



PRESS RELEASE

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Marin Builders Association and Marin Economic Forum to Evaluate the Permit Customer Experience in Novato

The Marin Builders Association is announcing a new partnership with the City of Novato and the Marin Economic Forum. The collaboration is designed to help improve the permit process for customers and decrease the amount of unpermitted and uninspected construction in Novato.

As part of this collaboration, the Marin Builders Association, City of Novato and the Marin Economic Forum will explore and measure the overall customer experience of the City of Novato's building permitting process.

"The City of Novato is thrilled to partner with the Marin Builders Association and the Marin Economic Forum in discovering ways we can improve customer service" said Vicki Parker, Novato's Community Development Director. "We are hopeful that the Customer Satisfaction Assessment report being prepared by MBA and MEF will provide us with greater insight into our process from our customer's perspective and offer us recommendations and strategies for improved processes."

The Customer Satisfaction Assessment Program will begin with significant data driven measurement, review and specific analysis of the customer experience. The end-product will be a report presented to the City that will include findings from recent customer and staff surveys, focus groups, and one-on-one interviews. The report will include best practices from bay area communities, as well as recommendations on how to improve overall service.

"We are excited to add the City of Novato as our latest partner in the Permit-Customer Satisfaction Assessment Program. We are encouraged to work with them in their efforts to improve the permitting experience. The benefits of a simplified and approachable permitting process benefits contractors, homeowners and city staff." added Rick Wells, Marin Builders Association CEO.

The Marin Builders Association serves the construction industry by promoting high ethical and professional standards and working responsibly with the community for the enhancement of the building industry.

"The Marin Economic Forum is proud to continue our affiliation with the Marin Builders Association and the Customer Satisfaction Assessment program. We look forward to working with the City of Novato in identifying concepts that can be implemented to improve the customer experience." commented, Mike Blakeley, Marin Economic Forum CEO.

The Marin Economic Forum supports economic vitality and equity through research and by convening stakeholders to develop shared solutions.

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