Mission Statement:

The Permit Center empowers residents and businesses in San Francisco by centralizing and streamlining services that are key to improving homes and properties, opening and running a business, and planning community events.
Vision Statement:

Advancing San Francisco as a safe, vibrant, and beautiful city through a friendly, streamlined, and efficient Permit Center serving all of our residents and businesses.
Regular station departments:

- Building Inspections – 65%
- Fire Department – 11%
- Planning Department – 7%
- Public Works – 7%
- Public Utilities Commission – 4%
- Public Health – Environmental Health Division – 2%
- Office of Small Business – 2%
- Entertainment Commission – 1%
Potential on call station departments:

- Municipal Transportation Agency
- Office of Cannabis
- Mayor’s Office on Disability
- Police Department
- Treasurer-Tax Collector’s Office
- Recreation and Park Department
- Film Commission
- Board of Appeals
What does it mean to be a friendly, efficient, and streamlined Permit Center?
49 SVN Project Summary:

- Civic Office Building
- 16 story tower (225’ tall); over 430,000 new sq ft of space for the City
- Permit Center:
  - 2nd floor 39,000 sq ft
  - 70+ public counters, 15 conference rooms, three break rooms, and 7 small ‘focus’ rooms
- Completion in spring 2020
Before: sending customers to 13+ locations citywide
After: Almost all customer drop-ins at 49 SVN second floor for business, special events and construction permitting
But does moving mean that we have a friendly, efficient, and streamlined Permit Center?

Not necessarily.
Current state:

• Up to 18 different departments involved in permitting citywide (8 core regular station departments)
• Lots of great staff, trying their very best in challenging circumstances in subpar space
• Employees have a desire to work across departments – but not a lot of that happening
• Process confusing for inexperienced residents; no one department “owns” the entire customer experience
The opportunity

Physical and digital permitting come together for a seamless customer experience
Apple Store

- High staff-to-customer ratio (normally)
- Well-trained staff
- Some formerly centralized functions are available throughout the store via staff’s mobile devices, e.g. stock info, payment
- Store organized around customer goals
Turbo Tax

• Simplified, friendly interface between citizens & the tax code

• Excellent at masking complexity for the user while satisfying legal requirements with accuracy, at scale

• Referral path to professional advisors for those desiring additional personal support
Physical

- Queue Management System
- Customer service staff (hire, train and build knowledge base)
- Furniture, equipment and IT infrastructure
- Centralized Cashiering
- Process improvements
  - Operational flow of Permit Center
  - Construction Consulting
Digital

• Digital permitting
  o ADU pilot program
  o Electronic Plan Review
  o Digital services staffing up

• Citywide policy discussions
  o “Unique identifiers”
  o IT permitting systems big picture
Permit Center High Level Timeline:

- Spring 2019: Gather information
- Summer 2019: Make decisions
- Fall 2019: Start pilot at 1660 Mission
- Winter 2020: Iterate on pilot
- Spring 2020: Prepare for move! 😊
THANK YOU!

Questions?

Staff can access project updates and web cams by visiting the SharePoint site for the project: http://49SVN.sfgov.org

Log in using your city email and password