

# San Rafael Digitizes Cannabis Business Licensing in Three Weeks

Danielle O’Leary is the Director of Economic Development for the City of San Rafael, California. Her role involves helping strengthen her local economy by recruiting new businesses to the city. With the passing of Proposition 64 in 2016, Danielle decided to evaluate cannabis businesses as a source of economic growth for the community.

## Challenges Before Launching Camino

Danielle O’Leary explored different digital solutions to issue cannabis business licenses online but became discouraged because of the complex and expensive nature of the software. She also found that the solutions available couldn’t be updated easily - a big problem since regulations are not static.

A paper-based application process was equally disheartening as it would entail around sixty hours of work for successful applications and countless more for rejected ones.

Danielle was also concerned that if she failed to design the right process the first time, her office might not get another chance. The entire program was under scrutiny, and a lot was at stake for the community.

## The Camino Solution

Three weeks before the program was scheduled to launch, Danielle found Camino. On a tight timeline, Camino worked with Danielle and her team to map out the licensing process and create an intelligent application system.

The Camino system enables easy data intake and gives the ability to track applications, run analytics, and process payments. It can also generate the required information packets automatically - a huge time saver for Danielle’s team.

The system can also be modified quickly and efficiently to allow the city the freedom to adapt to changing regulations. In a matter of minutes, anyone in the department can make updates to the back-end to match new regulations — no need to involve IT or call a third-party.

## Results

In less than a month Camino helped San Rafael launch an online cannabis licensing system, process dozens of applications, and collect over \$100,000 in fees. Danielle felt that it was just as easy to get the pilot up and running with Camino as it would have been on paper. And with Camino she was able to automate away the tedious parts of the process, allowing her team to get to the review and application acceptance stage faster.

San Rafael received a lot of positive feedback from customers. Applicants said the system was easy to understand, user-friendly, and clean. Because the process was digital, Danielle and her team could see where people were getting stuck and reach out as needed.

# A Success Story



*“Small cities can be innovative and accomplish more with less. With Camino, we found it can even be easy”*

Danielle O'Leary

Director of Economic Development and Innovation, City of San Rafael, CA

## Goals

- Implement a digital cannabis business licensing solution for the city of San Rafael.
- Create a pilot program for a limited set of business types.

## Approach

- Partner with Camino to implement an intelligent and flexible cannabis business licensing solution.
- Design the system to support secure data intake, and the ability to track applications, run analytics, and process payments.

## The Results

- Danielle launched an online cannabis licensing system on the Camino platform in under 30 days.
- San Rafael issued 16 licenses and collected over \$100,000 in fees, without wasting an ounce of paper.

## Which type of license are you applying for?

 I'm not sure how to answer this

### Cannabis Business License



Medical Cannabis Manufacturer



Medical Cannabis Distributor



Medical Cannabis Non-Storefront  
Delivery



Cannabis Testing Laboratory



## About Camino

Since January 2017, Camino has made it our mission to re-envision the building permitting process for today's age. Our purpose is to help make Government operations more efficient with smart tools that enhance communication and connectivity. We aim to reduce the resource consumption of governments and stimulate the growth of cities while earning the trust of citizens.

Schedule a demo with us.

 [camino.ai/schedule-a-demo](https://camino.ai/schedule-a-demo)