

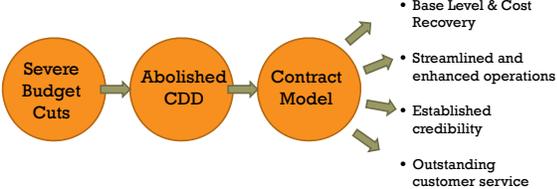
Doing More with Less

SUCCESS STORIES



Petaluma Planning Division:
Base Level and Cost Recovery Services

The Petaluma Story



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    graph LR
      A((Severe Budget Cuts)) --> B((Abolished CDD))
      B --> C((Contract Model))
      C --> D[• Base Level & Cost Recovery]
      C --> E[• Streamlined and enhanced operations]
      C --> F[• Established credibility]
      C --> G[• Outstanding customer service]
  
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Operations

- Restoring planning services with flexibility
- Achieving 90% cost recovery
- Eliminating backlogs



Operations

- Establishing credibility with elected officials
- Connecting with the public



Operations

- Promoting approachability
- Promoting and tracking customer satisfaction





- Welcoming counter environment
- Friendly, helpful staff
- Clear forms and handouts
- Follow-up

Operations

- Simplifying the application process
- Streamlining through process improvements



4 pages

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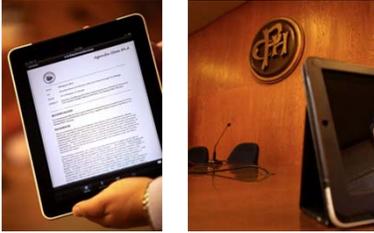
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Examples of process improvements

- Weekly inter-departmental meetings
- Zoning Amendment to address Zoning Code interpretation issues
- Templates
- Improving the website
- Simpler forms
- E-mail counter questions

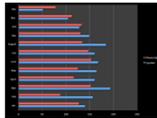



City Council and all commissions moving to tablets for all agenda materials



Operations

■ Counter statistics



	FY 2009	FY 2010	% change
Over-the-counter permits	172	263	↑ 53%
Counter visits	1,327	1,552	↑ 16%
Inquiry phone calls	1,119	1,496	↑ 33%
Completed plan checks	253	321	↑ 27%
Planning applications (larger scale development)	58	55	↓ 5%

Achievements

- Backlog eliminated
- Improved inter-departmental operations
- Improved Planning Division operations
- Increased Development Activity
- Positive Evaluation



Significance

- Consumer-oriented culture today
- Taking away the worry factor
- Sense of cooperation and trust from the start
- Aligns applicants to City's planning goals

Transferability

- Improving processing times and outcomes
- Interdepartmental coordination can always be approved
- Contract model



Background

- Zoning Code developed in 1955
- Revised and reformatted in 2009
- Restaurants required a CUP until 2009
 - Now a CUP is required only when serving alcohol or when there is live entertainment or dancing offered
 - This action reduced at least 10 applications to the Planning Commission the following year.
- Could there be more streamlining?

What is a Conditional Use Permit?

A Conditional Use Permit (CUP) allows the City to consider “special uses” which may be desirable to the community, but which are not allowed as a matter of right within a zoning district.

- Uses a public hearing process
- Discretionary act

The CUP process

- The process typically takes two to three months
 - Reviewed internally by other departments
 - Public notice sent out at least 10-days prior to hearing
 - Written staff report with recommendation to Commission
 - Resolution with conditions of approval
 - Actual hearing with resolution (approval/denial)
 - 12-day appeal period after decision

Streamlining opportunities

- Some categories of uses that require a CUP generally have no public impact.
- May not want to allow by right
 - Using performance standards
- Minor Conditional Use Permits
 - Staff
 - Planning Commission subcommittee

Conclusion

