

A photograph of a modern, multi-story brick building with large windows. The word "HOUSTON" is visible on a sign on the building's facade. The image is used as a background for the document.

# HOUSTON PERMITTING CENTER

**WEB PORTAL AND PERMITTING WIZARD**

**TTI COMMITTEE – JANUARY 9, 2017**

**Presented by:**

**MARK MCAVOY**

**EXECUTIVE DIRECTOR**

**HOUSTON PERMITTING CENTER**

**DRAFT**

# 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

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JAN  
2016

# INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

282.1M

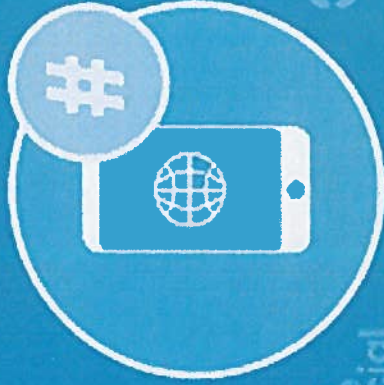
INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



we  
are  
social

87%

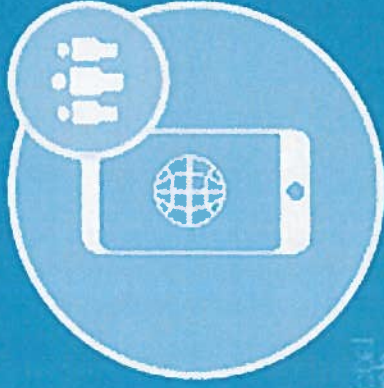
TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

178.0M

MOBILE INTERNET USERS AS  
A PERCENTAGE OF THE  
TOTAL POPULATION



we  
are  
social

55%



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# FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



USE THE  
INTERNET  
EVERY DAY



we  
are  
social

79%



USE THE INTERNET  
AT LEAST ONCE  
PER WEEK



Google

14%

USE THE INTERNET  
AT LEAST ONCE  
PER MONTH



we  
are  
social

6%

USE THE INTERNET  
LESS THAN ONCE  
PER MONTH



1%

JAN  
2016

# E-COMMERCE BY DEVICE

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



PURCHASED A  
PRODUCT OR  
SERVICE ONLINE  
IN THE PAST 30 DAYS



W9  
DIG  
SOCIAL

66%



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY  
IN THE PAST 30 DAYS



W9  
DIG  
SOCIAL

71%



VISITED AN  
ONLINE RETAIL  
STORE IN THE  
PAST 30 DAYS



W9  
DIG  
SOCIAL

69%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER  
IN THE PAST 30 DAYS



W9  
DIG  
SOCIAL

60%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE IN  
THE PAST 30 DAYS

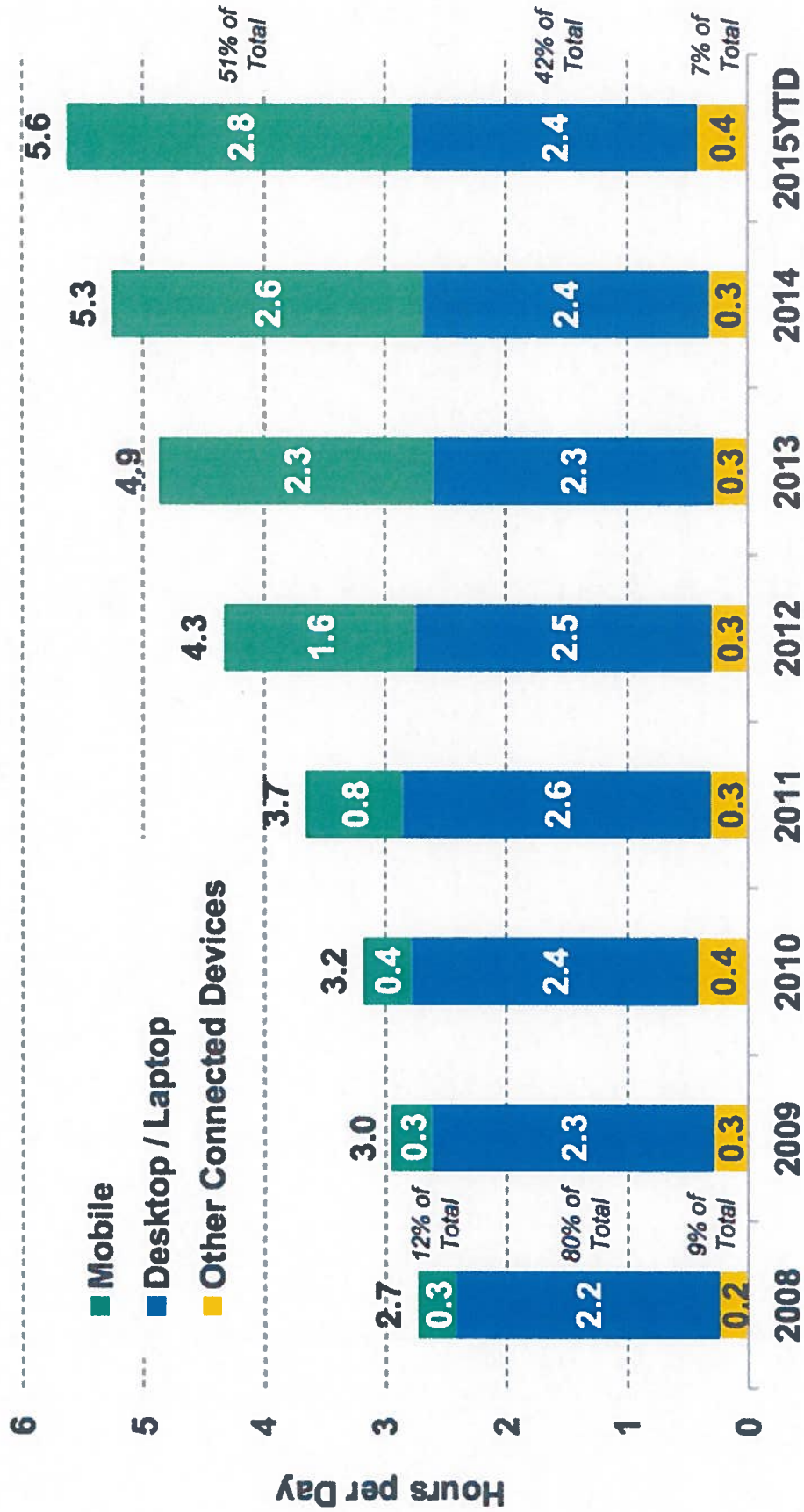


W9  
DIG  
SOCIAL

26%

**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**



# 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

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

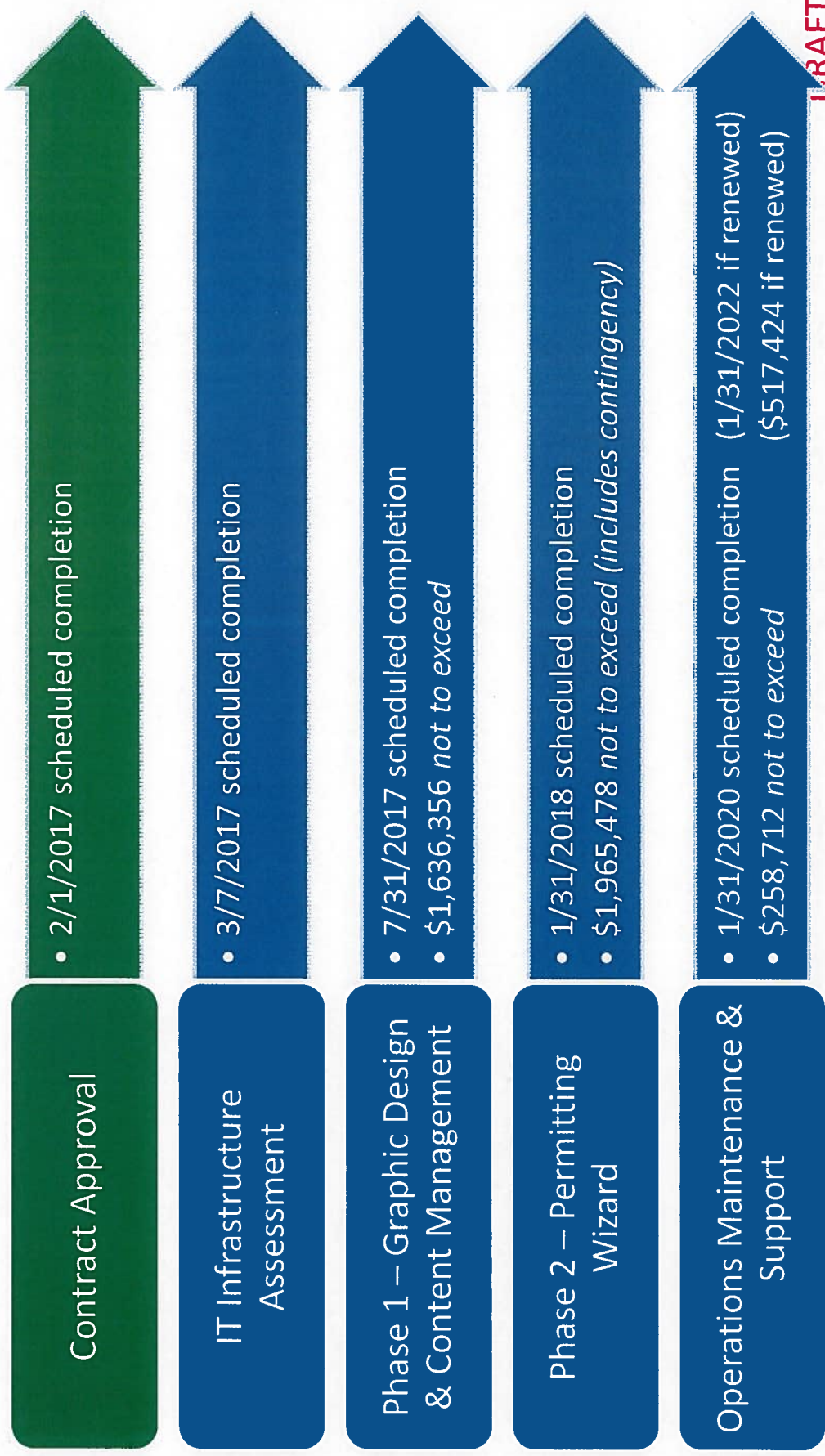
\*Through December 31, 2016

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# WEB PORTAL and PERMITTING WIZARD

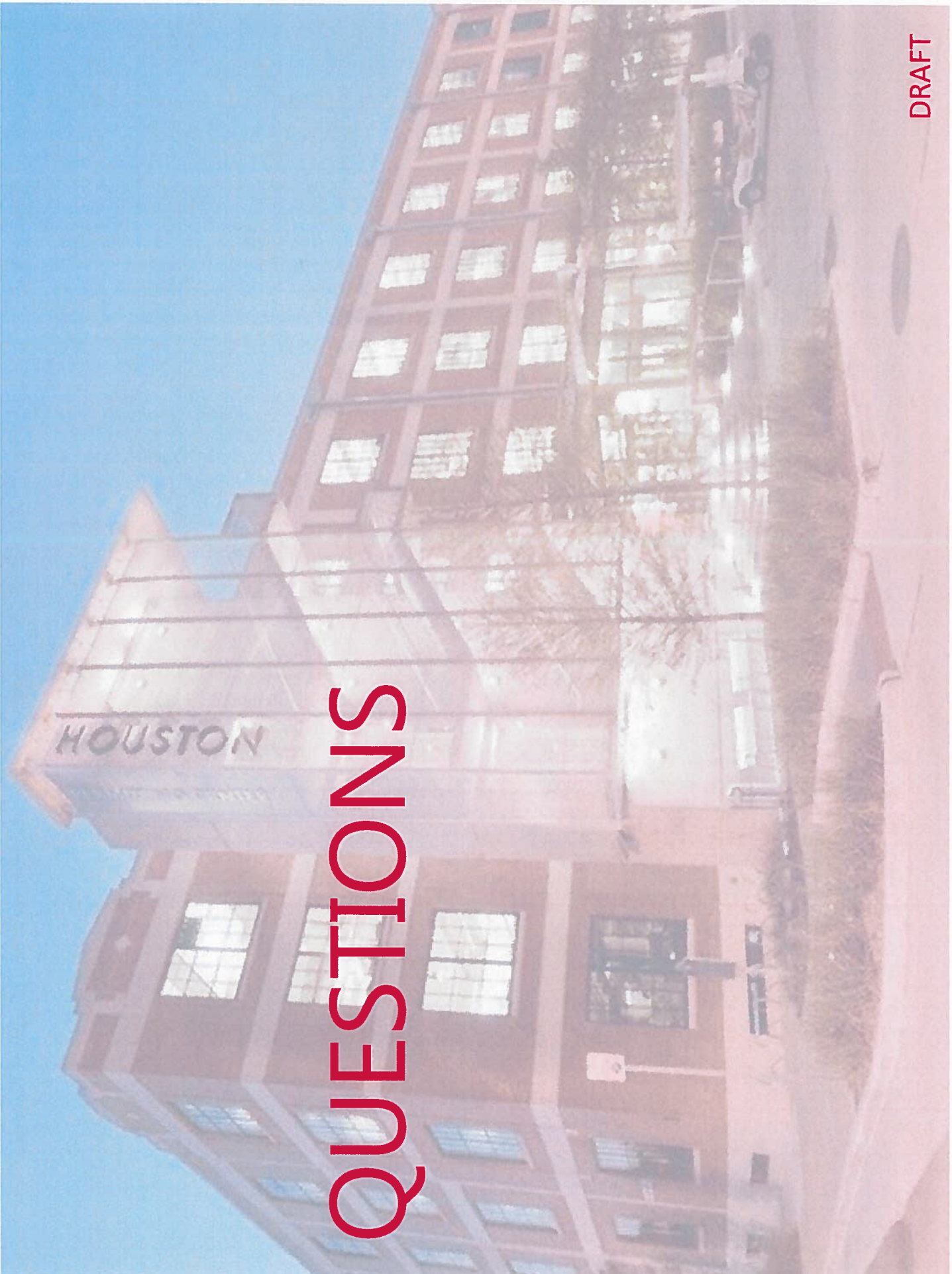
## DELIVERABLES AND TIMELINE



# 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 1<sup>st</sup> strategy
  - Consistent taxonomy, layout, branding
  - Improves customer experience
- Amount not to exceed \$4,119,258
- **Planned & Budgeted in FY17 (PWE Fund 2301)**



# QUESTIONS

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