



**City Clerk's Office
Local Business Action Team
(LBAT)
Recommendations**

April 24, 2015

Guiding Principle

The worst part of the license and permit application process is coming to City Hall. Therefore, to the extent that our process compels you to come to City Hall, we have failed.

Categories

Administration

Legislation

Technology

Administration

Anecdote – A Hard Lesson About Translation

Lexically Calibrate All Forms

Simplify Wording

Streamline Information

Consolidate Forms

Administration (cont.)

The Challenge of Translation – Am. Comm. Survey (2009-2013)

Language other than English: 106,171 or 19.3% of City population

74,280 or 13.5% of City population speaks Spanish

Of this category 36,226 or 6.6% of population speak English less than very well

Administration (cont.)

Review Definitions With Other Stakeholders

Building Code, Licensing, Permitting

Try to have One Definition and a Glossary

Administration (cont.)

Active Participation in the Community

Time in Libraries

Working With Community Organizations

E-Newsletter For Quarterly Updates (e-notify)

Licensed Premises Training Program

Legislative Changes

Evaluate and Eliminate Low Volume Licenses

Create Umbrella Licenses

Technology – Statistical Anecdote

According to the LIRA the License Division, in 2014, spent 4,439 hours and 33 minutes meeting in-person with customers last year.

These were spread over 14,631 contacts

Technology

Integration with the Acella Product – End of LIRA

Account Portal

Instructional Videos

Technology (Cont.)

Live Chat

Mobile Application