CITY OF SAN BRUNO COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT WHITE PAPER

Special City Council Meeting
April 29, 2021

Craig Whittom, *Consultant*

Municipal Resource Group, LLC

CONTEXT / PURPOSE OF TONIGHT'S MEETING

- City Manager context for report
- MRG present recommendations to enhance the Community and Economic Development Department

CONSULTANT / APPROACH

- Consultant experience (analyst, manager and director of community development / redevelopment groups)

- Provide pragmatic recommendations

- Employee perspective critical

MOST IMPORTANT DEPARTMENT NEEDS

- Enhanced customer-serving website information

- Tools on website with which to do business and make staff work more efficient

- Creation of clear documentation of permit processes

CULTURE / STAFFING - GENERAL

- Realistic work program / priority list

- Communication with department employees

- Work environment (salary/benefits and work life balance) where talent stays with organization

- Management Analyst

- Economic Development Manager

CULTURE / STAFFING – DIVISIONS

- Chief Building Official – consider RFP for contracted position

- Supervising Building Inspector

- Senior Planner (Long Range)

- Clerical support

CUSTOMER SERVICE

- Annual Customer Satisfaction Survey / Open House
- Website enhancements / tools
  - Permit checklists / flow charts
  - Fee information
  - On-line access to schedule inspection appointments / building permit status

PERMIT PROCESSES - GENERAL

- Consider modification to conditional use permit requirement for a broader range of home renovation projects

PERMIT PROCESSES - DIVISIONS

- Staff flexibility in establishing customer counter hours

- Plan check consistency and accountability

- Conditions of approval in digital format

- Commission/Committee meeting frequency

- Consider moving Bicycle and Pedestrian Advisory Committee (BPAC) staffing to Public Works

TECHNOLOGY - GENERAL

- Website content and functionality

- Coordination of technology fee budgeting

- Hardware and hot spot access in the field

TECHNOLOGY - DIVISIONS

- E-TrakIt full capabilities / Central Square to allow for internal tracking and staff accountability regarding project delivery
- Digitizing plans

QUESTIONS?