Local Business Action Team Status Report

General Improvements



✓ A1: Single online survey tool (pg. 10)

✓ A2: Revise zoning code (pg. 10)

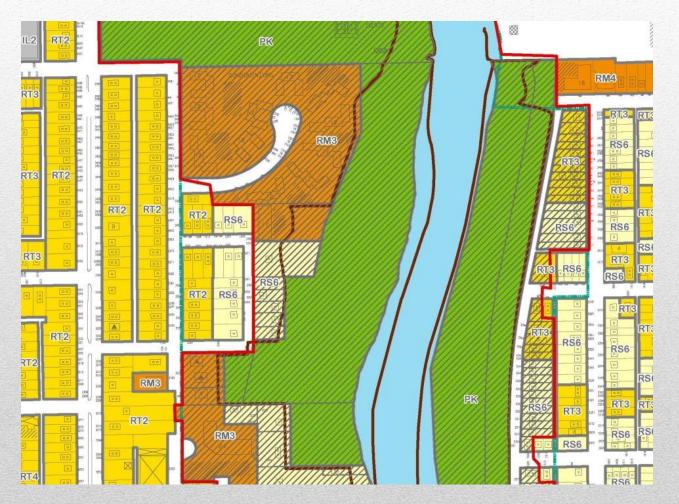
✓ A3: Revise fingerprinting requirements (pg. 11)

✓ A4: Eliminate photography license (pg. 12)

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

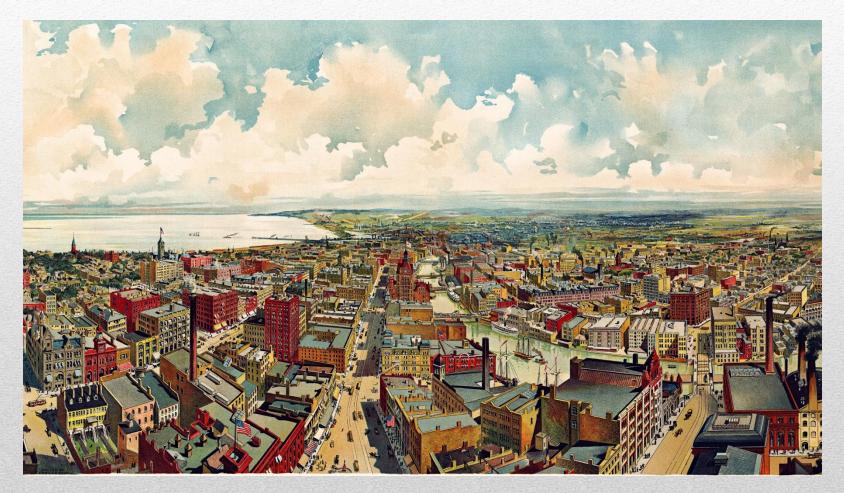


✓ B1: Limited-use "check box" for special use requests (pg. 14)

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

Public Works



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

City Clerk's Office

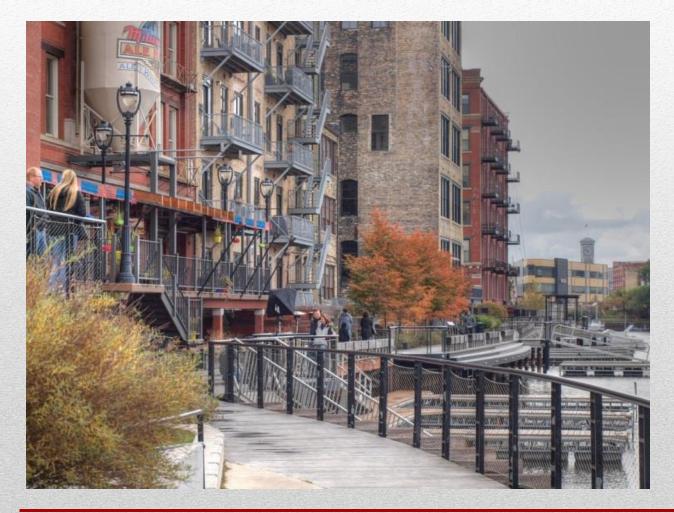


✓ Conditional building permits (prior to license approval) (pg. 19)

In Progress

+ Full-time licensing staff at the Development Center (pg. 19)
Status: Currently "on call"
Next Step: Explore technological alternatives

City Development

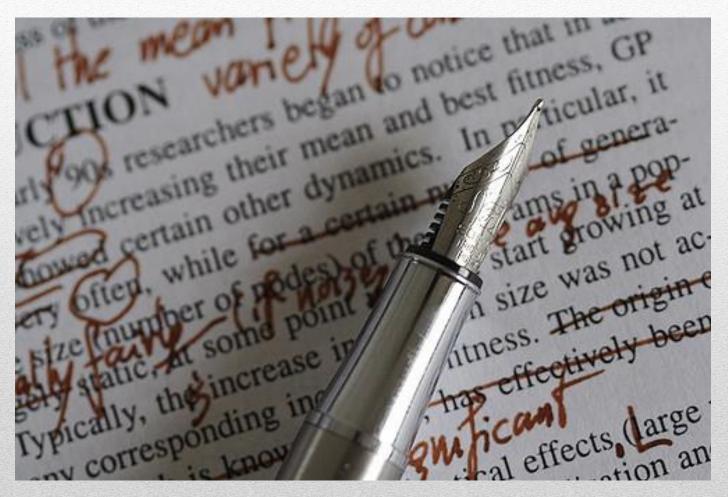


- ✓ Develop "Business Navigator" (pg. 20)
- ✓ Streamline sale of City-owned commercial properties (non-RFP) (pg. 20)

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



✓ 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)

Regulatory Review



✓ Consolidate & standardize license types (pg. 25)

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



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