
**SPEAKERS**

- **Shawna Purvines**
  Principal Planner

- **Ben Palacio**
  Sr. IT Analyst

- **Michael Campbell**
  Project Manager
Placer County at a Glance

- Established in April 1851, gold mining was a major industry
- Stretches roughly 65 miles from Sacramento’s suburbs at Roseville to the Nevada border and the shore of Lake Tahoe
- One of the fastest growing counties in California with a current population of 390,628
  - Ranked #1 in California for best quality of life by County Health Rankings and Roadmaps
  - Median household income of $85,299
  - Median home value is $473,978
  - Hosted Winter Olympics at Squaw Valley

Community Development Resource Agency

Consists of:

- Planning
- Building
- Engineering
- Environmental Services
- Housing and Economic Development
- GIS
eServices Program Vision

- Set goal in early 2018 to become a leader in innovative customer service operations
- In today’s technology-driven world, customers expect to:
  - Access all services 24x7
  - Obtain relevant information easily and instantaneously

eServices Core Components

- Ask Placer
- Permit and Zoning Guide
- Online e-Permit Applications
- GIS & Zoning Map and Land Information Search
- Online Appointment Setting
- Historical Permit Search
Ask Placer

- One of a kind Google Assistant and Amazon Alexa-enabled chat assistant, with a web user interface
- Public asks questions via voice or typing
- Ask Placer responds with targeted answers
- Custom developed web administration interface

User Interfaces

- Web UI
- Google Assistant
- Amazon Alexa

One data source - simplifying management, reduces staff hours!
Direct Navigation to Resources

Before the Board of Supervisors
County of Placer, State of California

In the matter of:
An ordinance to amend Chapter 12.50 and Article 14.40, Short-Term Vacation Rentals

The following ordinance was duly passed by the Board of Supervisors of the
County of Placer at a regular meeting held November 13, 2019, by the following vote on
roll call:

Aye: COB & HOUS, QUETANA, SHANK
Nay: NONE

Signed and approved by me after its passage.

[Signature]
[6/29/2020]

Direct Navigation to Resources

Placer County Chat Assistant

Short-term Rental Ordinance

Effective January 1, 2020, the short-term rental ordinance establishes
permitting requirements for short-term vacation rentals in the
unincorporated areas of Placer County. The ordinance includes
regulations for motor, parking, water, collectors, occupancy limits, and
park safety.

SHORT-TERM VACATION RENTAL PROGRAM

[Links and details]

[Signature]
[6/29/2020]
From asking how, to completing a task in seconds!

Management and Administration of FAQs
 Permit and Zoning Guide

Guided search utility that helps the public research

• Zoning constraints by parcel

• Calculate the permits and licenses required to open or expand a business

• Calculate the permits and fees for an upcoming residential project

Your Guide for Zoning, Permitting, and Fee Estimates

Zoning Portal
Learn where you can locate your project in the County of Placer.

Start →

Business/Commercial Portal
This tool calculates the permits and licenses you need to open or expand a business.

Start →

Residential Portal
This tool calculates the permits and fees for residential projects.

Start →
Online e-Permit Applications

- Citizens may apply online for:
  - Building Permits
  - Planning Permits
- Search previous permits and applications
GIS & Zoning Map Land Information Search

- Citizens can research by address, parcel or interactive map search
- View permits, maps, zoning descriptions, property tax information
Online Appointment Setting

From computer or mobile device, members of the public can:

- Set appointments for building and planning counter appointments
- Check in for appointments
- Receive notifications when they are next in line
Historical Permit Search

Online search utility that empowers citizens to look for historical permits by permit number, parcel number, address, or applicant name.
Resources and Costs

| 2,000 EMPLOYEE HOURS CONTRIBUTED | $303,000 INFRASTRUCTURE INVESTMENT |

Early Results

- 9,000+ customer questions across all eServices utilities answered
- 2,000+ customer hours saved
- 600+ Ask Placer questions configured
- 800+ online building, planning and engineering permits accepted
Achievements

- AFI - Innovation Award Winner 2020
- Most Innovative Use of Citizen Engagement Award - Center for Digital Government
- CCISDA Innovation Award - California County Information Services Directors Association
- Merit Award - California State Association of Counties

Success Contributors

- Strong, motivated, involved executive leadership
- Cross-functional collaboration between departments:
  - Community Development Resource Agency
  - Information Technology
  - Public Information Office
- Coronavirus pandemic increased usage
  - Shelter-in-Place, limited counter hours
Challenges

• Chatbot functionality was completely new and built from the ground up

• Development using multiple platforms and technologies

• Move from paper-driven system
  ○ Change is difficult
  ○ Going paperless will take time

Growing the Program

By providing self-service systems that empower customers:

• Free up staff time for higher level critical tasks

• Invest in high quality customer service when customers need to meet in person

• Beneficial to staff

• Responsible to taxpayers

• Valuable to customers who now have multiple ways to engage core services
Q & A

Shawna Purvines: spurvines@placer.ca.gov
Ben Palacio: bpalacio@placer.ca.gov
Michael Campbell: mcampbel@placer.ca.gov

Google Assistant: “Hey Google, Let’s Talk to Placer County.”
Amazon Alexa: “Alexa, Ask Placer County.”
Ask Placer Web Chatbot: placercountychat.appspot.com
eServices: placer.ca.gov/eservices