

Camino enables booming McKinney, TX to sustain growth

Since the year 2000, McKinney TX has been consistently ranked as one of the fastest growing cities in the US. In 2014, Money magazine rated McKinney the “Best Place to Live” in America. Its vibrant culture and recreation scene have made McKinney an obvious choice to call home but the rapid expansion has been a challenge. The City’s Development Services Department partnered with Camino to manage and sustain the ongoing growth by simplifying the permit process for residents and businesses.

Individual guides and flowcharts were not sustainable

Over the years, the City found it challenging to explain the building permit process consistently and accurately to residents and developers. The Development Services Department had tried to help by developing a number of PDF checklists and flowcharts to explain the residential processes.

The City found that their checklists and flowcharts were not meeting the residents’ needs for two reasons. First, each was unique to a specific part of the process (i.e. zoning or site planning) requiring several handouts to get a picture of the entire process. Second, while the City tried to include as much information as possible, the checklists were not customized to each specific project and were too broad to accurately communicate everything that would be required.



The Camino Solution

In early 2021 the City of McKinney partnered with Camino to deploy the Camino Permit Guide (the City calls it “DNA” or Development Navigation Assistant). Using Camino’s Permit Guide, the City enables applicants to instantly get answers to questions about their projects and receive a custom, step-by-step guide to permitting their project - all before the actual process formally begins. Applicants can also revisit this information as often as necessary with their online account.

Seamless and Fun Implementation

Not only was implementing Camino easy, the City's Development Services staff actually found it fun! That's not what you'd expect to hear about your typical software implementation. But, as Samantha Pickett, Business Systems Specialist in the City of McKinney's Development Services, said of the Camino implementation process:

"Honestly, it was a lot of fun. I am the lead staff person for Camino in our office, and I was able to customize and build out our processes in Camino without frustration due to the ease-of-use that the back end of the software provides. In the end, we were able to go live with almost all of our residential permit types, and we are continuing to add more as time goes on."

Results

✓ A New Place to Start

Residents and developers can now start with the Camino Permit Guide, slashing support calls to the Permit Center and freeing up staff to focus on more complex questions or tasks.

✓ 2,000 Users in First Year

In 2021 alone, McKinney had almost two thousand visitors using its Development Navigation Assistant (ie Camino Permit Guide) to answer questions about their upcoming projects.

✓ Consistency & Outstanding Service

Being able to direct its customers to the Camino Permit Guide allowed for consistency in messaging and technology leadership.

Samantha Pickett summarized the City's experience by saying:

"Camino has been an outstanding program in the City's ability to provide excellent and consistent customer service. Furthermore, it has allowed us to be at the forefront of technology for both development departments and city government."

Samantha Pickett
Business Systems Specialist, McKinney TX

Camino

Camino empowers Governments to achieve more. We build software for permitting and licensing that provides the best possible citizen experience while being the easiest to implement and operate. We have a passion for user clarity and efficiency, customer service excellence and building innovative technology that simplifies and automates Government's most complex workflows.

Camino's Permit Guide, Application Portal and System of Record products are rapidly improving how hundreds of communities grow and thrive.

Contact us today to learn more, or visit our website at camino.ai