

Local Business Action Team

Licensing Workgroup Recommendations

Common Council-City Clerk's Office

A. Resource Review and Revision.

1. Lexically score all license and permit application forms, informational sheets and pamphlets, as well as attendant documents and webpages; and revise, as necessary, to appropriate reading levels.
2. Review and, as necessary, redesign and standardize all license and permit application forms and attendant documents to increase the comprehensibility of information to reduce errors, omissions and delays in the application and approval process.
3. Integrate the licensing application process into the LMS known as Accela which will streamline information gathering, reduce clerical errors, facilitate collaboration between departments, and increase staff efficiency.
4. Continue to reduce the need for applicants to participate in-person in the application and approval process by exploring opportunities to increase or implement online and, in particular, mobile-friendly alternatives to include real-time, applicant-specific feedback.
5. Increase opportunities for applicants to receive in-person feedback by increasing points of contact to include exploring Live Chat functionality, expanding or establishing alternative office hours, as well as establishing satellite or co-locations.
6. Explore opportunities to repurpose customer intake areas to provide access to self-service technology and online and onsite resources to reduce and make more efficient applicant wait times, reduce overall staff/applicant interaction time, and increase applicant satisfaction.

B. Education, Training and Outreach.

1. Create and make publicly available a series of short tutorial videos, informational pamphlets or other publicly-accessible resource materials to educate applicants on key tasks, requirements, concepts and procedures in the license application and approval processes.
2. Regularly hold and increase participation in business community workshops to provide training and information related to licensing requirements and approval processes and recent or pending changes thereto.
3. Schedule quarterly training events with individual license holders and groups relating to operation requirements, and review whether to require mandatory attendance as a condition of license renewal in certain circumstances.
4. Create and regularly distribute to subscriber groups using social media or other electronic means information on educational topics relating to licensing and other related topics of interest.

C. Regulatory Review and Revision.

- 1.** Review all licenses and permits to identify opportunities for consolidation and standardization, or elimination, if warranted based on a change in circumstances for which the license or permit was originally established, the low number of current license or permit holders, and the low frequency of adverse committee actions, department objections or neighborhood complaints.
- 2.** Establish interdepartmental workgroups to review individual license and permit application and approval processes to identify opportunities to eliminate, standardize or streamline steps and requirements to reduce errors, processing time, and costs for both the applicant and the organization.
- 3.** Review in conjunction with department stakeholders the definitions in Licensing, Building Code, and Zoning Code chapters for consistency and opportunities for consolidation and standardization.