

## Opportunities to Make Madison City Government More Friendly to Business-2004 Report

Recommendation	Status
<i>1. Make economic development and business development a high priority for every part of city government that is involved with or affects business.</i>	
a) Adopt a pro-business economic development mission statement for the city and align city agencies and staff around measurable goals to fulfill the mission.	Not Completed
b) Create cabinet-level office of economics development to increase the capacity of the city to grow.	Completed
c) Renew the city's focus on customer service expectations for city staff, including:	
*Customer service training for city staff especially those in direct contact with businesses.	In Progress (Natural Step)
*Quality review of processes.	In Progress
*Establishing timeline for review and communication.	Not Completed
*Development of a customer satisfaction feedback mechanism for businesses to provide input.	Not Completed
<i>2. Commit technology and staff resources to designing and implementing a comprehensive project management and development, review, approval and implementation system.</i>	
a) Creation of an ombudsman/project manager and a first point contact for businesses seeking city approvals and permits.	Not Completed
b) Undertake a total evaluation and redesign of current system of development review and approvals.	
*Customer focus	In Progress
*A project management system	In Progress
*Single location	In Progress
*Clearly defined project timelines	In Progress
*Universal use of Web technology	In Progress
c) Adopt presumptive approval as a basic operating principle of the development review process. Under this standard, a project that is not approved or denied within 180 days is deemed approved unless there is a mutually agreed cause for extension.	Not Completed
<i>3. Institute a review and restructuring of commissions' role in the development review process and of the city regulatory environment affecting business location and expansion.</i>	
a) Consolidate existing Commissions, such as the Urban Design and the Plan Commission, to eliminate the fragmented approach to projects, encourage whole project review, and reduce the number of reviews.	Not Completed
b) Identify opportunities to eliminate or limit public body review of routine items, e.g., conditional uses that are usually approved.	Completed for some reviews
c) Clearly define the role and limits of boards and commissions and develop clear criteria for referral.	Not Completed
d) Adopt the following "best" organizational practices:	
*Through the Common Council Organization Committee or a separate rules committee, instituting a regular review of ordinances and regulations to clean out the obsolete, eliminate conflicts and inconsistencies, and revise to meet current project's approval.	In Progress(Zoning Code)

*Curtail or eliminate entirely the Plan Commissions' and the Common Council's practice of holding project approvals "hostage" for issuers unrelated to the project's approval.	Improved/Completed
*Do not permit new ordinances; amendments or other significant regulatory and policy changes to be introduced into the Common Council agenda by title only.	Improved/Completed
* Require a routine use of economic or business impact assessment for major new legislation affecting businesses.	Not Completed
*Building on the Department of Planning and Developments "Best Practices Guide", develop a clear statement of the rights and responsibilities of all parties involved in the development review process.	Improved/In Progress(DAT mtgs etc)
* Use "carrots" -the methods of encouragement and rewards-rather than the sticks of legislative mandates to promote a culture supportive of business and to encourage private sector investment that exceeds basic requirements and standards. Specific incentives might include expedited reviews, reduced fees, city-sponsored recognition and awards in addition to free workshops and seminars on industry best practices.	Not Completed