

# How Santa Clarita Cut the Length of Permit Counter Visits by 70%



Construction in Santa Clarita is booming. In 2018 alone, the city saw a 19% increase in construction and building inspections. With increasing workloads, Permit Center staff turned to smart technology to streamline the development process and reduce their workloads.

## Challenges Before the Permit Guide

Santa Clarita Permit Center staff did a great job guiding customers through the building permit process. But customers struggled to remember all the information they received.

The city staff created a detailed website with handouts, example plans, and videos to enhance their customer service. These online resources are of high quality; but customers struggled to find the elements that were relevant to them and often weren't sure when, where, and how to apply the information.

Merely providing the information online was ineffective due to information overload, and city staff still spent a lot of time guiding customers through the permit process.

## The Permit Guide Solution

To address customer needs, Building Official John Caprarelli launched an interactive Permit Guide for residential building projects. John's goal was to provide clear direction to customers seeking a permit, tailored to their specific project.

The Permit Guide acts as a knowledge hub, pulling together all the resources and information a customer needs for their unique project. It intelligently asks customers questions about their project and provides them with a step-by-step instruction manual for obtaining their permit.

Information provided by the Permit Guide spans all the various approval agencies and has the most up-to-date regulations, handouts, staff knowledge, and GIS information available.

## No Coding Needed

In a matter of minutes, anyone in the department can make changes to the Permit Guide that reflects updated regulations — no need to involve IT or call a third-party.

Due to the success of the Permit Guide for residential projects, John and his team are expanding the scope to incorporate commercial development. The commercial Permit Guide will focus on a wide range of projects for industries such as retail, office, daycare, food service, fitness, education, medical and manufacturing.

# A Success Story



*“Camino has completely revolutionized the way our city provides permit services to customers. Our Permit Guide has enabled us to provide a higher level of customer service with less staff time. Feedback has been overwhelmingly positive.”*

John Caparelli

City Building Official, City of Santa Clarita CA

## Goals

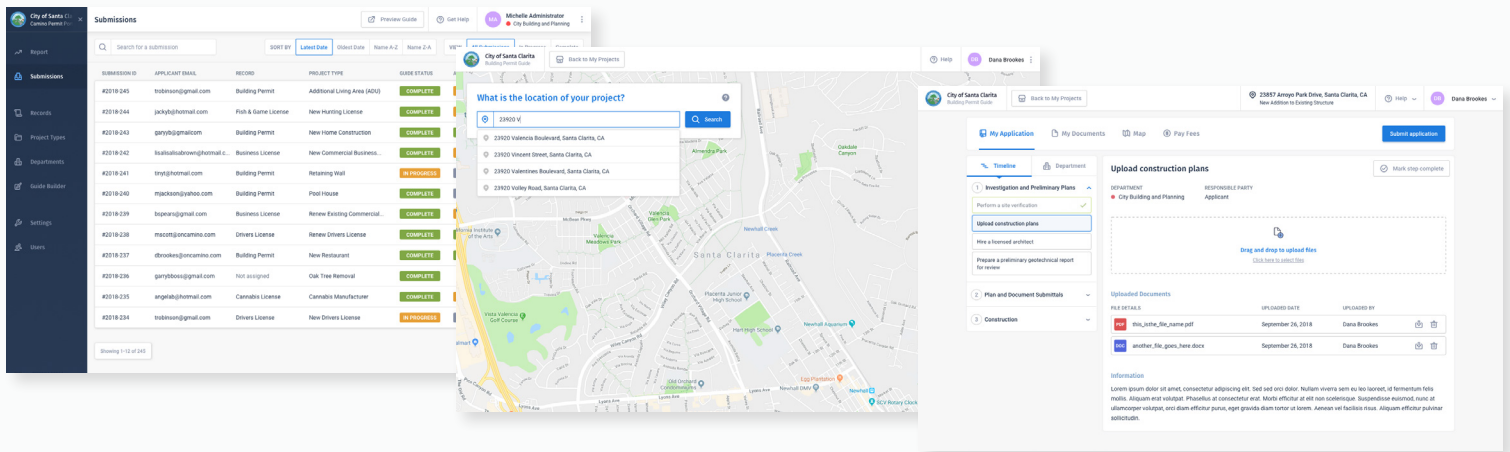
- Provide clear direction to customers, tailored to their specific needs.
- Cut down the amount of time Permit Center staff have to spend answering questions and discussing preliminary plans.

## Approach

- Santa Clarita partnered with Camino to implement an intelligent Permit Guide for the city.
- Santa Clarita Permit Center staff built out the city’s Permit Guide back-end using Camino’s Guide Builder.

## The Results

- Customers now get a personalized step-by-step instruction manual for obtaining their permit.
- Time spent answering questions by permit counter staff was reduced by 70%.
- The Permit Center measured an 18% reduction in calls and a 5% reduction in visits.



## 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.



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