



# Optimizing City Services

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Leveraging Technology to  
Overcome Resource Constraints



# Your Panel



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*Finance Director  
City of Santa Barbara*



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*Government Industry Advisor  
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# Current State of Digital City Services







## Opportunities

- Cost Savings
- Efficiency Gains
- Enhanced Security
- Increased Citizen Engagement
- Quality Control

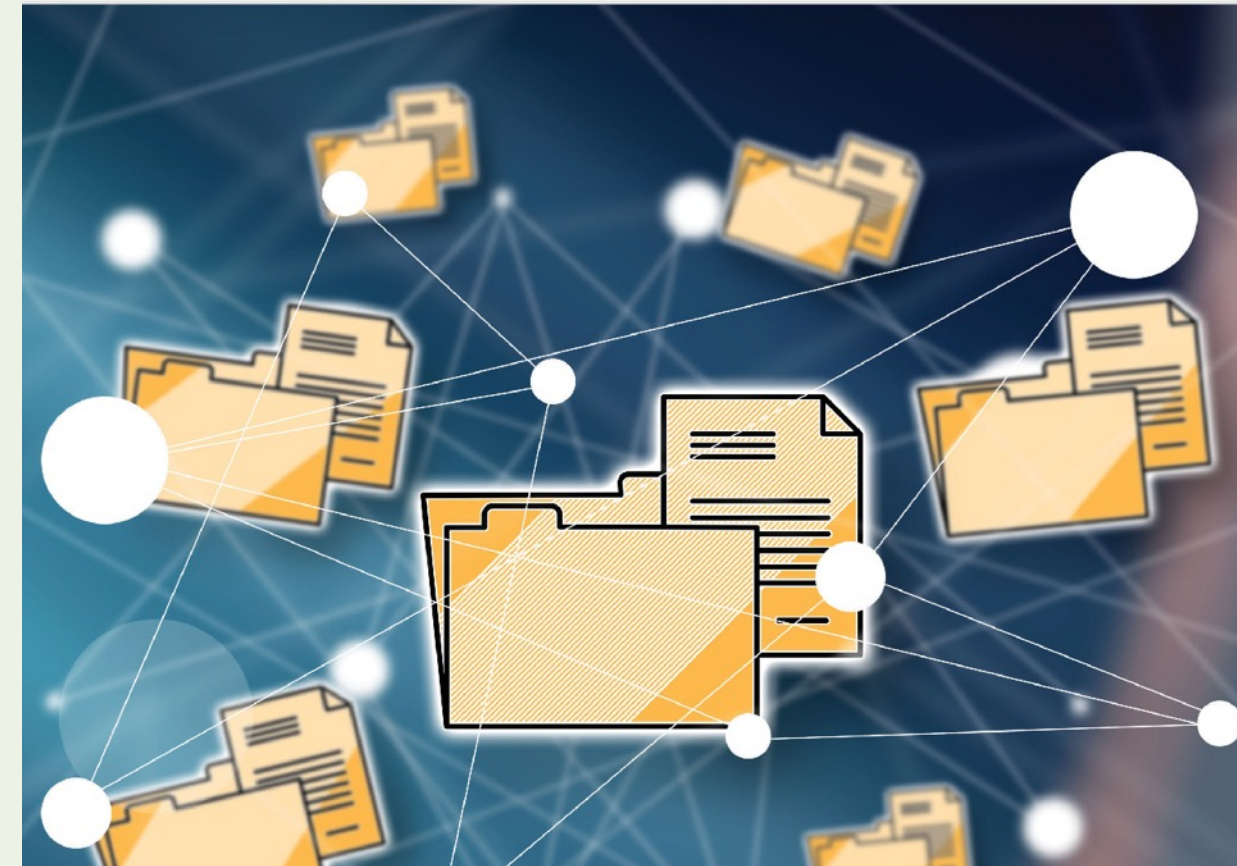


# Why Digitizing and Incorporate Technology



## Increasing Efficiencies

- Streamline Work Flows  
Reallocate Resources  
Reduce staff labor time with increased automation



## Data Management & Access to Records

- Business Licenses
- Registration and Payments
- Permitting and Licensing



## Process Improvements

- More repeatable, accurate, automated processes
- Easier to train new staff
- Importance of process documentation
- Easier to audit
- Better work environment



# Digital & Technological Leap for Santa Barbara



**On-line Budget**



**Streamlines quarterly financial reporting**



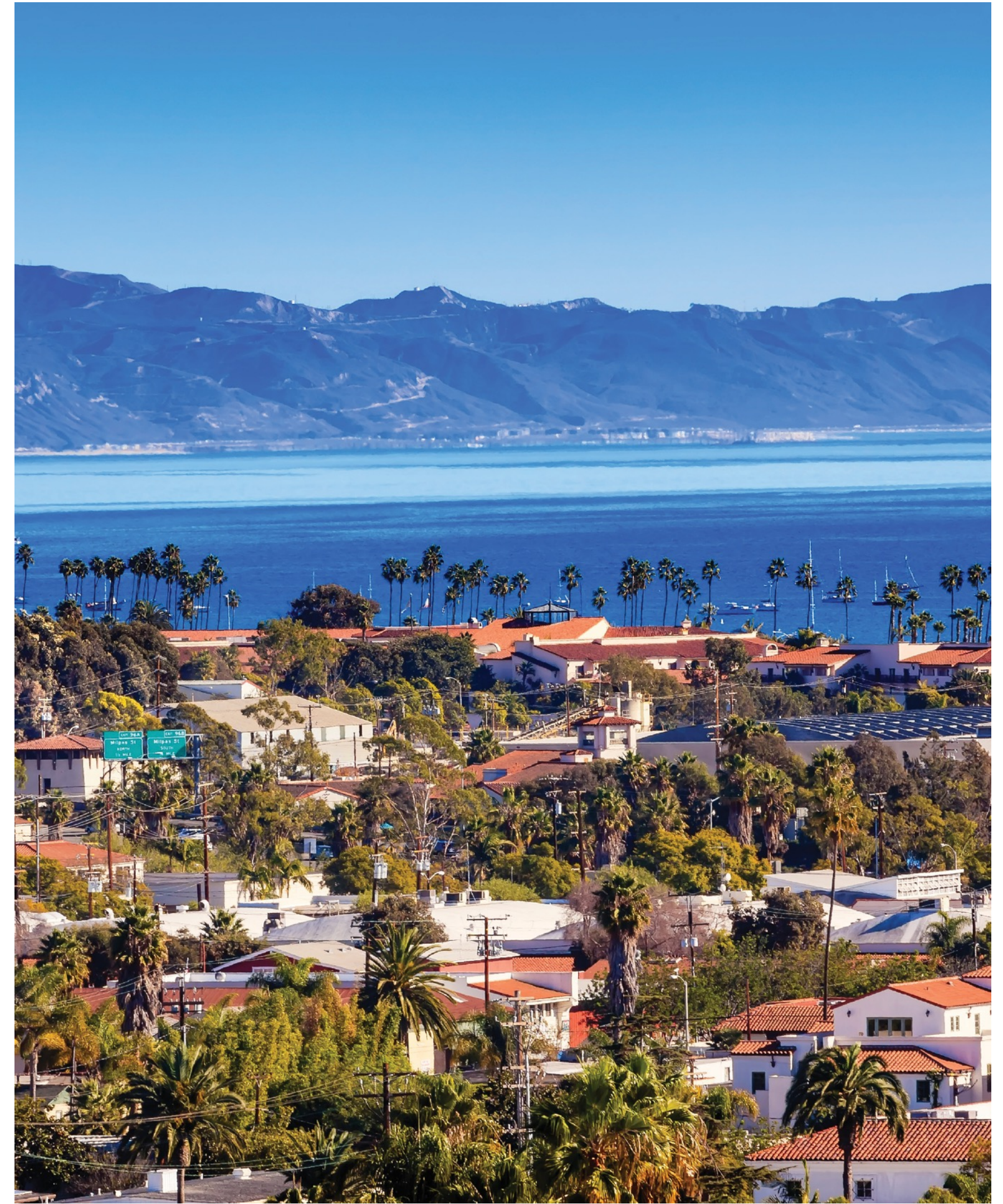
**Virtual credit card and ACH for vendor payment**



**Business license tax program administration**



**Cost recovery and revenue policy**





# Digital & Technological Leap for Culver City



**Employee Benefits Tracking**



**Contract Management System**



**Streamline Customer Billing**



**Efficient Procurement Approvals**



**CIP Budget Development and Reporting**





# Comparative Perspectives



**What Worked**

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**Lessons Learned**

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# Considerations to Automating, Digitizing, and Incorporating Technologies

## Buy In



## Budget & Prioritization



## Policies





# Questions and Answers



# Conclusion

## Contact Info

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