



Development Services Department

MATRIX
A Better Model for Development Review

January 25, 2007



“Getting our Customers to Success”

- Sponsored by the City of Sacramento, Development Services Department
- **Purpose** ~ To continuously provide our customers with the tools to get them to success!
- **When** ~ The last Thursday of every month from 12:00 – 1:30 p.m.
- **Where** ~ North Permit Center
2101 Arena Blvd. Ste 200
(Training Conference Room)



Lunch and Learn: How it works

- You bring your brown bag lunch
- We provide the topic, refreshments, and cookies
- Please DO ask questions as they arise (Allow facilitator to bring microphone to you).
- Interaction is important so please DO NOT feel like you are interrupting
- General questions are strongly encouraged. However, if you have specific project questions please hold them for after the meeting!
- Please turn off cell phone or put on silent
- If you need to go to the restroom, please step out quietly as this session is being recorded

■ Introduction

- ✓ What MATRIX is and how it works
- ✓ How customers can work most effectively with the MATRIX process

■ Topics

- ✓ History and Evolution of MATRIX
- ✓ MATRIX By-Right/Construction
- ✓ MATRIX Planning
- ✓ MATRIX Summary



History and Evolution of MATRIX

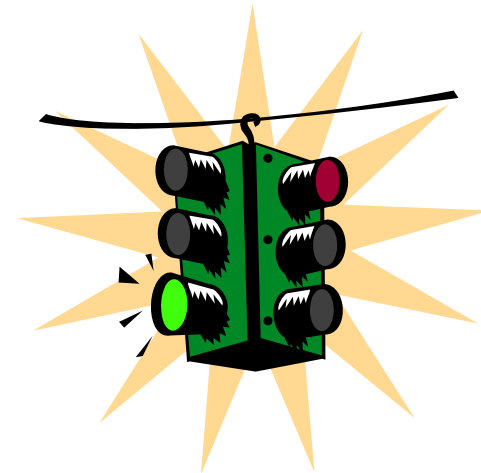
- 2003: New Development Oversight Commission;
new Development Services Department
- 2005: Re-engineer project review process
- Eliminate traditional “silos”, e.g., Building, Planning,
Engineering
- Cultural shift:
 - work as a team from concept to completion
 - employee empowerment
 - “what’s right with the project”
- Developed Operating Principles
- Measures of Success



- **M**ulti-Disciplinary
- **A**ction
- **T**eam for
- **R**esponsive and
- **I**nnovative
- **E**xecution of the Development Review Process

Implementation of MATRIX Program

- ❑ Pilot program began August 2005
- ❑ Central City/Midtown/East Sacramento
- ❑ Why Central Area?



What is MATRIX? (“Get the Customer to Success”)

- Timely, seamless, and predictable development review process
- Specialized City team
(e.g., Development Services, Transportation, Utilities, Inspections, Fire, Parks)
partners with the customer from concept to project completion
- Teams are organized around ten development types





MATRIX Development Types

- Minor Permits
- Residential 1 and 2
- Tenant Improvements
- Small Commercial
- Commercial
- Institutional
- Government
- High Rise
- Major Projects
- Subdivisions



Core Concepts of MATRIX

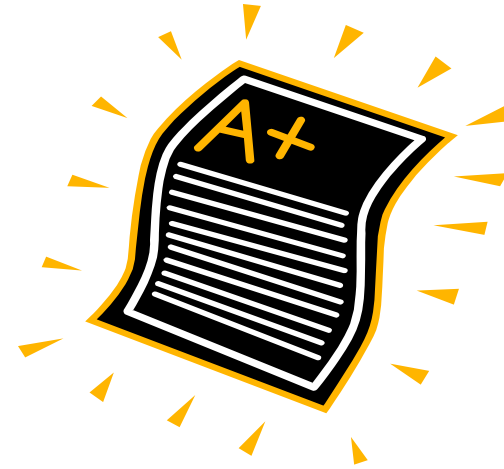
- Re-align development review process
- Process fits the project
- Role of facilitator rather than enforcer
- Team lead serves as single point of contact
- Employee empowered to make decisions

How Does MATRIX Work for the Customer?

- Partnership with customer
 - Pre-application meeting
 - Team lead streamlines communication as single point of contact through entire process, resolves issues
- Potential cost reduction
- Customer Service Warranty, Common Sense Policy



Pilot Program Results



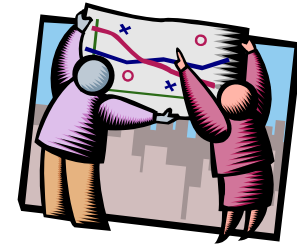
- Success!
 - Development process more efficient
 - Enthusiastic support from customers and industry partners
 - A model for other cities
 - Internal partnership with all City departments



Benefits for the Customer

- Improved levels of code compliance
- Single point of contact
- Process fits the project
- Tools of transparency
- Trained staff with broad base of knowledge
- Provides consistency
- Improved quality and efficiency
- Increased partnership with applicant

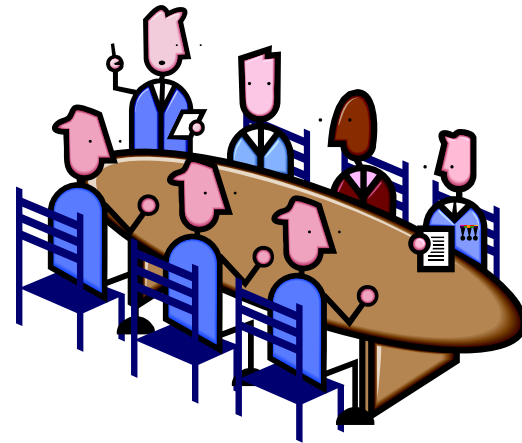
Next Steps



- Program expanded citywide in January 2007
- All projects will go through MATRIX process
- City Council approved additional staff to make it successful
- Customer focus groups initiated
- Technology and tools of transparency
- Regulator → Facilitator → Partner

MATRIX Support

- MATRIX Team Leads
- Support & Training Committee
- Policy/Technical Committee
- Executive Committee





MATRIX By-Right Projects

- What is a 'By-Right' project?
- How do I obtain a Building Permit for my By-Right project?
- What happens to my By-Right project under construction?
- MATRIX Benefits



MATRIX Planning

- Plan Review
- Team Leader
- MATRIX pilot program
- How to use the MATRIX: Projects with Entitlements



What is an entitlement?

- An entitled project is one that requires discretionary review and approval by current planning
- Current Planning Consists of:
 - -Geographic Planning Team
 - -Historic Preservation
 - -Design Review
 - -Zoning Administrator
 - -Environmental Planning Services
- Examples of entitlements include: Rezones, Variances, Lot Splits, Design Review.



How do I know what entitlements my project may need?

- Please stop by the DSD public counter at either of our two locations:
 - New City Hall, 915 I St, 3rd Floor
 - North Natomas Permit Center, 2101 Arena Blvd, Ste 200
- Or Call the DSD help line: 808-5656
- Set up a pre-application meeting if appropriate.
- Team leader assigned.



What can I expect from my team leader?

- Global Perspective
- Continuity
- Internal, single point of contact
- Coordination
- Facilitation



MATRIX Summary

- **MATRIX System**
- **A Better Model for Development Review**
- **Proven Successful**
- **Model for other Cities**

Contacts

- **Job-Site Hotline** 916-808-6600
- **Development Services Helpline**
916-808-5656
Or
ezpermit@cityofsacramento.org
- **City Operator** 916-264-5011
- **Development Services website:**
<http://www.cityofsacramento.org/dsd>



Questions & Answers

Please
Complete
the
Evaluation
Form

