



Development Services Customer Focus Group

Meeting Notes
August 31, 2006

“Getting Our Customers to Success”





CITY OF SACRAMENTO PARTNERSHIP MEETING FEEDBACK AUGUST 31, 2006

“Best”

- Great management team
- Good food
- Good promotions
- Constant desire for innovation, e.g., FPP program
- Not finding a lot of surprises on projects
- Staff is willing to make commitments
- Entitlements within ten months – quick problem solving
- Attitude of staff
- Staff taking responsibility at lowest level and asking for help when needed
- MATRIX
- Stepped-up outreach to organizations
- Senior Team doing a great job with mentoring
- Planners relationships with customers
- Building Division embracing new working relationship – e.g., inspectors onsite
- Development Engineering returning phone calls in more timely manner
- Starting to work – early communication
- Time that senior staff and staff take to meet
- Time staff spend at Habitat for Humanity
- Facilitator (Team Leads)



CITY OF SACRAMENTO PARTNERSHIP MEETING FEEDBACK
AUGUST 31, 2006

Future Trends

- “Faster, better, cheaper” is important to developers
- Improve turnaround time to get families in homes
- Include customers in SWAT teams
- Team visit customers
- Electronic technology
- Middle managers walk neighborhoods they serve
- Encourage personal contact – visit development sites

CITY OF SACRAMENTO PARTNERSHIP MEETING FEEDBACK AUGUST 31, 2006

Needs Focus

- MATRIX disconnect (DOT, DOU, etc.), communicate throughout process
- Department buy-in from DOT, DOU, Fire, Parks – not there yet.
Don't see development community as partner.
- Show staff how development dollars have changed lives of staff – internal campaign
- Come to customer
- Method of paying fees – more customer service-friendly, e.g., electronic transfer
- Habitat for Humanity partnering with City for future development
- Forced to call senior staff for problem solving – difficult to get staff to respond in writing
- Empower staff
- Teach staff to serve people from different cultures/countries
- Sense that middle managers not empowering staff
- Include customers in all MATRIX meetings – don't talk at customers.
Need dialogue with all team members (include DOT, DOU, etc.)
- Decrease amount of paper, increase electronic technology
- Bring process improvement ideas to Team Leads
- Design workshops to bring community in
- Should Design Commission be Planning Commission for Downtown?
- Only most significant projects should go to a Commission
- How to have more of a role in selecting appointees for Commissions
- Design Review Commission role? Should decisions be made by staff and/or committee?
- SMUD issues – e.g., future conduit required. Need help with agencies
- Invite SMUD, CSD1, and other department heads to future meetings!
- Meet more often
- Stay fluid
- Ease up on fee increases
- More experienced staff at counters
- Fewer people, higher salaries
- Review entire fee structure
- Cost accounting system
- Decrease costs, increase efficiencies
- Neighborhood groups – not well-trained, have ability to slow process, need to educate
- Council – need buy-in, backup
- Neighborhood Services reorganization – role?
- Involve community sooner
- One appeal process being created
- Stopping mechanism for all additional input

City of Sacramento
 Development Community Partnership Meeting 8/31/06
 Session Evaluation

19

Total Evaluations Submitted:

1. What worked well today?

- The fact that it was held
- Participation of senior level staff
- Overview then discussion
- Good dialogue
- Right people invited
- Stay open (not defensive)
- Great question & comment dialog. The leadership's mindset.
- Open discussion
- Good open communication
- The interaction of the q & a session
- With facilitators and senior staff present kept meeting moving forward and staff hears comments.
- Open dialogue!
- Everything
- Q & A format. Adherence to the agenda.
- Casual nature of the conversation.
- The open communication between business community and city staff.
- The senior staff willingness to work out solutions and not only looking at the problem but developing solutions.
- Hearing entire senior management team and beneficial to development community and management team. Well organized.
- Good format. Comfortable atmosphere. Good lunch.
- Open dialogue. Willingness on the upper level of management to engage in the dialogue.
- The day. More of them needed.

2. How confident are you that the City is on the right track with its plans for further improving Development Services?

Please rate on the following scale: (1-10 1=no way 10=Hooray!)

1	2	3	4	5	6	7	8	9	10
0	0	0	0	1	0	2	3	7	6
0	0	0	0	5	0	14	24	63	60
Average Ranking :									166 8.736842

3. Why did you mark it where you did (see #2 above)

- Better communication between depts. i.e. building, traffic, fire but this area still needs a lot of help. Traffic needs to be worked at.
- Decisions and communication are very slow (traffic) and often non-existent.
- Senior Management's attitude and accessibility.
- Because different people are not on board, interdepartmental mindsets, and middle management are still affecting the effectiveness of this process and ideal of MATRIX. Working on peoples mindset is difficult.
- Always room for improvement-other agencies must come on board.
- Good leadership- good energy Creative approach to problem solving.
- Because we're seeing the change.
- I've seen improvement in the depts. (Planning, Building, DSD). Look forward to implementation in DOT, DOU which are opposite to what is taking place elsewhere.

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I've been impressed with DSD's proactive, innovative approach to repair a broken operation.
I think our leaders of the programs are doing a great job.

A good meeting

Belief in upper to mid management

The goals and visions are clear and useful. Global execution of the process is lacking but that can come in time
We are seeing great things from what has happened so far.

Faith in leadership and management team. The fact that we are a part of the process gives great confidence.

Excellent progress-a lot more work needed, especially in other departments.

Doing good but there is still some way to go.

Still need translation to the ranks.

4. What ideas do you have for what we need to do to get or stay on track?

Streamline interdepartment communication and get on the same page on projects. Often one issue in one department stalls progress.

Good idea to bring SMUD in early and to fast track TIs.

Meet with us quarterly (not more frequently). Encourage lower level staff to return phone calls and emails and be part of the solution.

Review staff and management per project. Take a look as to why feedback today was a little muddled.

Affordability- now make it happen and sustain it in our community.

Focus on getting one thing done at a time vs. lots of things half baked.

Continue meeting and listening to input and take action on it.

Get other departments and agencies involved.

Meet more often! Feedback/input. Electronic feedback.

Keep doing what you are doing. Keep in touch with the developers.

Do more meetings.

Project stakeholders participate in all MATRIX meetings.

Bring all departments to the table for authentic participation MATRIX "ideal".

More dialog, project reviews by middle level management with the applicant.

A blog site where we can leave ideas, comments and complaints.

Getting all the line staff involved in every aspect of the project. New culture.

More meetings like this.

Open communication or as you referred "tools of transparency".

Continued communication, forums.

Continue to move MATRIX throughout the City staff and departments.

Fix the communication between departments.

Make sure all forms are available on-line.

Get more digital!

Visit your "partners".



Welcome! Please check off your name

FIRST	LAST	COMPANY	ATTENDED
Larry	Bailey	Habitat for Humanity	
Heather	Brakefield	Monighan Architects	
Greg	Cerlenko	Habitat for Humanity	
Jason	Colon	Monighan Architects	
Ken	Cross	Habitat for Humanity	
Bradley	Cutler	Citadel Equities Group, LLC	
Al	Esquivel	SKK Developments	
		Buzz Oates	
Rachel	Green	St. Anton Partners	
Phil	Harvey	Petrovich Development	
Pat	Hastie	Panattoni Construction Company	
Bill	Heartman	Sares-Regis Group	
Mike	Heller	Heller Company	
[]	Higgins, Jr.	HMH	
Carol	Hill	Beazer Homes	
Brian	Holloway	Holloway, Rasmusson & Molodanof	
Wendy	Hoyt	The Hoyt Co.	
Randi	Knott	Ryland Homes	
Mike	Malinowski	Applied Architecture Inc.	
Bruce	Monighan	Monighan Architects	
Phyllis	Newton	American Institute of Architects	
Lynn	Pomeroy	LPA	
Bill	Rasmussen	Graber Rasmussen	
John	Saca	Saca Development	
Bruce	Starkweather	Lionakis Beaumont Design Group	
Titus	Thomas	Thomas & Company	
Ken	Topper	Lewis Operating Corporation	
Jim	Van Maren	Beazer Homes	

