![Camino]

# Santa Cruz County Automates Cannabis Licensing and Decreases Processing Time by 75%

The County of Santa Cruz is home to over 275,000 residents and sits at the tip of Monterey Bay. The County is committed to making continuous improvements to optimize County operations and maintain stability. As the Cannabis industry continues to grow within the County, staff worked with Camino to implement a more innovative approach to walking applicants through a complex licensing process.



Camino worked with the County of Santa Cruz to launch a customer-friendly online Cannabis License system. Camino software includes an intelligent guide that automatically checks zoning and parcel data to guide applicants through the right requirements for their project. The County also uses Camino's back-end workflow system to manage reviews, inspections and renewals.

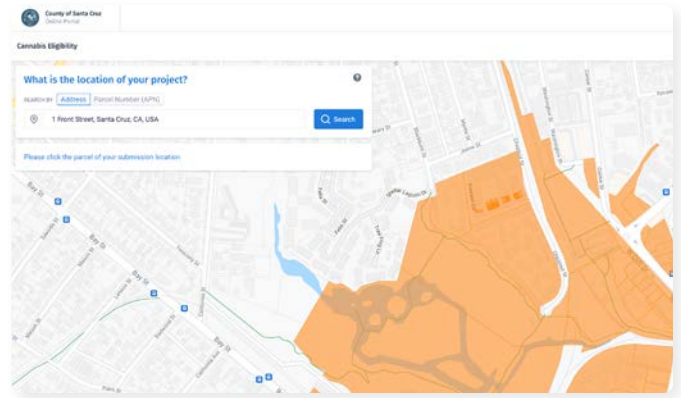## Challenges Before Launching Camino

Santa Cruz County has had a commercial cannabis industry for decades. As legalization occurred, there was pressure from the emerging legal market to improve the licensing process and provide a better experience for applicants. But having never interacted with cannabis regulations and licenses before, many businesses were unprepared. The cannabis licensing process can be extremely complicated, involving dozens of separate forms, approvals, and zoning checks.

As a result, staff were spending a significant amount of time educating and assisting companies on the process and meeting with the same customers over and over again when they made mistakes. In addition, staff were burdened with all of the renewal process paperwork and needed more effective tools for communication, renewal submissions and payments.

## The Camino Solution

Staff worked with Camino to develop a parcel eligibility tool and a guided application process to walk potential applicants through a decision-tree based on their specific business address. By simply entering an address, applicants can receive a preliminary report of the cannabis operations permitted on the parcel.



This allows applicants to get questions answered instantly and provides them with key information up front, significantly reducing inquiries from customers and the number of incomplete applications. When ready to start the application, all required steps (from filling out forms to paying fees) are completed directly in Camino and submitted to staff for review.

## Results

Since using Camino, the County has found huge success in their online cannabis program.

✅ **Less time spent answering questions**
**90%** of questions about cannabis eligibility can be automatically addressed using the Camino platform.

✅ **Businesses receive licenses and are operational at least 75% faster than before**
Average time for a cannabis business to become operational decreased from 1-2 years to **2.5 months**.

✅ **Camino aids the county in increasing cannabis business tax revenue**
After one fiscal year, cannabis business tax revenue increased by **46% (1.97 million)**, exceeding projections by over $1 million.

*"The web portal improved our ability to better serve our customers. It made the process of obtaining a non-retail license clearer, the ability to understand what could be permitted on a parcel more transparent and the submission of an application more streamlined."*

Melodye Serino
Deputy County Administrative Officer

## ⩔ Camino

Camino is the technology platform that governments use to manage complex workflows. Our team of top engineers and designers is dedicated to one mission: building the world's best permit and license tracking system that's beautiful, easy to use, and layered with Artificial Intelligence to help staff tackle growing workloads.

**Contact us today to learn more.**

⬉ camino.ai