



City of Saint Paul

Open For Business Initiative

Proposed 2018 Work Plan

1) Business Owner Engagement

Purpose: Create a system for regular communications between businesses and the City. Realize the potential of business associations and community development corporations to assist the City to be real time engaged with businesses.

- Retool BRC
 - BRC facilitate a visioning session involving BAs and CDCs, as well as business owners engaged in Council Members' Open for Business effort.
 - Visioning Session
 - Develop and implement 2018 BRC Work and Implementation Plan.
- Regular and coordinated attendance by City staff at BAs and CDCs meetings

2) Projects

Purpose: Improve city processes to support individuals interested in doing business in Saint Paul.

- Common Intake Form and Process
- PED, DSI, Library staff coordination meetings (Management and Front Line)
- Marketing of Project Facilitators
- Online Business Licensing Services
- Website changes - Customer journey and integration between departments
- Electronic Plan Review
- Inspections Scheduling
- Develop OFB Performance Dashboard with defined service levels
- Develop enterprise constituent/customer relationship system that allows all conversations with customers to be captured across departments
- Customer service surveys to track customer service performance
- Increased coordination, collaboration, and marketing of business support resources
 - Including classes, materials, information, and support through libraries.
- Virtual "One Shop Saint Paul"

3) Communication

Purpose: Ensure a coordinated Citywide communications effort.

- a. Quarterly meetings with Council Members
- b. Develop and implement communications plan