

Portland.gov Content Model Overview

In the new Portland.gov content management platform, editors will not need to create their own menus to help direct people to the correct content. Instead, editors should focus on adding content to their groups using the correct content type, categories, and related content. The system will then build a menu for the content based on this information that shows a person visiting the site where they are at in relation to other content in which they may be interested.

Group types

Bureau/office

A bureau or office is a governmental organization created to run programs and services provided to the community led by an elected official. These organizations may wish to share news and events with the public sporadically but are mostly focused on highlighting their programs and services.

Program

A program is a long-term site for sharing guides, information, news, and/or events with the community. A program does not require direct interaction from the community. If your site is for a project has a set beginning and end date, consider using a project instead. A program may have one or more associated locations and services. All programs are run by one or more bureaus or offices and may be partially funded by public-private partnerships, other governmental organizations or federal and state grants.

Project

A project is for sharing information, news, and events with both the community and internal audiences. It allows you to group media, such as video, audio, and documents in a public archive. If your project is long term or permanent, consider using a program instead.

Elected official

An elected official is a mayor, commissioner, or city auditor elected according to the city charter. The mayor and commissioners form a city council that passes ordinances, code, and policies, and may amend the charter by vote. The auditor oversees the process of government and "audits" reports and complaints about the city governance. Officials want to communicate with the community through news and events and establish the structure of government through the creation and running of bureaus, programs, and special projects.

Content types that belong to groups

Service

The community must complete one or more steps with a city service usually ending in the action of filling out a form (online or in person), sending an email, calling a phone number, or visiting a location. A city service does not have news or events associated with it though it can belong to a program that does. We may add external services that the community might want to find on the city website in a future version.

Guide

Guides help people understand how to interact with a process or service. They should be used when the steps in a service are too complex to fit in a 7-step or less process. Guides can also be used to share more general content meant to educate or teach.

Information

Information is a basic page of content included in a bureau/office, elected official site, or program/project website. We show pages of information in a menu. Consider using a guide if the content is educational or meant to explain a process.

News

News is chronological content meant to inform the community about programs and communicate the priorities of the bureaus and elected officials.

Events

An event is held at a specific date and time—unless it is an all-day event. An event may optionally have a location and may need to convey information about how to engage in the event. Events help programs, officials, and bureaus to engage with the community.

Alert

Alerts help inform the community of important information that a bureau or office wants to highlight for a limited period of time.

Content types that are sitewide

Sitewide content types are limited by sitewide roles.

Service location

A location is a place where people interact with a city service. This place can be found on a map and needs directions to make it easy for the community to visit the location. Locations that are not open to the public do not need to be published on the public site. A location can be referenced to a service, bureau/office, elected official, program, event, or public hearing.

Building

A building is the physical address and get directions link added to a service location. More than one service location can be housed within a building.

Traffic advisory

Traffic advisories have a date, time, location information and expected resolution information to aid in publishing timely alerts to the public.

Emergency alert

Emergency alerts help inform the community in the event of an emergency, such as inclement weather or water boil notices, and should appear prominently in a banner across the top of all sites until such time as the alerts are unpublished via manual or scheduled interaction. A community member may dismiss an alert.

Media types

Document

We currently have far too many documents on our website. These PDFs, Excel, Word, and PowerPoint documents are frequently inaccessible and out of date. The document media type will belong to a group and there will be tools to help identify out of date documents that can be archived and removed from the website to improve search optimization.

Image

Images uploaded to the platform will be automatically resized to web appropriate dimensions. Alternative text that describes the image will be required to help meet accessibility guidelines.

Video

YouTube and Vimeo can be embedded into many other content types. Additionally, video will have instructions to help editors make their videos more accessible by providing closed captioning and transcripts.

Audio (TBD)

We know we need audio on the site, but the player we provide needs to be accessible and scalable. Additionally, we will have the ability to upload a text transcript that displays below the audio player—giving users the option to quickly read the content and increasing accessibility.

Tableau (chart)

Growing use of Tableau charts and interactive data means we need an easy way for editors to embed these tools. However, Tableau can be inaccessible and should be previewed on mobile devices to ensure that we are not missing the ability to communicate with over 50% of our visitors.

Map

Embeddable maps that contain GIS information can be an informative way to present information. Maps will need to be an integration with our ArcGIS platform and teams.

Taxonomies (categories)

Audience

An audience is a community-facing self-description of someone visiting the site. How would you refer to yourself as a visitor to the site?

- Business
- Resident
- Visiting Portland
- Working in Portland

When we get closer to having an intranet for employees, we will add employees and retirees as an audience.

Action

Community actions describe the way in which a person would typically interact with the services provided by the city.

- File a claim
- Get a permit or license
- Pay online
- Report a problem

Topics

Topics are the words that the community might use to describe areas that the city provides services. Topics should be more intuitive than bureau names, though they may directly represent a bureau in some cases.

- Access and ADA accommodations
- Biking and walking
- Community education and outreach
- Construction and development
- City projects
- Environment
- Fire and rescue
- Garbage, recycling, and composting
- Housing
- Parks, recreation, and trees
- Policy and safety
- Public records
- Sidewalks and parking
- Transportation and roads
- Water, stormwater, and sewer

Future group and content types

There are a range of content types that we may add to the platform to help better organize our site.

- City charter
- City code
- City policy
- Ordinance
- Public hearing
- Public notice
- Advisory committee
- Advisory member

- Webforms

The decision about whether to create a new content type needs to be based on whether the content has unique fields or search needs.

Additionally, some content types could be modified to have additional functionality—such as registration for some event types.