

**CITY OF SACRAMENTO
DEVELOPMENT OVERSIGHT COMMISSION
SYNOPSIS**

Monday, October 3, 2005

Commissioners Present:	Kristina McBurney, James Gately, Bruce Starkweather, Michael Malinowski, Mark Abrahams, Holger Fuerst, Brian Holloway
Commissioners Absent:	John Nunan

AGENDA ITEM	DISCUSSION	ACTION
1. Call to Order	Chairman Starkweather called the meeting to order at 5:35 PM.	Information Only
2. Approval of 08/22/05 Synopsis	Synopsis approved as submitted	Information Only
3.. Recognition	Continued to next meeting.	Information Only
4. Communications a. Comments from the Audience b. Written comments received	a. No comments from the Audience were noted. b. No written comments were received.	Information Only
5. Report from ACM/Director	Ray Kerridge distributed an organizational chart depicting two Divisions within Development Services, the Administration Division and the Customer Service Division. Art Gee updated the Commission regarding the Customer Service Division, describing the evolution of the Department including the refocus of the Process Management Division into more of a Customer Service focus. Three main areas of focus will result, including the Counter Services Group, consolidating the Downtown Counter, the North Permit Counter and the Ombudsman functions; the Communications Group; and the Quality Assurance Group, including Process Assessment, Training Coordination, Process Management and Service Improvement. Amy Williams elaborated on the Communications Group, including future plans to expand the role of this group to include more advertising and marketing outreach. She also highlighted plans to add enhanced Employee Relations, Customer Relations and Website functions. This would include an on-line message board for the community, a quarterly customer newsletter, informational kiosks throughout the City, a bi-weekly employee newsletter (currently monthly), enhanced internet and intranet websites, ongoing employee surveys, and a new orientation packet for employees. Greg Schulte described the changes in the Administration Division, including the addition of the Administration Support Group that would operate all logistical support for the Department, and support Boards and Commissions. Commissioner McBurney asked about the Ombudsman/Help Line functions. Art Gee answered that the Counter Managers would handle the Ombudsman services, and that the Counter Services Program Manager would manage the Help Line functions. He added that there are plans to add a Planning Counter Services Manager as a counterpart to the Permit Services Manager. Bill Thomas added that there are additional positions necessary for the future as part of the reorganization, but details regarding those positions would probably come at mid year. Ray Kerridge stated that the goal for the	Information Only

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	<p>Department reorganization was one year, and this phase of the reorganization would achieve that goal. Chairman Starkweather commented that this phase was a good move to continue the cultural change of the Department. Ray Kerridge introduced Lucinda Willcox, who updated the Commission regarding the pre-approved house plans. She outlined the outreach efforts, including the Disability Advisory Commission, and with some revisions to the plans, would visit the DRPB the CPC and the City Council. She also explained, that based on input from outreach, changes to the garage placement and driveway composition have been made. Commissioner Malinowski commented that the savings on materials of the driveway would not be offset by the need for two different subcontractors that would be necessary. He added the need for monitoring the use of the plans, including customer preference. Lucinda also discussed Strategic Ready Investment (“shovel ready” concept) including a pilot utilizing pre-entitled lots. Council approved the initial concept, and on October 18 detailed pilot criteria will be presented to Council, including infrastructure needs. Ray Kerridge described the plan as the first example of MATRIX II. Ray Kerridge introduced Ron Beehler who presented a handout with statistics regarding permit cycle times, and projects past target dates. He stated that the statistics are now the best they have been within the past year. He added that 78% of the permits are now issued over the counter. Commissioner Holloway and Commissioner McBurney commented on the good work. Commissioner Malinowski asked how the fire statistics were so successfully improved. Ron answered that there was an increased focus in that area, and a manager, Jim Tedford had been assigned to that area. Commissioner McBurney commented on the measurable nature of this report. Chairman Starkweather added that the recent meeting of the Customer Focus Group resulted in compliments for the leadership and work of Ron Beehler, Willie Harris and Bridgette Williams. Ray Kerridge introduced Bill Thomas who updated the Commission on MATRIX. Bill reviewed the outreach efforts of the past month, and the work of the pilot group. He stated that some minor logistical areas were still under development, but that there were initial success stories. Overall, he stated, the concepts are solid. He added that there may be a need for sub-captains or a method to monitor the projects at the very early stages (site or entitlements). He stated that he would report back on additional changes next month. Commissioner Holloway discussed a recent SACOG meeting, where Bill Thomas presented the MATRIX program, and stated that more attention was coming to the program regionally. Ray Kerridge added that a group from Santa Barbara visited to observe MATRIX. Amy Williams updated the DOC on the proposed changes to the Department website, including proposed content, organization (Residential, commercial, development process, codes/ordinances/regulations/guidelines, plans and programs, maps, GIS and current projects, e-business center and the MATRIX) and working with a consultant on the look of the site. Chairman Starkweather asked about beta testing with customers.</p>	
6. Planning Issues Report	Desmond Parrington presented the Planning Issues Report	Review and

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and Vision Statement & Guiding Principles for General Plan Update	<p>and Vision Statement and Guiding Principles for the General Plan update. He stated that the planning issues report does not speak to specific issues, but rather big picture issues such as smart growth and affordable housing. The second part of his report includes vision and guiding principles, painting the picture of where the City of Sacramento will be in the next 25 years. Several workshops of the General Plan Advisory Committee gave input on the Vision Statement and Guiding Principles, resulting in revisions and enhancements to the documents. He stated that City Council would be asked, on November 8, to adopt the Vision Statement and Guiding Principles. Desmond requested comments from DOC members regarding the documents, including potential conflicts with DOC goals. Next steps would assist with land use alternatives, community outreach and education. Commissioner Holloway pointed out a potential issue with the funding of regional infrastructure relative to drainage. Desmond Parrington answered that the appendices to the document involve background information, rather than policy recommendations. He added that pages 15-19 were the focus of the report, outlining key issues. Commissioner McBurney commented on the use of cross-functional teams. Maria Solis from Utilities commented regarding the issue of drainage infrastructure and stressed the importance of this issue. She added that there is a financing element to the General Plan that would be reviewed to assist regarding this and other infrastructure issues. Commissioner McBurney added that she would like to see a reward system for more livable and sustainable projects (e.g green buildings). Chairman Starkweather pointed out the Phyllis Newton from AIA was in the audience representing GPAC. He also added to the explanation of the emphasis and process surrounding the report and project Commissioner Holloway moved to support the report, Commissioner Fuerst seconded the motion. The vote was unanimous (6-0) to support.</p>	Comment
7. SWAT II-Streamlining Process for Staff Level Planning Approvals	<p>Art Gee briefly revisited the SWAT concept, including the initial project that addressed the e-permit process, and introduced the SWAT II project, which addresses streamlining the process for staff level planning approvals. He added that the team would present 6 major areas of reorganization, and introduced Bridgette Williams who was the SWAT team leader for this project. She introduced the team members of Lindsey Alagozian, Luis Sanchez, Sally Shore, Ellen Schmidt, David Hung, Kimberley Alling, Maureen McAleer, and Frances Chong. She stated that the project took four months, including mapping current processes, identifying benchmarks, identifying opportunities for improvement, customer outreach, research regarding other jurisdictions and a benefits analysis. A packet of information regarding the project was distributed to DOC members. Bridgette asked Commissioners to join the audience to view the graphics. Sally Shore presented the application intake process including, discoveries, multi-tracked opportunities and recommendations, and finally implementation of recommendations. She stated that implementation of recommendation would require additional counter staff, brochures, training, and better on-line information. Commissioner Malinowski asked about brochures and a Staff person who was trained in the</p>	Review and Comment

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	<p>development of brochures. Art Gee answered that the graphics position was a recommendation. He added that a series of “lunch and learn” sessions was proposed to certify frequent applicants. Commissioner McBurney pointed out that perhaps the large number of incomplete applications might be a result of a confusing application. Commisisoner Starkweather commented that the technology was available to make the application clearer and more interactive. Maria Solis commented that a reward system might be appropriate for consistently complete applications. Ellen Schmidt presented the Triage “Commitment” subject with the theme of rewards. She stated that one size often does not fit all regarding pre-application outreach, however, if outreach resulting in community support is achieved prior to submittal, the proposal is that the City would commit to a shortened processing time. Commissioner Malinowski stated that an additional suggestion would be an electronic transmission of the applicant narrative would help. Chairman Starkweather commented that there is still a significant amount of push back from some community members, and asked how the revised process would handle this, e.g increase the trust factor. Commissioner McBurney commented regarding the problems with the neighborhood associations was not receiving the notices in a timely manner and suggested providing the applicant with the appropriate neighborhood associations to contact for outreach. Luis Sanchez presented the subject of improved decisions and streamlining, with the theme of eliminating wasteful multiple processing. This recommendation would include modified zoning ordinances, combined actions, and training. David Hung presented Administrative Tasks and Duties for PD, ZA, DR and Preservation with the theme of standardize and centralize. This recommendation would include dedicated administrative staff, updating city code and community outreach. Commissioner McBurney asked about one notice that would give all hearing dates. Commissioner Holloway stated that the preapplication meetings and outreach would make the noticing requirement, though legally required, less important. Bridgette Williams presented the subject of notice vs. non-notice reviews with the theme of improving the regulatory review environment. This would involve the modification of the zoning ordinance to increase thresholds, and move additional projects to a non-noticed review. Kimberlee Alling presented the subject of taking full advantage of technology with the theme of from snail mail to instant messaging. This recommendation would include standardized digital submittal format, enhanced website and a collection point for internal feedback. Art Gee added that the concept of instant messaging follows the Preservation Pilot Program of early notification. Bridgette Williams added that the team would return to the DOC with proposed ordinance changes and with results from community outreach. Chairman Starkweather encouraged the SWAT team to be bold, and to be conscious that the DOC would look for measurements of success.</p>	
<p>8. DSD Policies- Common Sense Ordinance, Customer Bill of Rights, Employee Bill of Rights</p>	<p>Bill Thomas discussed the Customer Bill of Rights, Employee Bill of Rights and Common Sense Ordinance documents that were distributed to the Commission. He recommended that the three documents be presented to the</p>	<p>Review and Comment</p>

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	<p>community and the City Council as a package. Bill Thomas added that plans to post all three documents conspicuously throughout the City buildings, the internet and throughout the community. Commissioner Fuerst stated that a positive thing about the documents was that it created a baseline. Chairman Starkweather asked if this was the final form or if it would be reviewed one additional time prior to review at City Council. Bill Thomas added that legal council had advised that the Common Sense Ordinance would most likely be a resolution or policy. Commissioner Malinowski moved to endorse the Customer and Employee Bill of Rights to subject to a final staff report and community outreach. The motion was unanimously supported 6-0. Commissioner McBurney asked about community outreach. Bill Thomas answered that focus groups, representing the applicant community had reviewed the documents. Chairperson Starkweather identified the need for community outreach.</p>	
9. Miscellaneous Reports	<p>Commissioner Malinowski introduced Phyllis Newton to discuss the upcoming DOC and AIA co-sponsored Code Conversation scheduled for November 15, 2005 at 5:30 PM in Historic City Hall. She thanked the DOC for their support and encouraged involvement in the future. Chairman Starkweather encouraged other organizations to use this event as a model. Commissioner McBurney asked if Amy Williams could distribute the announcement to the community. Maria Solis from Utilities announced that she would be leaving the City on October 18 to work for Yuba City and thanked the DOC for their support.</p>	
10. Adjournment	<p>Commissioner Starkweather adjourned the meeting at 7:40 PM.</p>	