



2016 – 2019 CITY OF LONDON STRATEGIC MULTI-YEAR BUDGET

ADDITIONAL INVESTMENTS BUSINESS CASE #19

STRATEGIC AREA OF FOCUS:	GROWING OUR ECONOMY
SUB-PRIORITY:	DIVERSE AND RESILIENT ECONOMY
STRATEGY:	SUPPORT SMALL BUSINESSES BY IMPROVING CITY PROCESSES
INITIATIVE:	STREAMLINE APPROVAL PROCESS IN DEVELOPMENT SERVICES
INITIATIVE LEAD(S):	GEORGE KOTSIFAS
SERVICE(S):	DEVELOPMENT SERVICES
TOTAL 2016 – 2019 INVESTMENT REQUESTED (\$000'S):	\$252
TOTAL 2016 – 2019 NET BUDGET REQUESTED (\$000'S):	\$252

WHAT IS INCLUDED IN THE BASE BUDGET?

There is currently nothing in the budget allocated to the implementation of this initiative.

WHAT INVESTMENT IS REQUIRED FROM PROPERTY TAX?

TAX LEVY IMPACT (\$000'S):	2016	2017	2018	2019	2016-2019 TOTAL	2020-2025
Net Requested Tax Levy (Cumulative)	63	63	63	63	252	378
Net Incremental Tax Levy	63	0	0	0		
Annual Tax Levy Impact	0.01%	0.0%	0.0%	0.0%		

INITIATIVE DELIVERABLES

This investment will be for an additional position whose primary responsibility will be enhancing the relationship between Development & Compliance Services staff and the public by providing a web-based customer communication channel focusing on easily-accessible electronic information with respect to planning applications and development applications (i.e. Official Plan amendments, Zoning By-law amendments, draft plans of subdivision and associated amendments to the Official Plan and Zoning By-law, draft plans of condominium, condominium conversions, part-lot control by-laws, minor variance, rezoning, consent, public consultation, etc.), as well as serve other areas within Development & Compliance that require web assistance.

Usually confusing applications will now be captured on the website in a manner that is simplified, easy to navigate and provides an opportunity for engagement. Application details will be pulled from AMANDA into a user-friendly interface that will provide status of applications, map options (using interface with GIS), and staff contact information. This position will ensure the application information available on our website is current and accurate, while sharing the same information via social media channels such as Twitter and RSS feeds.

CUMULATIVE OPERATING BUDGET (\$000'S):	2016	2017	2018	2019	2016-2019 TOTAL	2020-2025
Expenditure	63	63	63	63	252	378
Source of Funding:						
Grants						
User Fees						
Savings from Existing Budget						
Other						
Net Tax Levy	63	63	63	63	252	378
Additional Full-time Equivalents	1	0	0	0	1	1

METRICS (CUMULATIVE CHANGES)	2016	2017	2018	2019
Concise web content and readability	100%	100%	100%	100%
Social media channels employed	2	3	3	3

WHAT ARE THE RISKS OF NOT PROCEEDING?

Some other specific risks include:

- 1** Inefficient use of staff time answering phone inquiries because the Website is not being used by the public or is too difficult to use.
 - 2** Overcomplicating materials and website navigation.
 - 3** Inability to reach a wide spectrum of the public due to few communication channels be used.
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