

# Village of Carol Stream

## Special Meeting of the Village Board

*Community Development Software Support System Purchase*

*Discussion of Village Board Goal – Branding*

Gregory J. Bielawski Municipal Center  
500 N. Gary Avenue, Carol Stream, IL 60188

December 7, 2015

6:00 p.m. – 7:25 p.m.

## Meeting Notes

### ATTENDANCE:

Mayor Frank Saverino, Sr.  
Trustee Dave Hennessey  
Trustee John LaRocca  
Trustee Rick Gieser  
Trustee Mary Frusolone  
Trustee Greg Schwarze  
Trustee Matt McCarthy  
Village Clerk Laura Czarnecki

Joseph E. Breinig, Village Manager  
Bob Mellor, Assistant Village Manager  
Chris Oakley, Asst. to the Village Manager  
John Batek, Finance Director  
Jim Knudsen, Director of Engineering  
Phil Modaff, Director of Public Works  
Ed Sailer, Police Chief  
Don Bastian, Community Dev. Dir.  
Caryl Rebholz, Employee Relations Dir.  
Marc Talavera, Information Systems Dir.  
Steve Martin, Development Services Manager

The meeting was called to order at 6:00 p.m. by Mayor Frank Saverino, Sr. and the roll call read by Village Clerk Laura Czarnecki. The result of the roll call vote was as follows:

Present: Mayor Saverino, Sr., Trustees Hennessey, LaRocca, Gieser, Frusolone, Schwarze and McCarthy

Absent:

### Community Development Software Support System Purchase

Community Development Director Don Bastian discussed the staff proposal to purchase a Software Support System as follows:

*History of Previous Building Permit Software Systems:*

- Since 1998, the Community Development Department has utilized two Microsoft Access databases, developed in-house, for building permit records management and processing.
- The first system was used between 1998 and 2010 and contains 37,761 building permit records.

- This system was essentially a permit record-keeping system only. The system did not calculate permit fees, track permit review deadlines or the number of days a permit had been under review, and did not allow for the generation of reports that allowed for performance management.

#### *The Move to the Current System:*

- Following a 2008 management consultant study of our Development Services operations, we undertook a comprehensive re-engineering of our building permitting processes. As a result, we...
  - Developed a new Development Services Fee Schedule; and
  - Established performance standards for permit processing, such as the maximum number of days for a permit review cycle, and the maximum number of review cycles for a permit to be issued.
- With a new fee schedule and new permitting processes in place, a new building permit software system was needed to help implement the process improvements.
- However, due to economic conditions in 2010, funds for acquiring a professionally-designed building permit software system were not available.

#### *The Current In-House System:*

- In 2010, a new Microsoft Access-based building permit software database was developed in-house.
- In addition to being a building permit records management system, the new (current) system added desired functionality, including:
  - Automated calculation of permit fees;
  - Automated generation of permit plan review due date reminders;
  - Generation of basic permit correspondence;
  - Generation of lists of required inspections based on permit type;
  - Some capability to generate emails to staff plan reviewers; and
  - Generation of reports to enable some permitting performance management.
- The current system, in use since 2010, presently contains about 8,000 permit records.

#### *Limitations of the Current System:*

- The current system is a Microsoft Access 2003 database, which is no longer supported by Microsoft.
- The current database is difficult to troubleshoot when problems arise.
- The current database cannot be further updated or modified to add new features or functions, accommodate changes in our processes, or changes to our Fee Schedule.
- The system has been increasingly susceptible to “crashing”, which results in a need to revert to an earlier backed-up version of the database, with staff having to re-enter the permit records that were lost as a result of the crash.
- We have implemented many work-arounds to keep the system operating, but we have lost some functionality as a result – we are on borrowed time.

*Proposed Solution:*

- Last year's (FY14/15) budget included \$89,220 to purchase a professionally-designed software system that would provide building permit, code enforcement and Plan Commission case management.
- In November 2014, a Software Support System RFP was posted on the Village's website, listed on a Government RFP website, and sent directly to 12 software vendors. Five proposals were received.
- The selection team (Community Development and Information Systems) reviewed the proposals. The team viewed live software demonstrations from the four vendors who submitted responsive proposals.
- The selection team unanimously selected The Davenport Group's LAMA (land management) Software package as the best option for management of building permits, code enforcement and Plan Commission cases.

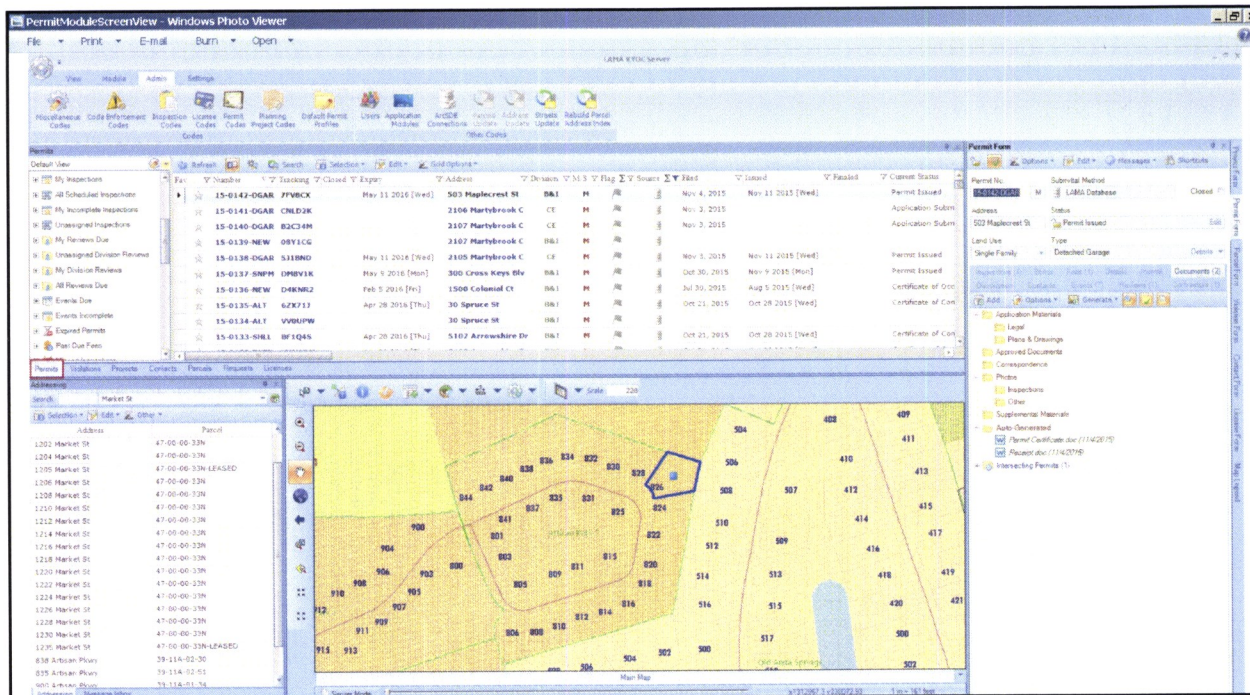
*Proposed Solution:*

- As staff was preparing to seek Village Board authorization to purchase the LAMA software in February 2015, we began hearing reports that the State might withhold municipal LGDF revenue. With this threat to revenues, the request for authorization to purchase the software was deferred.
- \$90,000 for the software was re-budgeted in the FY15/16 budget, but was placed on the "Frozen List" due to ongoing/pending action by the State that could negatively affect municipal revenues.
- At its November 2, 2015, meeting, the Village Board released funds for certain items on the Frozen List. Community Development's software support system was among the items that were unfrozen.

*Why are we recommending LAMA?*

- It is a modern, supported, Microsoft-based software system with a dedicated local (Crystal Lake) customer service team.
- It will allow for integrated tracking, processing and management of building permit & inspection operations, code enforcement cases, and Plan Commission cases within a single software package.
- It will facilitate the migration to paperless processes.
- It will accommodate on-line permitting in the future (\$10,000 option).
- It will utilize the Village's G.I.S. parcel data to integrate parcel-specific information and mapping functions into our processes.
- It will integrate directly with our Microsoft Outlook E-Mail and Calendar functions to automatically schedule permit and project deadlines and due dates, inspections, and generate e-mails.
- Building permit, code enforcement and Plan Commission case records will be saved directly into the Village's electronic document management system, Laserfiche<sup>®</sup>, saving staff time as we will no longer need to scan records into Laserfiche<sup>®</sup>.

- The Davenport Group will import our existing 45,000+ permit records into LAMA so that historic records can be accessed through LAMA. This will significantly reduce time spent by staff responding to FOIA requests, and improve the accuracy of responses.
- Field inspectors will use the Android app on a phone to access their inspection schedule and route, and to enter inspection reports live in the field. This will save staff time as they will not have to manually re-enter inspection results or comments once back in the office.
- The Android app provides frequently referenced code sections to speed up the preparation of field inspection reports.
- Davenport will customize the software to accommodate our existing process designs. Our existing structure for permit types, permit review deadlines, fee schedule, and inspection requirements will be built into our custom configuration. Software packages from other vendors would have required us to modify our processes.
- Several Village Departments are considering a new citizen service request (CSR) system. LAMA offers a user-friendly online CSR system the Village could acquire, which is part of the same module that would facilitate online permitting. (This is not currently included in the proposed contract.)
- Batavia, Gurnee and New Lenox utilize Davenport's LAMA software. Reference checks for all three communities have been very positive.
- Larger cities, including New Orleans and Philadelphia also use LAMA.



Building Permit Cockpit View

Software-generated code enforcement correspondence



**NOTICE TO CORRECT A  
NUISANCE CODE VIOLATION**

**DATE:** Thursday, November 19, 2015  
**FILING** 15-0005-NUI

Ginger A & Mark W Bassett  
430 SE Wanda Dr  
Ankeny, IA 50021

**ADDRESS OF PROPERTY IN VIOLATION: 430 SE Wanda Dr**

**LEGAL DESCRIPTION: LOT 2 RICHLAND ESTS PLAT NO 7**

This notice is to inform you that a violation of the Ankeny Municipal Code exists at the above referenced property. The specific code section that has been violated, the items that constitute the violation and the method for correction of the violation are as follows:

Code Section	Description and Method of Correction	Comply By
IPMC 304.11 - Chimneys and Towers Must Be Maintained	Chimneys shall be maintained structurally safe and sound and in good repair	12/3/2015
IPMC 304.5 - Exterior Walls Maintained	Foundation walls, namely, west and south building exteriors, have not been maintained plumb and free from open cracks and breaks and have not been kept in such condition so as to prevent the entry of rodents and other pests.	12/3/2015

You are responsible for the correction of this violation in the manner described. You are further notified that you may propose alternate methods of correction. These alternate methods must be approved by City staff and will not be allowed to extend the date for compliance.

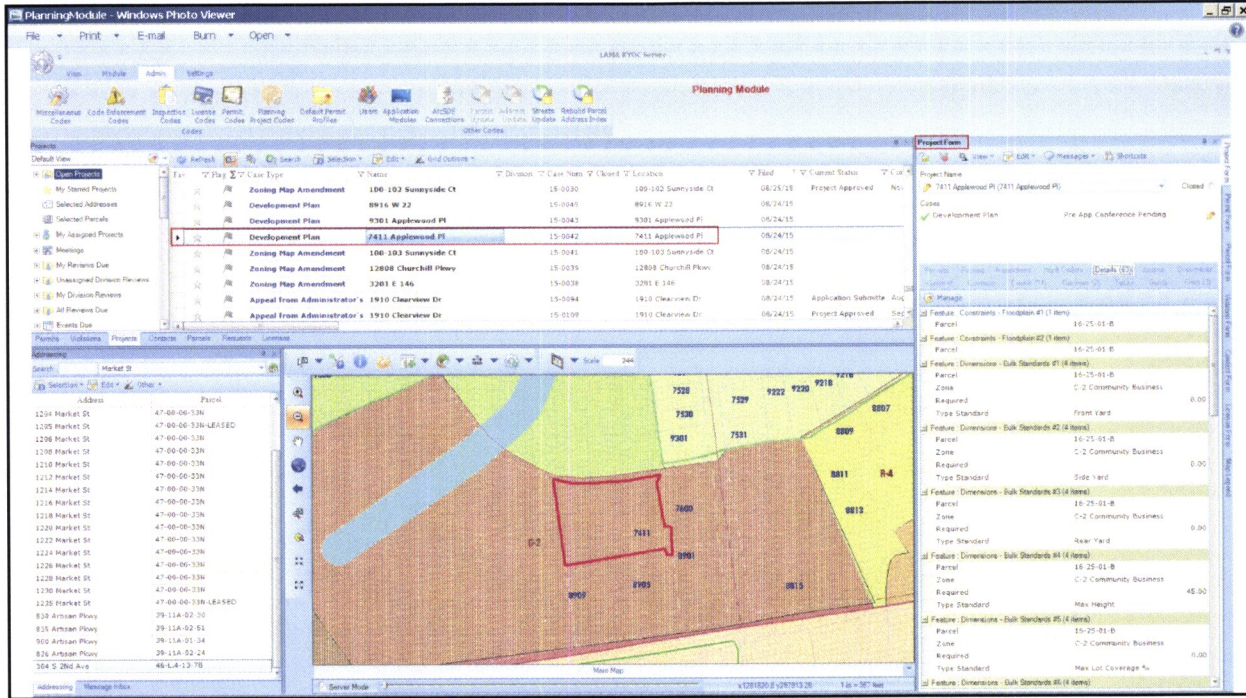
You are further notified that the Code provides an appeal procedure. Any person ordered to abate a nuisance may have a hearing with the officer ordering the abatement as to whether a nuisance exists. A request for a hearing must be made in writing and delivered to the officer ordering the abatement within the time stated for compliance. If the nuisance is not abated and there is no request for a hearing, the City will abate it and will assess to cost to the property owner or to the person causing or maintaining the nuisance in accordance with Code.

Failure to comply may be construed as a violation of the above referenced Municipal Ordinance and punishable by a Municipal Infraction. The civil penalty for a Municipal Infraction is up to \$750 for the first offense and \$1,000 for each repeat offense. Please note that each day that a violation is permitted to exist constitutes a separate and repeat offense.

Questions regarding this violation notice should be directed to John Cabeen at 515-963-3546.

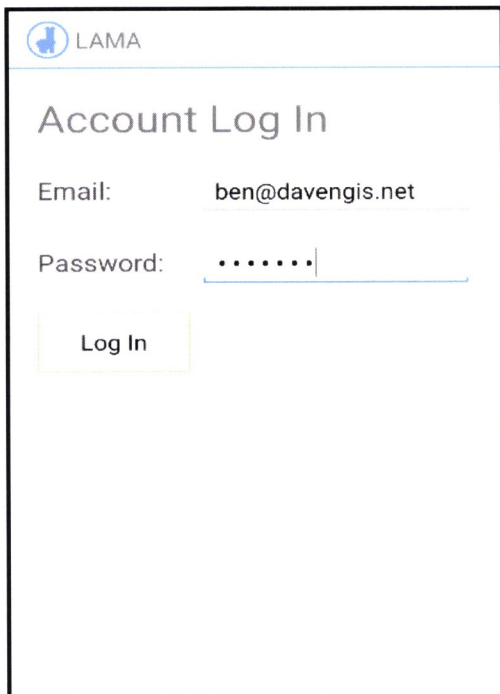
Sincerely,

Planning & Building Department ♦ 220 W. 1st Street ♦ Ankeny, IA 50023 ♦ (515)963-3550 ♦ www.ankenyia.gov



Plan Commission Case Cockpit View

Field Inspector Mobile Application View



Login Screen

LAMA

November, 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Requested

Calendar View

LAMA

November 19, 2015

14-10774-SPMA (P) Special Event - Master Sosa-Breaux Wedding...	Detached Unscheduled 08:16AM
15-00078-RNVN (P) Renovation (Non... 1300 Perdido St	Building... Scheduled 08:45AM
15-00131-NEWC (P) New Construction 8 Canal St [Sportsmania]	Final Building... Passed 09:04AM
WWE14SIGLIV (L) Certification Charter...	Mobile Vendor Failed 03:03PM
15-00131-NEWC (P) New Construction	Footing Scheduled

Inspections Schedule

Field Inspector Mobile Application View

The screenshot displays the LAMA mobile application interface for a specific inspection appointment. At the top, the user is logged in as 'LAMA'. The project ID is '15-00131-NEWC'. Below this, a list of inspection items is shown: 'Slab' (Scheduled 11/11/2015), 'Rough Framing' (Scheduled 11/12/2015), and 'Footing' (Scheduled 11/19/2015). The 'Selected' item is 'Footing'. The appointment details include: Final Building C/O: Ben K Davenport; Status: Passed; Items: 3; Start: 11/19/2015 at 09:04:AM; End: 11/19/2015 at 09:15:AM; Add Comment; Notes: 0.

Specific Inspection Appointment Record

The screenshot displays the LAMA mobile application interface for an inspection checklist. The project ID is '15-00131-NEWC'. The checklist items are as follows:

Grade certificate submitted	OK	DEF
Federal Elevation Certificate (FEC) submitted	OK	DEF
<b>Comment</b> Test comment		
State Fire Marshal (SFM) final inspection report	OK	DEF
Department of Health (DHH) final inspection report (e.g. school, daycare, food, bar)	OK	DEF
Special Inspections documents (steel, concrete, engineered wood, etc.)	OK	DEF
Changes to approved drawings		

Inspection Checklist



The screenshot shows the LAMA mobile application interface. At the top, there is a header with the LAMA logo, a home button, a calendar icon, and a menu icon. Below the header, the permit number (P) 15-00131-NEWC is displayed with a star icon. The main content area contains several fields: 'Typ: New Construction', 'Loc: 8 Canal St [Sportsmania]', 'Sts: Permit Issued', and 'Dsc: \*\*Mobile Test'. Below these fields is a menu with four options: 'Inspections' (with an information icon), 'Contacts' (with a person icon), 'Documents' (with a folder icon), and 'Details' (with a list icon).

Information Available to Inspector in Field

*Cost and Implementation:*

- Cost for software acquisition: \$69,740. This includes the Permitting and Inspections, Code Enforcement, and Planning & Development Review modules, plus Microsoft Exchange Server Integration and the Android Phone App.
- Cost includes 26 professional person days on-site to assist with data collection, customization and configuration, training, etc.
- Annual software maintenance cost is included in Year 1. Will be \$17,000 in Year 2, and \$17,000 plus an increase or decrease in accordance with the CPI each year thereafter.
- We anticipate acquiring three Android-based devices for our Code Professional staff to use in filing inspection reports from the field. Total cost \$900. Annual cost for three service lines/data plans would be \$2,000 per year.
- If Village Board is comfortable moving ahead, staff would work to finalize contract for Village Board action on December 21, 2015.
- Davenport Group would begin data collection and configuration in January, 2016.
- We would expect software would be fully operational by mid- to late-summer 2016.

The Village Board concurred with the staff recommendation to present the software support system for Village Board consideration at the December 21, 2015 Board meeting.

## Discussion of Village Board Goal - Branding

Assistant to the Village Manager Chris Oakley discussed Branding Goal options with the Village Board as follows:

### Guidance and Direction

1. Project Timing: If FY16-17 budget resources are insufficient to accomplish top 3-4 goals, does this goal get pushed back (reprioritized) to future years?
2. Project Cost: Is there an acceptable project cost for completing this goal:  
Consultant Services - \$ 90,000  
Est. Rebranding Campaign - \$100,000
3. Project Metrics: Are there a success measures you envision for this goal? Qualitative? Quantitative?

### Branding: Elements to Address

- Consultant or In-House Work Group
- Slogan / Tagline
- New or Hybrid Logo
- Entryway Signage (New or Expanded)
- Communication Specialist

### Branding Consultant or In-House

- Nov. 16<sup>th</sup> Workshop discussed alternative to branding consultant such as a **local work group** comprised of community leaders, staff and other potential local stakeholders to facilitate a survey on community perceptions including strengths, assets and other favorable and/or distinct organizational traits that are germane.

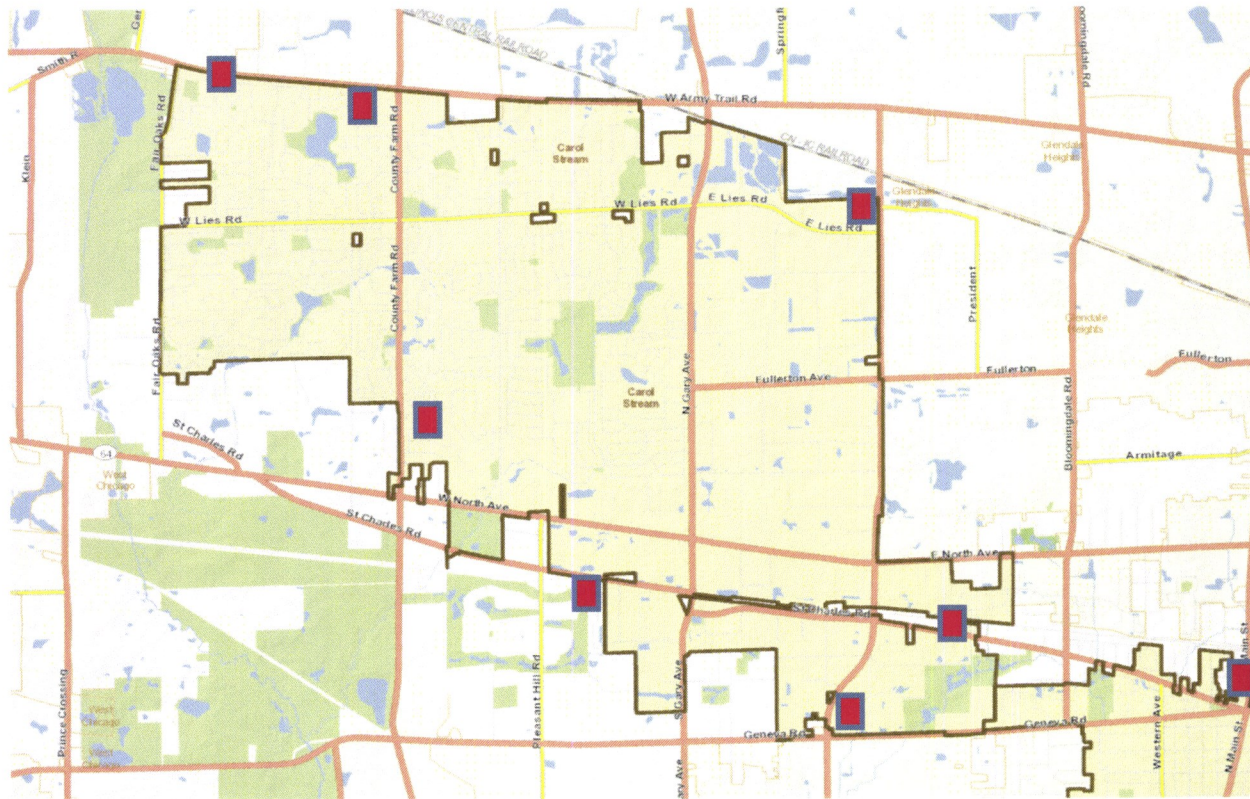




### Suggested Sign Locations

- County Farm Rd.: North & South Boundary (2)
- Schmale Rd North & South Boundary (2)
- Army Trail: West Boundary (1)
- Geneva Rd.: Eastern Boundary (1)
- St. Charles Rd. : East & West Boundary (2)

## Signs: Prioritized Locations



## Current Communication Tasks

- Assigned to the Asst. to the Village Manager
- E-Stream Newsletter – 26 Issues/ Year
- Village Happenings – 26 Issue/ Year
- News Releases – 45 Press Releases/ Yr.
- Social Media Coordination: (+ Ray in PD & Tia in PW)
  - TWITTER (Oct. '13): 670 Tweets 317 Followers
  - FACEBOOK (Nov. '13): 1,270 Likes 4,332 Reach

Average Postings/ Yr. – 283 Total Posts - 571

- Town Center Events Marketing Materials & Photos
- Water Bill Message Center – 12/ Year

## Budget Resources: FY17-19

- Rebranding Kick Off Campaign: Est. Costs - \$2,500 (Timing of Kick Off – Fiscal Year)
- Reprinting & Rebranding Costs - \$80,000 (Yr. 1)
- Aerial Promotional Video - \$3,500 + Annual Updates \$750 (Yr. 1)
- Wayfaring Entryway Signage: (8 Signs)
  - Design (Yr. 1)
  - Fabrication & Installation: (Yr. 1 & 2): \$5,000/ea.
  - Communication Equip. & Enhancements:
    - VIMEO Channel Subscription - \$189/yr.
    - GoPro Video Camera & Accessories - \$250

Branding: Timing of Roll Out

- Feedback from the last workshop regarding the timing of a rebranding effort centered on the adoption of the **Comprehensive Plan Update**. It is anticipated that a final plan document will be presented for adoption this coming spring. (April)
- **Timing option 2** – in advance of the 2016 summer event season. (Late May/Early June)
- **Timing option 3**- As part of the 2016 State of Village. (Mid-May)

Trustee McCarthy and Trustee Gieser felt this may not be the right time to undertake a rebranding effort. Trustee Schwarze also felt that rebranding may not be appropriate to do now, but perhaps refreshing what we already have, i.e. signage and slogan without spending large sums of dollars.

Trustee Hennessey asked if Carol Stream was a good candidate to undertake a rebranding effort. Trustee McCarthy and Trustee LaRocca asked what the end game of a rebranding effort would be. What is the goal?

Trustee Hennessey advocated using a marketing professional to promote the Village. Trustee Frusolone felt the cost of rebranding could be reduced since the Police Department uses a different logo than the rest of the Village.

Trustee Frusolone stated the Park District sign and logo changes took about 3 years to complete and includes policies on purchasing items with the Park District logo.

Village Manager Breinig stated staff could prepare options for a full time and part time marketing professional during the budget process.

Trustee Hennessey felt the Village should be marketing to millennials to get young families to move into Carol Stream. We need to increase our google “findability” score and our website needs to be fresh and vibrant.

There being no further business, Trustee McCarthy moved and Trustee Gieser made the second to adjourn the Special Board meeting. The meeting was adjourned unanimously at 7:25 p.m.

FOR THE BOARD OF TRUSTEES

  
Frank Saverino, Sr., Mayor

ATTEST:

  
Laura Czarnecki, Village Clerk

Minutes approved by the President and Board of Trustees on this

21<sup>st</sup> day of December, 2015.

James Czernacki

Village Clerk