

# Powering Modern Community Development in a Changing World

## Community Development

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There's no denying it—the ways people live, work, and play are shifting. From bustling metropolises to sprawling towns and everything in between, cities everywhere have become stages for rapid change to meet new expectations of what a community should be and do for its people.

Local government agencies are in the thick of it all, charged with facilitating this change while making decisions to shape economic development and promote quality of life within their communities:

How can this land be put to best use, striking the right balance between providing jobs and economic value and preserving the culture and character of the community as a whole?

Are the processes that enable community development running smoothly? Can they be safely and equitably replicated across different projects, and can we count on them to deliver consistent outcomes every time while respecting defined standards governing aesthetics and usage?

Are we enforcing codes and regulations in a way that serves the community, giving residents and contractors the transparency they need to embark on residential and commercial projects and spur community growth?



**These are all big questions, and answering them in the context of any unique community is complicated.**



**Prospective businesses promise more jobs and tax revenue, but measures must be taken to ensure safety and respect the wishes of people who live and work nearby. Meanwhile, competition among communities to attract these businesses can be fierce, and delays in the permitting process can spell lost opportunities for economic growth.**

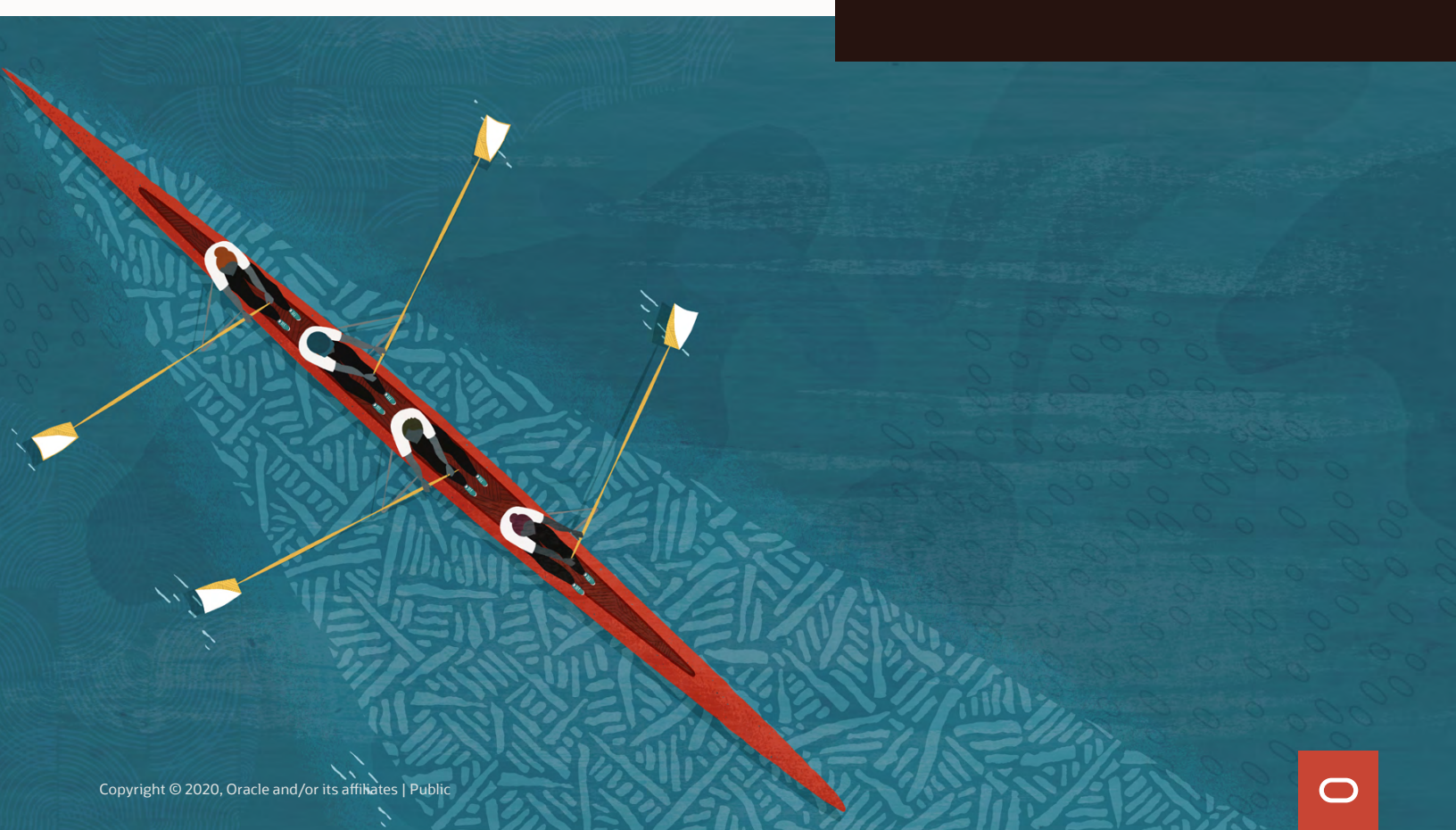
Expectations of residential and commercial land use are evolving as the population ages, with younger generations gaining homebuying and spending power. To capitalize on these shifts, local governments and builders need seamless processes that enable them to work together to bring projects to life in a timely manner.

Laws, codes, and regulations shift constantly and agencies need to be able to design and modify their practices and processes accordingly.

Aging systems and technologies that should make agencies' jobs easier instead often raise security alarms, drain IT resources, frustrate developers, and burn money and time. Rigid processes that hinge on their performance become inefficient, making it difficult to analyze progress and deliver on community development goals.

**And all the while, customer expectations continue to rise as community members look for better ways to interact with their local governments. Chief among their demands?**

Transparency, accountability, and the opportunity to engage in decisions that affect them at home.



# The Trouble with Old Tech

Local governments everywhere still rely on systems built on data models and technology dating as far back as the 1980s—making them centuries-old in “tech years.” While these systems have made efforts to update as superior technology became available, most have never been entirely rebuilt. Rather, each upgrade was simply layered on top of the last. And the last. And the last. The result? Burdened by generations of obsolete code, these systems can be slow, frustrating to use, and nearly impossible to adapt as the needs of users change. Plus, their lack of integration with other systems means that data becomes siloed, making it difficult to extract meaningful information.

Upkeep on these systems is a challenge all its own. Deciphering antique custom code written by long-retired developers is timeconsuming and costly—so much so that an agency might spend several times the cost of a legacy software system on yearly maintenance alone. Ouch. Together, these factors will raise obstacles at every stage of a community development project—impeding an agency’s ability to deliver on its goals.

A multi-pronged challenge warrants an equally all-encompassing solution that empowers local government agencies to embrace agility, amplify productivity, and accelerate community development by knocking down barriers that stand in the way of timely action. All while providing the engaging, modern customer experience your constituents demand.

**It might seem like a lot to ask—but just imagine what you could do with a solution that:**

## 1 Makes Processes Work for You (Not the Other Way Around):

If any step in a community development project can’t run smoothly, the entire initiative can suffer for it. Even the most minor delays and misalignments can snowball, impacting timelines, budgets, resource allocation, and ultimately—completion. Each individual process—from planning and zoning through permits and inspections all the way to code enforcement—must be reliable, configurable, and replicable in order to maximize the success of the project as a whole. And, perhaps most importantly, they have to be intuitive and customercentric, engaging users both within your agency and in the larger community through their channels of choice.

## 2 Empowers Staff to Meet Goals:

It pays to have specialized experience to facilitate each phase of a community development project. But to exercise that experience fully, each member of your team needs to be efficient, effective, and adaptive. That can’t happen if they’re being held hostage by clunky, overcomplicated processes and systems that require constant handholding from IT. Every internal tool in your arsenal should support your staff and increase their capacity by streamlining and automating workflows, enabling cross-departmental communication, and making key data accessible and actionable so your team can focus on applying their unique expertise.

## 3 Connects All Stakeholders with Future-Proof Technology:

With processes under control and people in control, the keystone of a true solution is an end-to-end technology platform that brings all the moving pieces together. Leveraging the most modern technology can enhance every phase of the community development process, overdelivering on customer expectations and empowering every individual involved along the way.





# Solution Overview:

## Oracle Community Development

Oracle Community Development is the only true cloud-native solution that was purpose-built specifically to empower local governments with reliable, configurable tools to deliver the modern development services and customer experiences that communities need and constituents expect.

From planning and zoning to permitting and inspections to code enforcement, the suite leverages leading-edge technology backed by the expertise of a dedicated ecosystem of public sector specialists to streamline community development, paving the way for economic growth and improving relationships in cities everywhere.

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### Planning and Zoning

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### Permits and Inspections

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### Code Enforcement



## It's Better *in the Cloud*

In contrast with on-premises, cloudnative technology is built on opensource principles, prized for making it possible to develop software and build applications that are more flexible, easier to manage, and better able to stand the test of time.

**Up-to-date:** Rather than being tied down to a series of scheduled updates (and dealing with downtime as each update is completed), cloud-native software updates automatically and continuously.

**Scalable:** Capabilities can be scaled up (for enterpriselevel users), down (for smaller organizations), and anywhere in between as needed.

**Cost-efficient:** By speeding development timelines and eliminating the need for costly third-party integrations, cloud-native technology helps keep costs to a minimum.



Here's how the solution comes to life for your community:



## Accelerate Processes and Empower Your Team

- Visual Mapping: Drive informed land use decisions and increase understanding of outcomes with geospatial design integrated with ESRI technology.
- Unmatched Extensibility: Build, update, and manage intake forms, applications, and workflows using simple drag-and-drop design tools—without help from IT.
- Automated Workflows: Process applications and inspections automatically to increase agency capacity and save time.
- Real-Time Analytics: Track the performance of processes and dig into actionable insights with visual data representation.



## Power Modern Customer Experiences

- Omni-channel Engagement: Connect with community members through their channels of choice: social media, email, phone, and online.
- Intuitive Mobile Experience: Simplify the on-the-go process for power users and the technologically challenged alike with help from a chatbot.
- Guided Applications: Streamline applications with a responsive, rules-based interface complete with step-by-step instructions that conform to the user's request.



## Stay Strong Behind the Scenes

- Consistency: Empower equitable, replicable processes that deliver predictable outcomes with standardized conditions and comments.
- Ongoing Innovation: Keep pace with technological developments and minimize maintenance costs with Oracle Cloud Services' continuous update schedule.
- Integration Options: Connect with Oracle's additional back end financial, work order management, customer experience, and complementary community engagement tools through Oracle Integration Cloud to further streamline processes and control costs.





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## Connecting Public Sector Function and Stakeholders with Oracle Community Development

Oracle Community Development is integrated into Oracle's broader cloud application portfolio, connecting all public sector functions including budgetary processes, human capital resource management, financial as well as citizen interactions. Agencies can also take advantage of Oracle's omni-channel engagement capabilities to connect with citizens via their channel of choice including: social media, email, phone, web self-service, chat, and digital assistants.

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**For more information visit:**  
[www.oracle.com/communitydevelopment](http://www.oracle.com/communitydevelopment)

