Marketing Campaign: "Float Smart Portland"

Campaign Goal: Raise awareness among floating home residents, marina operators, and builders about Title 28 regulations and how to stay compliant.

Target Audiences:

- Floating homeowners
- Marina and moorage operators
- Contractors and inspectors
- River community associations

Key Messages:

1. "Living on the water? Know your rights and responsibilities."
2. "Before you build, fix, or move—check Title 28."
3. "Protect your home, your neighbors, and the river."

Channels & Tactics:

- **Email Newsletter**: "Float Smart Bulletin" with tips and reminders
- **Social Media**: Graphics & stories on city Instagram and Facebook
- **Flyers & Web copy**: Distributed to marinas, community boards, floating home retailers
- **Digital Ads**: Targeted to zip codes along the Willamette & Columbia rivers
- **Pop-up Events**: Reps at marina open houses/association meetings
- **Webinar Series**: "Title 28 Made Simple" sessions for residents & contractors

Partners:

- River Community Advisory Committee
- Harbor Master & Portland Fire & Rescue
- Local yacht clubs, floating home communities and floating home contractors

Metrics for Success:

- Increase in permit applications by floating homeowners
- Lower violation rate for Title 28 infractions
- Attendance at Title 28 webinars

Web Copy: "Floating Structures 101"

Living on the Water in Portland Floating homes are part of Portland's vibrant river community. They're homes just like any other, but with their own unique needs and regulations. That's why the City has Title 28 — a set of rules that ensures safety, sustainability, and respect for our waterways.

Why Does Title 28 Exist?

- To make sure floating homes are built and maintained safely
- To ensure emergency services can reach you
- To preserve the unique river lifestyle while protecting public health

Do I Need a Permit? Yes, for:

- New buildings or float systems
- Structural changes (like decks, walls, or adding a story)
- Moving a home to a new spot
- Electrical or plumbing changes

What Doesn't Need a Permit?

- Minor maintenance (like fixing a deck board)
- Small repairs that don't affect structure or safety

Helpful Definitions

- **Moorage**: Docking place for homes
- **Floatation System**: What keeps your home afloat
- **Gangway**: Ramp connecting your home to land
- **Certified Inspector**: A trained pro who checks for safety

Who Makes the Rules? The City Administrator and Harbor Master, with help from the River Community Advisory Committee.

Safety Requirements

- Required space between homes for fire safety
- Fire standpipes (hoses) for moorages
- Minimum clearances from water for floats
- Walkways, ramps, and lighting standards

Resources

- **Portland Permitting & Development**: Get permits and inspections
- **River Community Advisory Committee**: Representing residents and marina operators

- **Portland Fire & Rescue**: Enforcing fire protection

Visit the Official Floating Structures Portal
portland.gov/floating-structures

Flyer Copy: "Living on Water: What You Need to Know"

Live Safely & Legally on Portland's Rivers!

Floating homes are a vital part of Portland's river life. This quick guide tells you what you need to know to stay safe and compliant with City rules under Title 28.

Why the Rules Exist:

- Keep people safe and healthy
- Account for the unique needs of floating homes
- Ensure emergency access and fire safety

What Needs a Permit?

- New construction or float systems
- Major repairs, additions, or moving homes
- Electrical, plumbing, or mechanical work

What Doesn’t Need a Permit?

- Minor maintenance (like patching a deck or reattaching sewer lines)

Helpful Definitions:

- **Floating Home**: A home that floats and connects to utilities
- **Boathouse**: Storage for boats (not a living space)
- **Combo-Structure**: A floating home with a built-in boathouse
- **Moorage**: The place where floating homes are tied up

Want to Build or Make Changes? You must contact the City before starting. Unpermitted work may result in fines or safety issues.

City of Portland – Portland Permitting & Development

- Learn more: portland.gov/floating-structures
- Call or visit to ask questions, apply for permits, and schedule inspections. **City of Portland - Portland Permitting & Development**
- Get permits, ask questions, and book inspections
- Learn about your rights and responsibilities
- Visit: portland.gov/floating-structures