

Development Services Department

Work program – fiscal year 2023-2024



Core services at a glance

The Development Services Department is responsible for a wide range of essential functions related to land development and construction projects. These services include evaluating and maintaining fee programs, conducting long-range planning, reviewing entitlements and building permit applications, providing plan and map review, managing site and building addressing and street naming, issuing encroachment permits, issuing permits for building and infrastructure construction, providing inspection services, and making recommendations for the acceptance of maps and civil improvements to the City Council for all private land development and construction projects.



Building, Code Enforcement & Permit Center Division

- Ensures compliance with minimum code standards and the safety of structures for occupancy
- Manages the Permit Center, serving as the City's centralized hub for development permits
- Oversees citywide code enforcement and takes action to address nuisances



Business & Administrative Services Division

- Manages and supports the City's permitting system (Accela Automation)
- Provides business analysis and analytical support
- Creates and maintains GIS data and mapping products
- Oversees citywide addressing and street naming
- Develops and maintains citywide development activity reporting tools



Engineering Division

- Facilitates the construction of public and private infrastructure
- Provides plan review and inspection services for public and private development projects
- Ensures the City's compliance with its state storm water permit (MS4)
- Oversees the City's traffic impact analysis and mitigation program
- Administers fee programs and manages developer reimbursements for publicly-funded infrastructure



Planning Division

- Facilitates the approval of various residential, commercial, office, and industrial development entitlement applications
- Manages the City's long-range planning efforts and collaborates with regional planning initiatives
- Maintains the City's General Plan, Housing Element, and Zoning Ordinance
- Ensures City compliance with the California Environmental Quality Act

Fiscal Year 2024 Budget
Overall Development Services

\$15.3 Million
OPERATING COSTS

\$9.2 Million
PROJECTED REVENUE



\$6.1 Million
NET GENERAL FUND IMPACT



Budget & projected cost recovery

Development Services operates as a General Fund department but must recover costs associated with processing permits and private land development projects. Revenue is generated through permit, plan review, and inspection fees, internal charges to other City departments, and hourly time and materials charges to full-cost development projects for services rendered. The City’s goal is to be fiscally neutral with respect to processing private development projects.

Estimated Operating Costs – Operating costs for all divisions in FY24 are approximately \$15.3 million, a \$700,000 increase from FY23. Factors include negotiated salary, wage, benefit adjustments, higher internal service fund rates (primarily IT and facilities maintenance), and a new contract for on-call environmental consulting.

Projected Revenue – The Department estimates a total projected revenue of \$9.2 million, with \$5.8 million from permit-related fees and \$3.4 million from full-cost project reimbursements.

Cost Recovery Target – The projected revenue of \$9.2 million against operating costs of \$15.3 million sets a 60% cost recovery target. The Department monitors expenses and adjusts as needed to meet this objective.

By managing expenses and revenue, Development Services maintains financial sustainability, offers essential services to the community, and ensures equitable cost recovery for private development.

Key performance & workload measures

PERFORMANCE MEASURES	FY23 ACTUALS	FY24 TARGET
Building Activity		
Overall record processing performance (average time in City possession)	40%	<50%
Minor permits issued within five business days	89%	100%
Inspection performance (completion of daily scheduled inspections)	97%	100%
Overall plan review performance (meeting published turnaround times)	85%	90%
Code Enforcement Activity		
Initial response to code complaint within two business days	94%	95%
Initial inspection performed within five business days	81%	80%
Code Enforcement cases resolved within 90 days	98%	90%
Engineering Activity		
Overall record processing performance (average time in City possession)	53%	<50%
Encroachment permits issued same day (i.e., PODS & dumpsters)	95%	95%
Overall plan review performance (meeting published turnaround times)	83%	90%
Planning Activity		
Overall record processing performance (average time in City possession)	51%	<60%
Ministerial permits issued same day (i.e., home occupations)	98%	95%
Overall plan review performance (meeting published turnaround times)	85%	90%

WORKLOAD MEASURES	FY23 ACTUALS	FY24 TARGET
Permits and entitlements processed	8,382	5,500
Single Family Dwelling (SFD) permits issued	1,107	900
Commercial building valuation	\$234,030,080	\$50,000,000
Building inspections conducted	39,986	25,000
Code Enforcement inspections conducted	4,102	2,700
Code Enforcement cases closed	1,418	1,200
Overall customer satisfaction with the application submittal process (<i>technology-focused</i>)	76%	90%
Overall customer satisfaction with Permit Center staff during the application submittal process (<i>people-focused</i>)	89%	90%

Council goals



Maintain a safe and healthy community



Remain fiscally responsible in a changing world



Enhance economic vitality



Invest in well-planned infrastructure and growth



Support community engagement and advocacy



Deliver exceptional City services

Key accomplishments in FY2022-2023

- Filled multiple vacancies while maintaining customer service levels and expectations amid heightened permit activity** – This accomplishment is important because it demonstrates the ability to efficiently manage human resources by filling vacancies while ensuring that customer service levels are not compromised. It indicates a commitment to meeting the needs of the community and providing timely services, even during periods of increased permit activity and ensuring that customer service remains a priority despite staffing challenges, which contributes to overall customer satisfaction.



- Recovered more than 75% of department operating costs through permit fees, development project billing, and other service fees** – This initiative highlights the Department's financial sustainability by generating revenue that covers a significant portion of its operating costs. Thus, reducing the impact on the City's General Fund and emphasizing the Department's self-sufficiency.



- Achieved state's "Prohousing Designation" for housing-friendly policies** – The attainment of the "Prohousing Designation" is significant for Roseville as it enables the City and affordable housing developers to compete more effectively for funding in state housing, community development, and infrastructure programs. By becoming more competitive, Roseville increases its

chances of securing limited state and federal funding, which can be used to address affordable housing needs and support community development initiatives. The designation has already made Roseville eligible to receive up to \$3.2 million in affordable housing funds this year. It demonstrates the Department's commitment to addressing housing needs and promoting community development.



- Adopted new specific plans for three aging commercial corridors on Atlantic Street, Douglas and Harding Boulevards, and Douglas and Sunrise Boulevards** – Establishing specific plans for these corridors signifies the Department's proactive approach towards revitalization and redevelopment. These plans streamline and incentivize redevelopment, creating opportunities for high-density residential development. By establishing a vision for the future and appropriate development standards, regulatory incentives, and design standards, the Department promotes economic growth, improves aesthetics, and enhances the quality of life for residents. The specific plans were approved by City Council on December 21, 2022.





- **Added a new full-time Code Enforcement Inspector and assumed responsibility for managing the City's graffiti abatement program** – By expanding the Code Enforcement team and taking over the graffiti abatement program, which was previously under the purview of the Police Department, the Department demonstrates its commitment to maintaining a clean and safe environment for residents. This addition enhances the City's proactive approach and ability to enforce regulations and promptly address graffiti-related issues, contributing to the overall aesthetics and quality of life in Roseville.



- **Embedded a Code Enforcement Inspector with the Police Department's Social Services Unit** – This initiative highlights the collaborative efforts between departments to address social and community issues. By coordinating and cleaning up over 400 campsites from City-owned property and open space and removing 20 tons of waste and debris, this initiative demonstrates the Department's commitment to public safety and addressing homelessness and related challenges.



These key accomplishments demonstrate the Department's commitment to efficient service delivery, financial responsibility, housing development, urban revitalization, code enforcement, and community well-being. These efforts contribute to making Roseville a more attractive and competitive city, improving the quality of life for its residents, and promoting sustainable growth and development.

Key initiatives for FY2023-2024

- **Support conditions that promote and retain retail, commercial, and industrial opportunities, including Baseline Marketplace** – The Department will prioritize the approval of applications for new non-residential development, specifically focusing on the Baseline Marketplace construction. Additionally, the Department will actively work to implement process improvements aimed at enhancing communication and providing enhanced assistance to small business owners, principally in the realm of tenant improvement permits. In particular, the Building division will seek to hire additional plan reviewers to enable more plan reviews to be performed in-house versus by a third-party consultant. This initiative is crucial to encourage economic growth and attract businesses to the area, boosting employment opportunities and generating revenue.
- **Reinvest in core neighborhoods** – With corridor plans now complete, the Department will collaborate with Economic Development to market and incentivize reinvestment in key corridors like Atlantic Street, Douglas and Harding Boulevards, and Douglas and Sunrise Boulevards. This reinvestment will revitalize the neighborhoods, attract new businesses, and improve the overall quality of life for residents.





- **Improve the City's Online Permitting Services (OPS) Portal to enhance the customer experience** – The Department aims to enhance the user experience by refreshing the OPS Portal, making it more user-friendly, efficient, and accessible. This improvement will streamline processes, provide easier access to information and services, and ultimately increase overall customer satisfaction.



- **Revise building permit fee methodology** – The Department aims to update its building permit fee methodology to align with industry standards and accurately reflect modern construction prices. By using the published ICC building valuation tables, the Department can ensure fair and consistent fee assessments, prevent under-reporting of construction valuation, and maintain transparency with stakeholders.



- **Develop a department-specific GIS strategic plan** – With rising demand for GIS services, the Department recognizes the need to develop a strategic plan specific to GIS. This plan will address increased civic engagement, accurate addressing systems, and efficient data management, ensuring the Department can meet the demands of the community and other city departments. This initiative may require additional resources to meet growing demands.



- **Support myRSVL, the City's new customer relationship management (CRM) system implementation** – The Department will focus on integrating myRSVL with Accela and will continue its efforts to integrate myRSVL into our business processes and practices. This integration will aim to streamline operations, improve communication, and enhance customer service by providing a centralized system for managing interactions and data related to permits, inspections, and other services.



- **Evaluate Permit Center remodel** – The Department plans to redesign the Permit Center to enhance security and optimize its functionality by recapturing some usable secured floor space, creating a more efficient and effective workspace.



- **Enhance GIS support services through a new Professional Service Agreement (PSA)** – The Department intends to initiate a new PSA with a new firm to provide on-call GIS support. This change will optimize performance and expand the menu of self-help, civic engagement, and notification tools for stakeholders, leveraging GIS technology more effectively



These key initiatives for the next fiscal year address various important aspects such as economic growth, community engagement, code enforcement, technological advancements, infrastructure development, customer service, and operational efficiency. By focusing on these areas, the Department aims to foster a vibrant, inclusive, and well-functioning community while meeting the evolving needs of its residents and stakeholders.



Continuous improvement measures

The Development Services Department remains committed to continuous improvement in order to enhance efficiency and deliver value to our customers. We have dedicated considerable resources to implementing process improvements, and here are some recent examples of our efforts:

- **Building inspection efficiency** – We have continued to enable inspectors to take vehicles home and report directly to assigned job sites. This measure continues to reduce roll-over inspections by saving time and improving productivity.
- **Paperless initiatives** – We have digitized and archived over 1,200 paper records and full-size plan sheets, continuing our commitment to go paperless. This improves accessibility, reduces physical storage requirements, and enhances information retrieval.
- **Electronic document review software (DigEplan)** – We have escalated our engagement with the vendor to improve the stability and performance of DigEplan with encouraging results. This continuous effort aims to provide an enhanced user experience for our customers, enabling smoother and more efficient plan reviews.
- **Lobby queuing and appointment scheduling software (QLess)** – We have replaced our online appointment scheduler and outdated permit center lobby queuing system with a modern platform, ensuring a seamless and convenient experience for our customers when visiting the permit center.
- **Customer satisfaction surveys** – We continue to provide customer feedback opportunities, strategically placing links on our department's websites, OPS Portal, and automated email notifications. By gathering customer feedback, we can identify areas for improvement and better meet customer expectations.
- **Streamlined after-hours fire inspection process** – We have automated the after-hours fire inspection process, eliminating the need for involvement from Permit Center staff. This improvement increases efficiency, reduces response time, and enhances overall service delivery.
- **Performance metrics reporting tools** – We continue to refine and utilize performance measure reports to ensure transparency, accountability, and alignment with expectations. These tools help us track and assess our performance, facilitating continuous improvement.

Looking ahead to the next fiscal year, we have identified several key improvement measures to further enhance our services:

- **iPads for building inspections** – We will implement the use of iPads and relevant applications to facilitate clearer and timelier communication between inspection staff, customers, and other stakeholders. This will improve coordination and efficiency during the inspection process.
- **Solar App+ implementation** – To comply with SB 379, we will integrate Solar App+ with Accela for automated permit issuance of specific qualifying residential solar installations. This measure will streamline the solar permit process, reducing administrative burdens.
- **Instant issuance of minor building permits** – Through the City's OPS Portal, we will enhance the Accela system to allow for the instant issuance of minor building permits, expediting the permitting process for both staff and customers.
- **Inspection scheduler enhancement** – An Accela system enhancement will enable staff and the public to select and schedule multiple inspections simultaneously, eliminating repetitive steps and saving time.
- **OPS Portal Redesign** – We plan to collaborate with Gray Quarter, Inc. to redesign the City's OPS Portal and permit-related website content. This redesign will improve usability and navigation, providing a more user-friendly, intuitive, and mobile-responsive platform. The enhanced interface will improve the submittal process and customer experience.
- **Custom online permit portal and analytical dashboard** – We will launch a web-based map application that provides staff and the public with access to permit-related information, including subscription-based notifications based on address or defined geographical areas. This self-service portal enhances transparency, enables convenient access to project details, and empowers citizens to stay informed.

By continuously pursuing these improvement measures, the Department aims to enhance operational efficiency, customer satisfaction, and overall service delivery.



Conclusion

The purpose of this Work Program is twofold: first, to serve as a roadmap for the Department, outlining its goals and strategies for the upcoming fiscal year; and second, to communicate the Department's ongoing efforts and initiatives to residents, the development community, and policy makers.

As the City's dedicated point of contact for development-related matters, Development Services is committed to delivering the best possible customer service experience. Whether it involves securing entitlements, obtaining building permits, seeking general information, or constructing large-scale development projects, our primary aim is to provide the highest standard of customer service.

If you have questions regarding the Work Program or the Development Services Department in general, please contact us at (916) 774-5285 or email devservices@roseville.ca.us

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