EXECUTIVE SUMMARY

Houston Permitting Center Web Portal and Permitting Wizard

- Houston Permitting Center (HPC) established as a federation of permit issuing departments in 2011
- HPC issues apx 95% of permits required by City
  - 500+ permit/license/registration types
- Current website is a collection of links to dept. pages
  - No standard design, taxonomy or method of organization
  - Information is fragmented & counter intuitive
- 2010 permit fee increase to invest in new technology
  - Annual CPI/PPI adjusted fee increases since 2011
EXECUTIVE SUMMARY

Houston Permitting Center Web Portal and Permitting Wizard

“You need a more user friendly website! The most needed important information is hard to find.” -Anonymous on 4/21/2016

“It should be very apparent about what is expected and easy to see what is needed to get through the process... Your current process is very gray!” -Anonymous on 1/29/2016

“I have only one question and the site could not provide the information nor the number to contact someone about it.” -C. Gonzales on 10/30/2015

“It would be great to have more services available online, especially for those who may not be able to go downtown to handle just a couple of items...” -Kim on 4/29/2016

“Clear direction on permit submission process.” -M. Reed on 10/5/2016

“It was next to impossible to find WHERE on this website you apply for a daily Noise Permit. VERY FRUSTRATING. You need better cross-referencing/searching.” -M. Harrison on 6/22/2016

“The website is very difficult. It takes 15 minutes to find what you need, and even then, you are not sure if you are in the correct spot.” -Anonymous on 11/11/2015
E-COMMERCE BY DEVICE

- Made an online purchase via a mobile device in the past 30 days: 26%
- Visited an online retail store in the past 30 days: 69%
- Searched online for a product to buy in the past 30 days: 71%
- Purchased a product or service online in the past 30 days: 66%

Survey-based data figures represent users' own claims/reported activity.

Date: Jan 2016

Note: Data has been released to show recent patterns.
Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

- **Mobile**
- **Desktop / Laptop**
- **Other Connected Devices**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours per Day</th>
<th>Mobile</th>
<th>Desktop / Laptop</th>
<th>Other Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2.7</td>
<td>0.3</td>
<td>2.2</td>
<td>0.2</td>
</tr>
<tr>
<td>2009</td>
<td>3.0</td>
<td>0.3</td>
<td>2.3</td>
<td>0.3</td>
</tr>
<tr>
<td>2010</td>
<td>3.2</td>
<td>0.4</td>
<td>2.4</td>
<td>0.4</td>
</tr>
<tr>
<td>2011</td>
<td>3.7</td>
<td>0.8</td>
<td>2.6</td>
<td>0.3</td>
</tr>
<tr>
<td>2012</td>
<td>4.3</td>
<td>1.6</td>
<td>2.5</td>
<td>0.3</td>
</tr>
<tr>
<td>2013</td>
<td>4.9</td>
<td>2.3</td>
<td>2.3</td>
<td>0.3</td>
</tr>
<tr>
<td>2014</td>
<td>5.3</td>
<td>2.6</td>
<td>2.4</td>
<td>0.3</td>
</tr>
<tr>
<td>2015YTD</td>
<td>5.6</td>
<td>2.8</td>
<td>2.4</td>
<td>0.4</td>
</tr>
</tbody>
</table>

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2015). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes time at home and work. Ages 16+; time spent with each medium includes all time spent with that medium, regardless of multitasking.
**EXECUTIVE SUMMARY**

**Houston Permitting Center**  
**Web Portal and Permitting Wizard**

- Online permit activity following national trends  
  - Trend expected to continue going forward  
- Portal will create a platform for 100% of permits  
- Proposal reviewed by ITGB on 12/15/2016

<table>
<thead>
<tr>
<th>FY</th>
<th>Online Sales</th>
<th>Onsite Sales</th>
<th>Total Sales</th>
<th>Online Sales Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY13</td>
<td>$10,574,697</td>
<td>$95,819,487</td>
<td>$106,394,184</td>
<td>9.9%</td>
</tr>
<tr>
<td>FY14</td>
<td>$13,721,309</td>
<td>$118,574,950</td>
<td>$132,296,259</td>
<td>10.4%</td>
</tr>
<tr>
<td>FY15</td>
<td>$15,766,258</td>
<td>$125,424,488</td>
<td>$141,190,746</td>
<td>11.2%</td>
</tr>
<tr>
<td>FY16</td>
<td>$20,245,880</td>
<td>$110,426,485</td>
<td>$130,672,365</td>
<td>15.5%</td>
</tr>
<tr>
<td>FY17*</td>
<td>$10,695,096</td>
<td>$49,027,793</td>
<td>$59,722,889</td>
<td>17.9%</td>
</tr>
<tr>
<td>Total</td>
<td>$71,003,240</td>
<td>$499,273,203</td>
<td>$570,276,443</td>
<td>12.5%</td>
</tr>
</tbody>
</table>

*Through December 31, 2016

DRAFT
WEB PORTAL and PERMITTING WIZARD

Deliverables and Timeline

- **Contract Approval**: 2/1/2017 scheduled completion
- **IT Infrastructure Assessment**: 3/7/2017 scheduled completion
- **Phase 1 – Graphic Design & Content Management**: 7/31/2017 scheduled completion, $1,636,356 not to exceed
- **Phase 2 – Permitting Wizard**: 1/31/2018 scheduled completion, $1,965,478 not to exceed (includes contingency)
- **Operations Maintenance & Support**: 1/31/2020 scheduled completion, $258,712 not to exceed (1/31/2022 if renewed)

(DRAFT)
REQUEST FOR COUNCIL ACTION
Approve Spending Authority – Woolpert Inc.

- Development of a web portal, content management system, and permitting wizard
  - Easily updated as codes/ordinances evolve
  - Supports online 1st strategy
  - Consistent taxonomy, layout, branding
  - Improves customer experience
- Amount not to exceed $4,119,258
- Planned & Budgeted in FY17 (PWE Fund 2301)
QUESTIONS