



Local Business Action Team

Status Report

General Improvements



Completed

- ✓ A1: Single online survey tool (pg. 10)
 - ✓ A2: Revise zoning code (pg. 10)
 - ✓ A3: Revise fingerprinting requirements (pg. 11)
 - ✓ A4: Eliminate photography license (pg. 12)
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In Progress

+ A5: Revise bonding & insurance requirements (pg. 12)

Status: Under Review (City Attorney's Office)

Next Step: Memo to Common Council

+ A6: Establish a customer assistance team (pg. 12)

Status: Recruiting Business & Development Coordinator

Next Step: Assemble team

Board of Zoning Appeals



Completed

- ✓ B1: Limited-use "check box" for special use requests (pg. 14)



Incomplete

- Reduce special use renewal workload (pg. 14)

Status: Options have yet to be explored

Next Step: Develop a plan for moving forward

Neighborhood Services



Completed (pg. 15)

- ✓ Develop a single-inspection occupancy approval process
 - ✓ Provide customers the ability to submit plans online & check permits online
 - ✓ Online application for certificates of occupancy
 - ✓ Implement a common public database for all development activity
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In Progress

- + Enhance communication and cooperation with the Development Center (pg. 15)

Status: Changes to Development Center administration

Next Step: Improvements to Land Management System

- + Streamline review & approval of “simple” DPW permits (pg. 17)

Status: Some permits routed only to involved parties

Next Step: Identify appropriate permits

Incomplete

- Review storm water management plans at the Development Center (pg. 16)

Status: Options explored; No advantages found

Next Step: None anticipated

- Review building/site plans without physically routing to DPW (pg. 18)

Status: Electronic review attempted; Full-size paper more efficient

Next Step: None anticipated

Health Department



Completed (pg. 18)

- ✓ Full-time staff at the Development Center
 - ✓ "Project navigators" for certain businesses at the Development Center
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City Clerk's Office



Completed

- ✓ Conditional building permits (prior to license approval) (pg. 19)
-

In Progress

+ Full-time licensing staff at the Development Center (pg. 19)

Status: Currently “on call”

Next Step: Explore technological alternatives

City Development



Completed

- ✓ Develop "Business Navigator" (pg. 20)
 - ✓ Streamline sale of City-owned commercial properties (non-RFP) (pg. 20)
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In Progress

+ Landscape pattern book as alternative to BOZA landscaping approval (pg. 21)

Status: Pattern book concept complete

Next Step: Fall 2017 contract with a landscape architect to complete the project

Resource Review/Revision



In Progress (pg. 22)

- + Lexically score license applications.
- + Review, redesign and/or standardize license forms

Status: Application redesign in progress

Next Step: Complete rollout by September 2018

- + Reduce the need for in-person license processes

Status: StartSmart launched & expanded

Next Step: Work with ITMD to develop new LMS

In Progress (pg. 23)

- + Increased "points of contact" for greater customer service

Status: Mobile license kit implemented

Next Step: Expand digital outreach efforts

- + Repurposing customer intake areas

Status: Capital request submitted; grant funding secured

Next Step: Move forward with re-design

Incomplete

- Integrate license application process into the LMS system (pg. 22)

Status: ITMD still working on DNS implementation

Next Step: Work with ITMD

Education & Outreach



Completed

- ✓ Create tutorial videos, pamphlets, etc. (pg. 23)
 - ✓ Increase participation in business-community workshops (pg. 24)
 - ✓ Quarterly/mandatory training events (pg. 24)
 - ✓ Subscribed/social media information releases (pg. 24)
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Regulatory Review



Completed

- ✓ Consolidate & standardize license types (pg. 25)
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In Progress (pg. 25)

- + Interdepartmental workgroups

 - Status:* Monthly CCCC/Health meetings

 - Next Step:* Ad hoc workgroups, as needed

- + Consolidate & standardize code provisions

 - Status:* Weekly process improvement workgroup

 - Next Step:* Continue to identify changes

State Regulation



Completed

- ✓ Develop alternatives to 2015 Wisconsin Senate Bill 81 (pg. 26)