

# House Bill 3315

Sponsored by Representative NGUYEN D

## SUMMARY

The following summary is not prepared by the sponsors of the measure and is not a part of the body thereof subject to consideration by the Legislative Assembly. It is an editor's brief statement of the essential features of the measure **as introduced**. The statement includes a measure digest written in compliance with applicable readability standards.

Digest: The Act would make the state business development department put up a new version of its website. (Flesch Readability Score: 60.1).

Requires the Oregon Business Development Department to update and redesign its public website.

Declares an emergency, effective on passage.

## A BILL FOR AN ACT

1  
2 Relating to the website of the Oregon Business Development Department; and declaring an emer-  
3 gency.

4 **Be It Enacted by the People of the State of Oregon:**

5 **SECTION 1. (1) The Legislative Assembly finds and declares that the Oregon Business**  
6 **Development Department's having an attractive and informative website will play a key role**  
7 **in attracting investment by:**

8 (a) **Showcasing the state's economic potential and business-friendly environment;**

9 (b) **Highlighting success stories, available incentives and the benefits of operating in the**  
10 **state;**

11 (c) **Fostering a positive perception among potential investors and encouraging them to**  
12 **explore opportunities to contribute to the local economy; and**

13 (d) **Positioning the state as a desirable destination for domestic and international inves-**  
14 **tors.**

15 (2) **The Oregon Business Development Department shall update and redesign its website**  
16 **in accordance with this section.**

17 (3) **The updated, redesigned website:**

18 (a) **Must be:**

19 (A) **Modern-looking;**

20 (B) **Visually engaging;**

21 (C) **Dynamic and interactive; and**

22 (D) **Easily accessible and navigable; and**

23 (b) **Must balance marketing this state as a compelling business location with providing**  
24 **ready access to program resources and data.**

25 (4) **The website project shall:**

26 (a) **Be conducted by a firm with expertise in guiding a public website project through a**  
27 **robust user experience analysis;**

28 (b) **Consider best practices by comparable agencies in other states;**

29 (c) **Address both the visual and operational weaknesses identified in analysis of the cur-**

**NOTE:** Matter in **boldfaced** type in an amended section is new; matter [*italic and bracketed*] is existing law to be omitted. New sections are in **boldfaced** type.

1 rent website;

2 (d) Keep the website on the Oregon.gov platform; and

3 (e) Pair external web improvements with specific web-based tools for community organ-  
4 izations, local governments and businesses, including, but not limited to:

5 (A) Interactive project and program maps;

6 (B) Dynamic data displays; and

7 (C) Integrated artificial intelligence help tools.

8 **SECTION 2.** There is allocated for the biennium beginning July 1, 2025, from the Admin-  
9 istrative Services Economic Development Fund, to the Oregon Business Development De-  
10 partment, the amount of \$275,000 for the purpose of carrying out the project to update and  
11 redesign the department's website set forth in section 1 of this 2025 Act.

12 **SECTION 3.** This 2025 Act being necessary for the immediate preservation of the public  
13 peace, health and safety, an emergency is declared to exist, and this 2025 Act takes effect  
14 on its passage.

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