

**2018-2019 BUDGET QUESTION**  
***Response to Request for Information***

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**DEPARTMENT:** Development Services

**REQUEST NO.:** 179

**REQUESTED BY:** Tovo

**DATE REQUESTED:** 9/4/18

**DATE POSTED:** 9/8/18

**REQUEST:** How much is proposed within Development Services for logo, branding, and marketing materials? How much is proposed within Development Services for professional registrations and memberships?

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**RESPONSE:**

In the Proposed FY 2019 Development Services Department (DSD) budget, \$144,077 is allocated for outreach and \$74,786 is allocated for memberships and professional registrations.

DSD has completed its branding efforts, therefore no funding is targeted toward the development of a brand. DSD does not intend to target any funding for logos or marketing for FY 2019.

A recommendation of the Zucker Report was the Department's need to expand its community outreach efforts and bridge trust with neighborhoods and stakeholders.

In 2018, DSD has participated in 47 outreach and engagement activities, including presentations to professional organizations on new processes and requirements, conducted stakeholder trainings on use of the Department's online tools, and partnered with the building and construction industry to showcase our online permitting services and electronic plan submittal process at conferences and trade shows. The funding for FY 2019 will allow DSD to continue its current outreach and engagement efforts, but also expand those efforts to provide education to neighborhood groups and homeowners on current code and permitting requirements and to emphasize the Department's goal of assisting homeowners in navigating the development process.