Portland.gov website content and communications

Lisa Nichols Public Information Manager Bureau of Development Services

WEBSITE CONTENT MIGRATION

- About 85% of content migrated from old website to new site
- Remaining content on old website is very old (or hidden under nested layers)
- Still want to migrate some small business content (but it's old)
- Old portlandoregon.gov websites could be taken down as soon as this summer
- Several bureaus have not started migrating their content yet
- Web forms may be available in 2022 to replace old forms
- No solutions available to host our software and databases (DevHub and Appeals)
- New intranet built out for employees

WEBSITE ANALYTICS FOR 2021

- Just under 17m page views in 2021 across the site
- BDS content 1.5m PVs
- Top landing pages in BDS: **bds landing page, apply or pay for permits, Permits page**, do you need a residential permit, check the status of your permit, garage and shed permits, residential electrical permits, accessory short-term rental permits, zoning and land use section, ADU permits, how to request public property records
- 2.3m users on desktop; 2m on mobile (1% of users on a tablet), 1.5m users on iPhones
- Users mostly on the site during the week, in the morning hours
- Organic search- 43%; Direct traffic- 41%; 11% referred by another site; 4% social media

CONTINOUS IMPROVEMENT AND FEEDBACK

Some bug reports include:

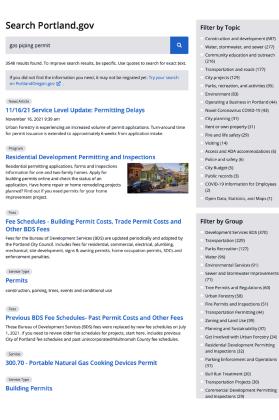
- Problem finding information on site
 - Old, closed projects taking precedence in search results
 - City code taking precedence in search results
 - Policy documents taking precedence in search results
 - Some dead-ends with search that don't offer suggestions for what to do next
- Additional critical issues with search results
 - Search bar suggestions don't match search results (fixed but still needs work)
 - search occasionally goes down for a few seconds so no results found at all

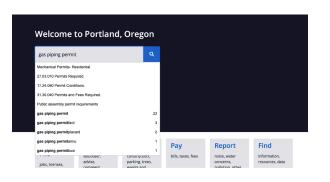
Some feature requests/requests for improvement include:

- Give users more confidence in search results/help users find what they need
 - Don't show thousands of search results
 - Sometimes bureaus should use their bureau name in page titles (e.g., Instead of "permit forms," use Portland Fire & Rescue Permit Forms)
 - More helpful page not found errors (e.g., "You might want to read this /bds content...")
 - Add a "did you mean?" prompt
 - Typos and misspelled words in search
- Additional requests for enhancements
 - Allow videos to be featured media
 - Link to upcoming advisory group meetings from list of all advisory groups
 - Add a "subscribe to our newsletter" link to our landing page
 - Consolidate multiple applications when web forms are available, so users don't have to enter the same information over and over.

Site searches don't match search

bar suggestions





Too many results might be confusing

Search Portland.gov



5345 results found. To improve search results, be specific. Use quotes to search for exact text

CONTINOUS IMPROVEMENT AND FEEDBACK

Feedback forms

- Some forms go to BTS (site architecture and overall layout and design, search issues)
- Some feedback forms come to Communications (content updates)



PROGRAM Empowered Communities Program

PROGRAM Portland Clean Energy Community Benefits Fund (PCEF)

See something we could improve on this page? Give website feedback.

Website feedback

* Indicates required field

Type of feedback *		
Select 🔶		
How can we improve? *		
Please be specific, so we can better assist you.		
Your name		
Your email		
	۰	ן
f you would like us to follow up with you, please provide your email address.		,
Page you last viewed		
https://www.portland.gov/bds/solar-development		
You can change this address if you would rather comment on a different page.		
	Submit	

Content audit

In response to feedback forms, while making other edits to a page, as processes change at the Bureau:

Webpages

.

- Continue to add more and better keywords to make pages more findable (e.g., "org chart")
- Continue to add more interlinks between pages, including work to make new pages more findable (e.g., guide to filling out the building permit application, 15-minute appointments)
- Continue to test readability of pages
- Add more ways to get in touch
- Look for more ways to update and improve content
- Feedback forms from employees and customers
- As processes change, the webpages are updated too
- Reduce duplication so don't have to update in too many places.

Forms

- Add links in submittal requirements to required forms
- Update submittal requirements- reviewing and editing with subject matter experts
- Try (!) to provide quick turnaround when a subject matter expert requests updates to forms
- Update customer emails with updated links

RECENTLY PUBLISHED (AND AUDITED)

How to Fill Out a Building Permit Application- A Step-by-Step Guide

Permit Review Process

Apply or Pay for Permit

uilding and Zoning Permit

Check the Status of Your Permi

Checksheet: Prepare Paper Plans

Checksheet: Submitting Corrections

ePlans Applicant Training Videos

How to Apply by Application Type

How to Fill Out a Building Permit

How to Use Online Permitting Tools

Permit Applications in Review &

Issued, Land Use Review Intakes

Permit Extension Request

Permit Reactivation Reques

Permitting General Information

Addition Permits & Inspection

Request a Permit Extension

File a Building Code Appeal & Electrical

Mechanical, Plumbing Code Appe

quest a Permit Reactivation

Permit Revision Request

Submit Plans Online

Development Service:

J 503-823-7357

Contact

Checksheet: Schedule an

Electronically

Application

Metro Reports

Appointment for Paper Plan



Do you need help filling out the building permit application? In this step-by step guide, you'll learn what permit application fields are required and what each field means. We also provide examples. Get help with the building permit application with these instructions.

On this page

- The building permit application
- Type of work
 Category of construct
- lob site information and location
- Description of work Property owner or Tenant
- Contractor
- Applicant or Contact Person Office Use Only
- Required Data: One and Two Family Dwelling Units
- Required Data: Commercial Use Statement of Fact
- Building Permit Fe
- · Complete your application and apply for a building permit
- Did you know we return building permit applications to applicants if there's missing information? Use this guide to make sure you fill out all the required fields.

The building permit application

Building Permit Application for Building, Site Development, Demolition and Zoning Message Line Permits (228.45 Kb) O 711 Oregon Relay Servic

You can fill out this form online or by paper and pen

Related Let's learn what each section is asking for. You'll find notes and yellow highlights for any required sections or fields Commercial New Construction and

Type of work

Type of work

The Type of work section has four options. This section is required. Select one that applies to the project Tonics

- Community education and outreach New construction: Are you building something that does not exist now? Are you getting a permit for a structure that does not have any permit records? If yes, Construction and develope lect this option · Demolition: Are you tearing down or removing an entire structure? If yes, select
- this option Addition/alteration/replacement: Are you adding to or changing an existing
- structure? Are you altering the interior walls of an existing structure? If yes, select this option. Other: Are trees are being removed or grading taking place? If yes, select this

option. Example:

You want to build an addition to make your home bigger. As part of this project, you'll need to tear down a weight-bearing wall. Although you're removing walls, you'll wan to select Addition/alteration/replacement. This is because you're not removing the entire house, you're adding on to it.

Category of construction

1 & 2 family dwelling	Commercial/industrial	Accessory building
Multifamily	Master builder	Cther:

one that applies to your project:

- 1 & 2 family dwelling: A single-family home, duplex or intended for residential use. This includes shed, garage, and demolition of a residential structure.
- Multifamily: For three of more family dwelling units as part of a structure.
 Commercial/industrial: For retail, office, towers, bridges.
- Master builder: For Master House permits.
- essory building: A building separate from the original building on the lot. This building may be for storage or living purposes

Job site information and location

Job no.:	Job addre	Job address:	
City/State/ZIP:			
Suite/bldg./apt. no.:		Project name:	
Cross street/dir	ections to job site		
Subdivision:		Lot no.	Tax map/parcel no

 lob address: The address of job site. Where will the work be performed? City/State/Zip · Suite/bldg./apt. no. (If applicable)

You can leave Subdivision. Lot no, and Tax map/parcel no, blank unless you are building on an empty lot or a property that has never had an address or doesn't have an address- then this needs to be completed. If you put an address in Portland Maps and the address comes up in search results, we will have info about that address.

If you need to enter the Tax map/parcel no, and it doesn't fit in the field, use the text box above to enter the number

Description of work Description of work Provide RS Permit no

Here are some guiding questions to help you write the description of work. For this project

- What are you planning to do? · Are you creating livable space? This can be a bedroom, living room, office space, dining area, entertainment or play rooms
- · What is the square footage? Will there he a bathroom?
- Will there be a kitchen?
- If yes, will there be a..
- Sinki

Example

- Stove? Refrigerator?
 - Permanently installed microwave in a cabinet (not on the countertop)?

You want to convert an existing backyard shed that is 150 square feet to a guest house. It will be a studio with a sleeping area. There will be a bathroom and a kitchen with a sink and refrigerators, but no stove.

For "Provide RS Permit No"- RS is for residential projects only

Property owner or Tenant



· Property owner: a person or company that owns a house or land. • Tenant: a person who rents/leases a business structure or land. This is for commercial projects only. This option is not for residential (1 & 2 family dwelling only) projects.

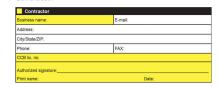
Fill out the **required** fields in this section:

- Name
- E-mail
- Address
- City/State/ZIP
- Phone
- Owner signature: Either the owner/tenant, contractor or applicant needs to sign this application. If the owner/tenant is signing, they will sign here. Note: the owner must sign if they are doing the wor

Date

Read the Owner installation agreement. If the owner and/or tenant will be the general contractor for the project, they need to sign and date

Contractor



Fill out the **required** fields in this section:

- · If you're hiring a contractor, check the Contractor box.
- Business Name CCB lic, No.: A licensed contractor will have this number. The CCB number is
- required before we can issue the permit. Authorized signature: Either the owner/tenant, contractor or applicant needs to
- sign this application. If the contractor is signing, they will sign here. Print name
- Date

If you are not hiring a contractor, write, "Owner doing work" in the business name field. For residential projects (1 & 2 family dwelling only), owner should be a person not an LLC and/or corporation

If you plan to hire a contactor but have not hired one yet, write "To bid" or "TBD" in the business name field. You can update this information once you hire a contractor

Applicant or Contact Person

Applicant	Contact Person
Business name:	
Contact name:	
Address:	
City/State/ZIP:	
Phone:	FAX:
E-mail:	
Authorized signature:	
Print name:	Date:

Pick one:

Applicant

Contact person

Choose Applicant or Contact Person. This person will communicate with the city about permit updates and inspections. Permit updates may include requests for additional information, clarification on information submitted, request for payment, notification of when a permit is ready to be issued, and permit abandonment and expiration.

Pick a person who will respond quickly and will communicate well with your building team. This person may be the contractor, architect or homeowner

- Fill out the **required** fields in this section:
- Applicant or Contact Person (select one)
- · Contact Name: The applicant or contact person's name Address
- City/State/ZIF
- Phone
- FAX (optional)
- · Authorized signature: Either the owner/tenant, contractor or applicant needs to sign this application. If the applicant is signing, they will sign here.
- Print name Date

Office Use Only

Office Use Only Permit no: Date received Bv

This section is for office staff only, please skip to the next section below.

Required Data: One and Two Family Dwelling Units

Statement of Fact

of how or when discovered.

Building Permit Fees

permit

Building Permit Fees*

Please refer to fee schedule

Fees due upon application

All contractors and subcontractors are required to be

jurisdiction in which work is being performed.

paint, I will comply with all such regulations.

Finally, read and initial the Statement of Fact. This is required

Congratulations! You've filled out your building permit application

Amount received

Date received

Development Services staff will let you know the total fees due based on the current

Complete your application and apply for a building

Next steps: make sure you have a complete application packet. Learn more about

project requirements in What You Need for a Permit-Minimum Submitta

Content audit

Updated with input

More details

definition

Consistent FMV

'Skip these sections'

from BOMA:

Then, apply online or apply in person for your building permit

licensed with the Oregon Construction Contractors Board

under ORS 701 and may be required to be licensed in the

Statement of Fact: I certify that the facts and information

misrepresentation or omission of fact (whether intentional or

as any misleading statement or omission, may be cause for

not) in this application or any other required document, as well

revocation of permit and/or certificate of occupancy, regardless

I acknowledge that work related to this Building Permit Application

may be subject to regulations governing the handling, removal

and/or disposal of asbestos and/or lead-based paint. If the work

is subject to regulations governing asbestos and/or lead-based

(initials)

set forth in this application are true and complete to the

best of my knowledge. I understand that any falsification,

Notice

Permit fees* are bas Indicate the value (r	Due and Two Family Dwelling sed on the value of the work peformed. ounded to the nearest dollar) of all s, labor, overhead, and the profit for n this application.
Valuation:	
Number of bedrooms:	
Number of bathrooms:	
Total number of floors:	
New dwelling area:	square feel
Garage/carport area:	square feel
Covered porch area:	square feel
Deck area:	square feet
Other structure area:	square feel

The Data Required: One and Two Family Dwelling Units section is for single family homes or two unit homes like a duples If you have three or more unit homes, you will need to fill out the nex

If yes, the valuation is the fair-market value of the work being done. The

plumbing, heating, air conditioning, elevators, fire extinguishing

systems and other permanent work or equipment, and contractor's profit. The cost of materials is based on the type of material. A marble

counter top will be a different price than laminate. If you aren't sure

how to estimate fair market value, please contact us.

Permit fees* are based on the value of the work per-

formed. Indicate the value (rounded to the nearest dollar)

of all equipment, materials, labor, overhead, and the profit

The Required Data: Commercial Use section is for three or more unit homes and for all other permits that don't fall under the Required Data: One and Two Family Dwelling

If yes, the valuation is the fair-market value of the work being done. The

fair market value to be used in computing the permit fee for alterations and repair shall be the total value of all construction work for which the

permit is issued, as well as all finish work, painting, roofing, electrical,

profit. The cost of materials is based on the type of material. A marble

counter top will be a different price than laminate. If you aren't sure

how to estimate fair market value, please contact us

If yes, the valuation is the cost of the contractor's labor and

plumbing, heating, air conditioning, elevators, fire extinguishing systems and other permanent work or equipment, and contractor?

square fee

square feet

If yes, the valuation is the cost of the contractor's labor and

r market value to be used in computing the permit fee for alterations

and repair shall be the total value of all construction work for which the

mit is issued, as well as all finish work, painting, roofing, electrical,

section, Required Data: Commercial Use Fill out the **required** field in this section · Are you doing the work yourself?

Are you hiring a contractor?

materials for your project.

Required Data: Commercial Use

for the work indicated on this application.

Required Data: Commercial Use

Valuation

Existing:

Fill out the required field in this section

· Are you doing the work yourself?

Are you hiring a contractor?

materials for your project.

Valuation

New

Existing building area

New building area

Number of stories

Type of construction

Occupancy groups

Valuation:

APPENDIX

OBJECTIVES

- Provide information about our services to BDS, City employees and to Portland and beyond.
- Highlight Equity team successes and get the word out about their programs and who they support.
- Create new communications that reflect the diversity of our customers, grow engagement with our tools, retain new customers, drive new business and increase employee satisfaction.
- Demonstrate City core value of anti-racism, collaboration and communications.
- Through community outreach efforts, achieve advisory body membership that is one-third BIPOC.
- Be kind and engaging to each other. Helpful to people we work with; quickly respond to new project requests and emails to set expectations; seen as trusted resources.
- Open up lines of communication and create a feedback loop with Portlanders.
- Practice, learn, gain perspective and keep improving.

KEY INITIATIVES COMMUNICATIONS SUPPORTS

- Permitting Task Force
- Equity and Empowered Communities Programs
- Media relations
- Social media
- Clean Energy Initiative
- Resumption of in-person services
- Fun and Events Committee
- · General Communications and outreach- bulk emails, project requests from other teams
- Internal communications
- Public meetings/advisory board support
- Websites: Portland.gov website, Employees.Portland.gov website and Portlandoregon.gov website

SOCIAL MEDIA/NEWSLETTER/NEWS ARTICLES



bdsportland When Rodrigo de Souza submitted for his remodeling permit, he wanted to improve the space to open his small business. Then his permit got stuck in the review process. Rodrigo believed his permit had been mishandled and an error had been made.

Despite his best efforts, he couldn't get anyone to listen. He became increasingly frustrated at the lack of communication in the permitting process. Fortunately, a team member in the Permit Center listened. They connected him with Dory Robinson, the City of Portland's Small Business ent Program coordinator. Dory researched his permit, asked questions, and advocated for a resolution

The Small Business Empowerment Program (https://bit.ly/ BDSSmallBiz) assists Black, Indigenous, people of color who are business owners and business owners with disabilities who have experienced barriers in the permit review process

The Favela Brazilian Café serves Brazilian and American style coffee. More than just a café, Favela is an inter-generational munity gathering space that emphasizes Brazilian culture onnection, (@favelabraziliancafe, 5300 SE



Interested in setting up a mobile vending cart or food cart? The City of Portland can help

Empowered Neighborhood Program offers resources, creativity in addressing building code violations

News Article

his house.

Staff from across the Bureau of Development Services, working with other city bureaus and students from Portland Community College, come to the aid of a disabled homeowner in addressing multiple concerns, saving money and reducing fines.

Published: October 21, 2021 3:15 pm

The Empowered Neighborhoods Program helps Black, Indigenous, people of color and persons with disabilities who have received a code violation notice from the Bureau of Development Services. The program has one staff person: Ami Fitzgerald. Ami builds an internal and external team to support the client by providing resources to help close the violation case.

Travis is a former police officer who was injured on the job and left Oregon

Empowered Neighborhoods

Contact

Development Services A empowered@portlandoregon.gov \$ 503-823-7300

Monday through Friday from 8 a.m. to 5

p.m. Leave a message with detailed information. 711 Oregon Relay Service

Related

Empowered Neighborhoods Program temporarily to go back to college. As a homeowner who wanted to give back to the community, he leased his home to a non-profit organization that ran a drug and Topics

> Community education and outreach Construction and development

By the time Travis returned to Oregon, the house had been reported to the Bureau of Development Services' Property Compliance team for nuisance and code violation complaints covering more than 30 items at the house that needed to be addressed. The code violations cited ranged from unpermitted walls being built in the home to garbage and debris on the site and other concerns. In addition, the property acquired almost \$100,000 in liens, of which Travis was unaware as the tenants did not tell him.

alcohol rehabilitation program for women, but the organization did not take care of

When he returned to Portland, Travis went to work to make the corrections. Everything was resolved except for an exterior deck need that had been built without a permit. Travis tried to turn in plans to get a permit but had difficulty uploading his plans. Then the plans were rejected as incomplete. He was also unemployed and had exhausted his financial resources on the other repairs. Housing Inspector Lisa Terrell recommended he apply for assistance through the Empowered Neighborhoods Program.

Ami was immediately engaged and pulled together a team to assist with the permit. She asked Kerri Fritz, a Portland Community College architecture student, to draft the plans for the deck. Before submitting the plans, she asked experts from throughout the Bureau of Development Services to take a preliminary look at the plans. During this review process, zoning concerns were raised about the carport that was within required setbacks. The carport appeared to be original to the house, but the original plans were not available. Through examining aerial photographs and tax records, the planner was able to deem the carport original to the house, allowing it to remain and be repaired.

Travis noted that he was "extremely stressed out" by the rejected permit submittals, but after his meeting with Ami he "felt like the biggest weight had been lifted off my shoulders."

"[It was] one of the best experiences I have ever had dealing with government bureaucracy. A lot more customer-friendly," said Travis.

Through this collaboration, new plans were submitted on August 1. The next day permit technician Steve Ross set up the permit in the permit system and by August 10 the permit was approved to issue. The next step was to reduce the financial burden. Based on income, Bureau of Development Services Director Rebecca Esau could waive Development Services' portion of the permit fees. Anastasia Howard, a housing inspector, submitted a request for a lien waiver which was granted. Senior Housing Inspector Kevin Gummer gave the deck and permit final approval on August 30.

On his inspection. Kevin was concerned about another staircase that looked unsafe He asked Ami if the team could assist again and asked Travis if he would be willing to collaborate again. The answer was yes. Ami reached out internally and externally for support. She was able to get another permit fee reduction and even found someone to donate wood to make the repairs through the Bureau of Planning and Sustainability's Deconstruction Program. Those plans are almost ready to be issued

"I am super supportive of this program [Empowered Neighborhoods Program] and want to help get information out," said Travis. "Every chance I get I talk about what a wonderful program it is. It helped me out tremendously. I am beyond thankful and blessed that I was introduced to Ami and her team "