



# PRESS RELEASE

## CITY OF SAN CLEMENTE

OFFICE OF THE CITY MANAGER  
GEORGE SCARBOROUGH, CITY MANAGER

Contact: George Scarborough, City Manager  
(949) 361-8322  
Laura Ferguson, Asst. to City Mgr.  
(949) 361-8254

FOR IMMEDIATE RELEASE

### **CITYGATE CONDUCTS MANAGEMENT REVIEW OF COMMUNITY DEVELOPMENT DEPARTMENT** *Results presented at next City Council meeting*

February 4, 2010....San Clemente, California...The City of San Clemente hired Citygate Associates, LLC, a professional consultancy firm, to conduct a management review of the policies, procedures, management, staffing, and operations of San Clemente's planning, building, and code compliance processes.

The management review took place from August 2009 to December 2009. The scope of the study focused on the development review permitting process from a "backroom" perspective as opposed to a "front counter" perspective. This approach enabled the City to get to the heart of the issues needed in order to make the necessary changes and increase the level of customer satisfaction.

The study examines opportunities to change the internal workings of the organization to ensure a better experience for the customers. For this study, the customers are defined as the "Mom and Pop" customers, typically engaged in residential home improvements and improvements to small businesses. Nearly 60 percent of the City's customers seeking permits are from "Mom and Pop" applicants and with the City near build out, the study examines ways to improve customer service specifically for this segment of the population.

-more-

During the course of the study, the consultant received input from a variety of Community Development customers including, the business community stakeholders, the City Council, the City Manager, department heads, division managers, supervisors and frontline professional and support staff. The consultant arrived at 39 recommendations that represent the most important items for the City to address in order to improve the efficiency and effectiveness of the Community Development Department.

“Although the report identifies characteristics of a department in need of change, it also stressed that the City is in a good position to make positive organizational changes that will avoid instability and disruption,” said City Manager George Scarborough. “This situation did not happen overnight but we are confident we can make positive change quickly. This is an ideal time for us to introduce positive new change that will increase customer satisfaction and with a competent and dedicated staff they will get the job done.”

Complete results of the report are scheduled to be presented to the City Council at their regularly scheduled Council meeting on Tuesday, February 16<sup>th</sup> at 6:00 p.m.

# # #