

UPDATE #5

12-09-2015

Contact:

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ORGANIZATIONAL CHANGES + NEW DEPARTMENT NAMES

Designed to best position the City to tackle the complex opportunities and issues facing the community – housing, homelessness, economic development, and community engagement – the City Manager instituted a number departmental division moves with community interface in mind. The changes, effective October 20, 2015, align services by functions and goals, creating better synergy in program efforts and cross departmental collaboration. Citywide, the changes are:

- Creation of two new departments:
 - Planning & Economic Development Department consisting of Planning, Building, Engineering Services, and Economic Development under the interim direction of David Guhin. *(Formerly Community Development)*
 - Housing & Community Services department consisting of Housing Trust, Housing Choice Voucher Program (Section 8), Neighborhood Revitalization Program, Code Enforcement, and homeless services. Dave Gouin will serve as the department's director. *(Formerly Economic Development, Housing and Parking)*
 - The Finance department will assume management of the Parking Division and any residual Redevelopment Agency functions.
 - The Community Engagement Director, recently appointed Jaime Peñaherrera, will manage the Santa Rosa Violence Prevention Partnership.
 - Transportation and Public Works director Jason Nutt will assume project management responsibilities for the Courthouse Square and SMART integration projects.
 - And the revised organizational chart clarifies the functions of the Deputy City Manager (Chief Operating Officer) and the Assistant City Manager (Planning and Special Projects).
- Note that regardless of which department specific divisions or function areas reside, City Manager McGlynn's expectation remains the seamless, uniloed service to the public. These are functional shuffles that are positive reflections of the City moving to a more modern structure and responding to the needs of our community.

INCREASED ACCESS TO STAFF

- To address a desire for earlier access to the front counter, an additional hour was added in the morning using existing staff resources. This expansion of public counter hours for items eligible for over-the-counter review has shown positive results in reducing our customer wait times. We will continue to monitor the impact to our customers, compared with our baseline data, and are reaching out to customers (residential, commercial and developers) through the below mentioned survey (<https://www.surveymonkey.com/r/pedservices>) to understand where additional hours of operation will have the largest and most beneficial impact.

Additionally the public phone hours have been extended and adapted to coincide with the new counter schedule, with improved access to staff through enhancements to the phone tree.

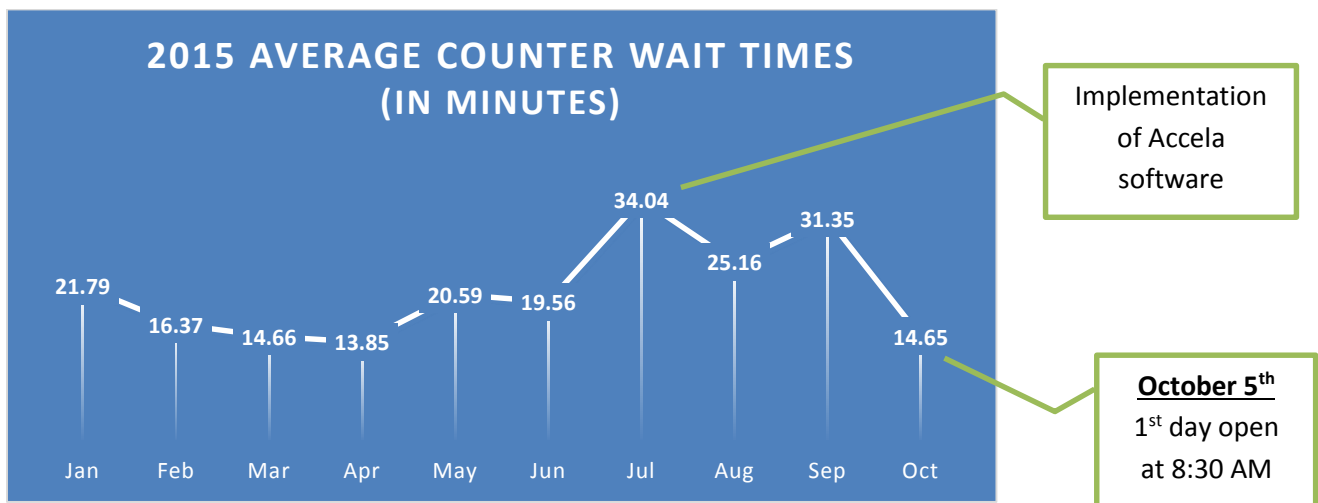
Counter hours:

8:30 to 2:30 Monday through Thursday only (open during lunch)

New applications are processed until 2:00 p.m

Closed on Fridays.

This chart shows the analysis of immediate impact to our customers by adding one morning hour of front counter service using existing resources:



- Pre-application meetings have been more consistently promoted and met with enthusiasm from the development community. These pre-application meetings include all division areas that touch the permitting process – representatives include a staff member from Planning, Building, Engineering Development Services, Fire, Water, and Economic Development.

The pre-application flier, attached, summarizes the benefits of the meeting, and outlines the minimum materials applicants must submit when scheduling a meeting.

Pre-Application Request Contacts and Meeting Schedule

Bill Rose – *Senior Planner* – wrose@srcity.org

Clare Hartman – *Deputy Director, Planning* – chartman@srcity.org

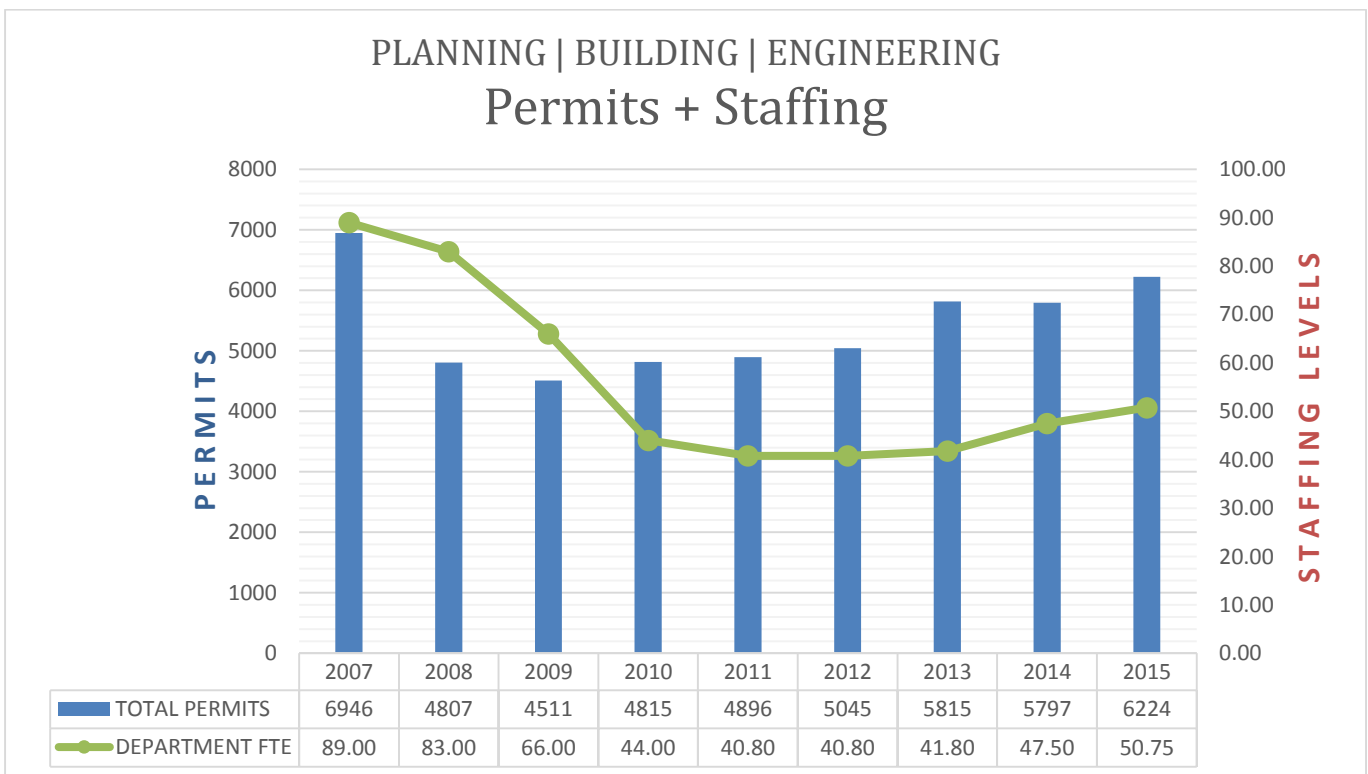
Tuesdays between 10 am-12 noon

DEVELOPMENT IN THE SPOTLIGHT + PLAN REVIEW PRIORITIES

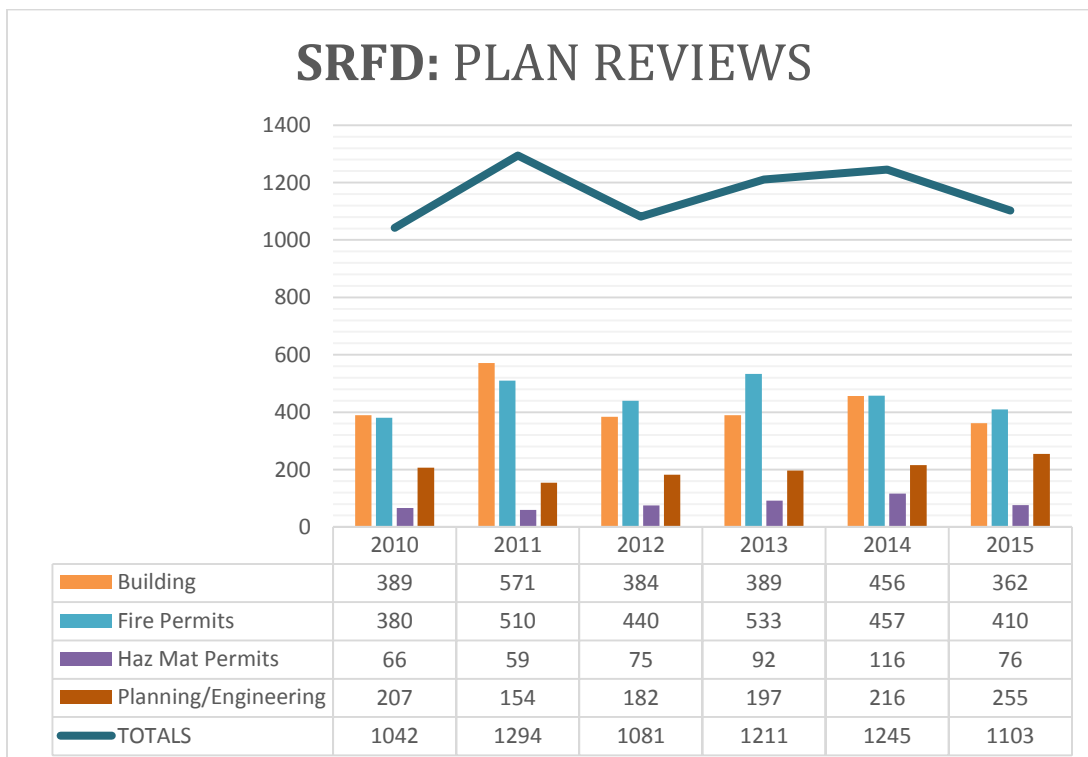
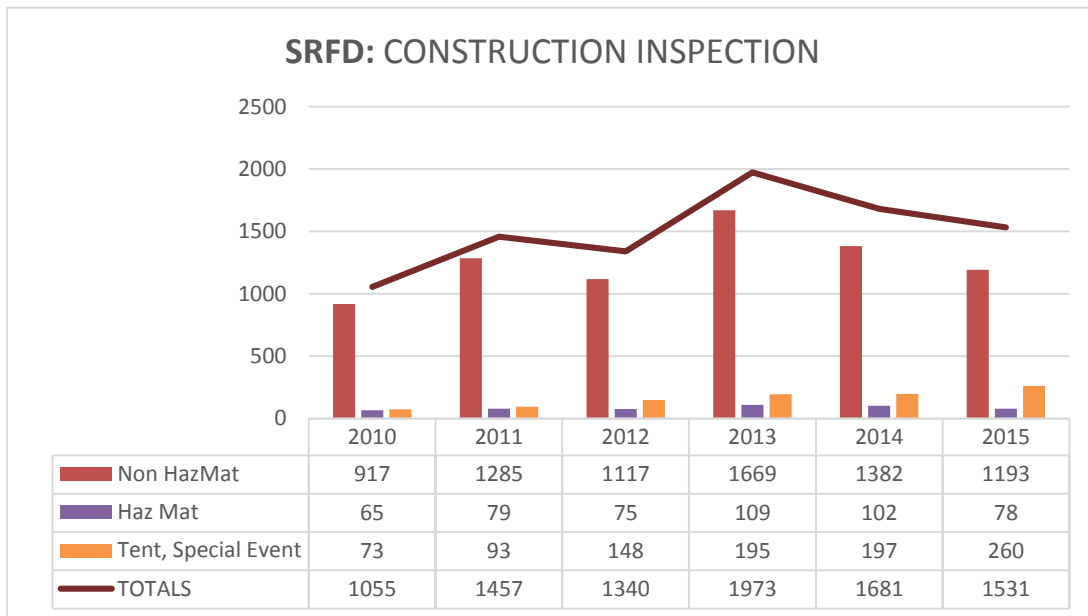
- A Development in the Spotlight report has been created to provide the public with a snapshot of what’s happening in current development as seen through entitlements, engineering, and building. In essence it is a top tier list of projects that will have the most immediate impact to the community. This list will be updated monthly. *A sample Development in the Spotlight report is attached.*
- Management staff in Planning, Building, and Engineering have implemented a weekly meeting for plan review priority setting. Priorities for plan review teams will be jointly confirmed each week by management staff on Mondays, and sent out to affected staff by Tuesday morning. Projects are given a 1-3 priority representing the order in which the item should be targeted for completion. Priority 1 implies that Engineering and/or Planning staff will prioritize this item and work jointly and diligently towards its completion and committed hearing date. Priority 2 represents the next prioritized project in the queue - to be addressed once Priority 1 has been completed, and so on.

APPLICATIONS BY THE NUMBERS

- The following chart has been prepared in an effort toward transparency regarding trends in permit activity and staffing levels in support of process improvements. Permits and staffing numbers include the Planning, Building and Engineering Divisions.
- **Note:**
 - The 2015 permit numbers are projections based on the first six month figures.
 - The Planning and Economic Development Department is in the process of recruiting and hiring staff to fill currently vacant positions. The department will be making additional staff authorization requests to City Council during the mid-year and annual budget processes.



- Also relevant to the permitting process is Santa Rosa Fire. The following charts show the five-year breakdowns related to plan reviews and inspections conducted within the Fire Prevention Division. Staffing-wise, this division consists of 1 Fire Plan Checker, 3 Fire Inspectors (one just hired in October 2015), 2 Assistant Fire Marshals, and 1 Division Chief Fire Marshal. This current staffing level is slightly different from the 2010 model of 3 Fire Inspectors, 2 Senior Fire Inspectors, and 1 Deputy Chief Fire Marshal.
- **Note:**
 - The 2015 permit numbers are actual from January 1 to December 1, 2015, with the December numbers projected based on the first eleven month figures.



PLANNING AND ECONOMIC DEVELOPMENT SERVICE COUNTER SURVEY

- As noted above, the Planning and Economic Development Department over-the-counter review is now accessible starting at 8:30 am. This effort has provided some immediate relief to customers through reduced wait time averages. This positive first step was implemented based on existing informal customer feedback and using existing staff resources.

To better understand our community's broader service counter access needs, and so that we may begin strategically planning according to those needs, the Planning and Economic Development Department is asking for your input by way of this survey: <https://www.surveymonkey.com/r/pedservices>.

In order to get the most inclusive feedback possible, please share this link widely. The survey is open to anyone does business with the department, whether personal or business, local or not local.

**Planning and Economic Development Department
SERVICE COUNTER SURVEY**

<https://www.surveymonkey.com/r/pedservices>