Budget (OMB) Circulars, Government Accountability Office (GAO) decisions, and BPA regulations as set forth by the Chief Financial Officer and procured in accordance with the Bonneville Purchasing Instructions or Bonneville Financial Assistance Instructions, concurrence with applicable Contracting Officer or BPA Chief Certifying Officer.

### 250-5.9 Performance & Monitoring

Public Affairs in conjunction with Finance will review all BPA sponsored or co-sponsored public events to ensure they fall within the standards and guidelines set forth in this policy.

### 250-5.10 Authorities & References

- A. **Pacific Northwest Electric Power Planning and Conservation Act** (Public Law 96-501) <http://thomas.loc.gov/cgi-bin/bdquery/z?d096:SN00885:@@L&summ2=m&TOM:/bss/d096query.html>
- B. **Bonneville Project Act**, 16 U.S.C. § 832a(f) <http://www.bpa.gov/Corporate/KC/statutes/statutes.shtml>

### 250-5.11 Review

This policy will be reviewed in 2017.

### 250-5.12 Revision History

Version	Issue Date	Description of Change
#1	12/18/2014	Re-formatted into new policy template and migrated to library.

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