

HB 3315 STAFF MEASURE SUMMARY

House Committee On Economic Development, Small Business, and Trade

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Meeting Dates: 3/17, 3/31

WHAT THE MEASURE DOES:

The measure allocates \$275,000 for the Oregon Business Development Department (OBDD) to update and redesign its website. It declares an emergency and is effective on passage.

Detailed Summary:

Directs OBDD to redesign its website to be modern-looking, visually engaging, dynamic and interactive, and easily accessible and navigable. States that the redesign must balance marketing the state as a compelling business location with providing ready access to program resources and data.

Requires that the website project:

- Is conducted by a firm with expertise in guiding a public website project through a robust user experience analysis.
- Considers best practices by similar agencies in other states.
- Addresses visual and operational weaknesses.
- Remains on the Oregon.gov platform.
- Includes web-based tools such as interactive maps, data displays, and integrated artificial intelligence (AI) help tools.

Allocates \$275,000 from the Administrative Services Economic Development Fund to OBDD to carry out the website project.

Declares an emergency, effective on passage.

- *FISCAL: May have fiscal impact, but no statement issued yet.*
- *REVENUE: No revenue impact.*

ISSUES DISCUSSED:

- Examples of agency websites from other states
- Cost of website redesign
- Consultant and staffing needs for the project
- Ongoing updates and maintenance for the website

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Oregon Business Development Department (OBDD), more commonly known as Business Oregon, maintains a [public website](#). The website includes information on all of the grant, loan, tax incentive, and other programs aimed at furthering the development of businesses, communities, and economies in Oregon. It also includes general information about the agency and a number of reports, publications, and plans. House Bill 3588 appropriates \$275,000 for OBDD to update and redesign its website.