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Power up your licensing and permitting with SmartGov

Giving jurisdictions a Brightly-er solution that works for community planners, dwellers, and everyone in between



Permitting made easy

Ah, permitting. And when we tack on all the documentation associated with parcels, licensing, too.

Balancing the interests of public safety, community well-being, economic growth, and responsible development is no small feat — permitting ensures that progress is achieved in a controlled and sustainable manner that benefits both individuals and the larger community. And then licensing helps to make sure everyone still follows the rules.

For community development directors and building officials, done effectively, permitting (and licensing) can be the source of immense revenue opportunities. But without an intuitive or easy-to-follow system enabled by having the right software in place, the process can cause a big headache for everyone involved.

This guide will explore how Brightly's SmartGov solution helps local and state jurisdictions promote revenue growth, citizen confidence, and cost savings from one easy-to-use platform. We'll cover how leaders like you lean on Brightly to

- Streamline collaboration and processes
- Save time and money
- Implement technology that works for (all) the people

Shall we dive in?



I. **Centralize collaboration and processes**

There's nothing quite like cutting a ribbon to signify opening a new retail, living, recreation, or other business center. New construction can literally be the cornerstone of a thriving community. However, before the first shovel digs into the ground, quite a few people will need to be plugged into the process.

The many faces of development

Permitting can involve a HUGE range of stakeholders, including applicants, contractors, architects and engineers, government officials overseeing compliance, reviewers, inspectors conducting on-site checks, planning and zoning boards, environmental experts, the public, and more. The collective efforts of everyone involved ensure that construction and development projects adhere to regulations, safety standards, and community needs to foster responsible and well-coordinated growth — so why not centralize the whole process?

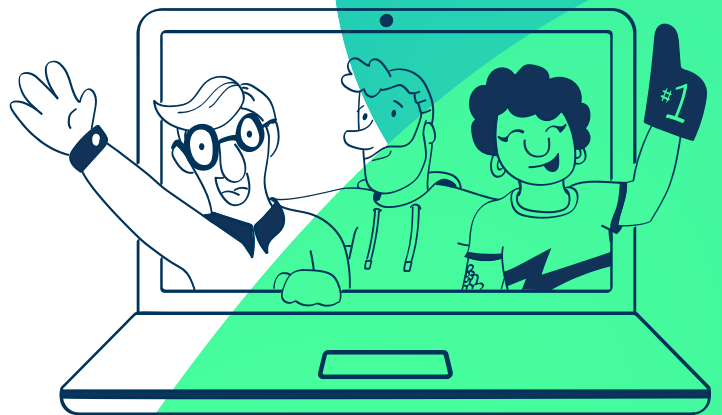
Communication breakthrough is possible

Want faster approvals, reduced errors, and improved coordination among stakeholders? Brightly SmartGov simplifies the communication process around permitting and licensing by offering a comprehensive communication hub that automates notifications, provides real-time updates, and facilitates collaborative discussions.

Add automation (and customization) to your permit and licensing process

With SmartGov, you can use automated permit flow and approval processes to speed up permit processing and inspections. With Brightly's powerful solution, you can customize unlimited permit types, forms, and requirements to meet your jurisdiction's needs while streamlining citizen engagement for faster processing.

Want to keep these good times rolling after construction is complete? Brightly SmartGov for enterprise can make sure each parcel has the appropriate business licenses in place. Manage timelines, fees, inspections, online payments, and even automate renewal notifications.



An IRL county gets a boost with Brightly

One perk of SmartGov? It's backed by experts who can help you maximize your capabilities! Check it out:



Increased processing capacity without adding headcount

When one of the largest counties in the US needed a standardized, efficient, and fully digital way to manage the building permitting process, they implemented SmartGov. After realizing they could leverage the platform at an even greater capacity, the county turned to a Brightly expert to streamline the permitting process across multiple departments.

By maximizing its use of Brightly's SmartGov, the county has been able to:

- Digitize all permitting tasks
- Manage a 61% increase in the number of permit requests without adding headcount
- Significantly shorten the average number of days for handling a request

[Read more about the county →](#)



There's no more emailing each other to ask if files have been uploaded or approved. Everyone just looks at the portal and checks the status. SmartGov allows for great communication among our staff and instant feedback for customers.

Large County Employee

Business Manager, One of the largest counties in the US

II.

Save time and money while maintaining safety

Permits and licenses can be a great source of revenue for cities and jurisdictions — so long as you can strike a balance between issuing permits quickly and ensuring thoroughness and safety.

Do more, even with staffing shortages

In the last section, we touched on the many people involved in the permitting process, but what do you do if hiring is one of your challenges?

Whether you can't find the right administrative person for the role or are working with a stringent budget, or both, Brightly can help you accomplish more with fewer resources. SmartGov is customizable to meet your staff's exact needs. From approval workflows to inspection and code enforcement routes, reduce the strain on your personnel with the permitting and licensing platform that does it all.

Apply for (or process) permits and licenses in your pajamas

Remember when you had to put on hard pants, gather all necessary materials, get into your car, drive down to city hall, park, and wait in line only to realize you left an important document at the house or office? These days, not only are citizens more comfortable than ever doing things online, they expect it to be an option. And, in many places, employees can be even more productive from the comfort of their own homes.

A cloud-based solution like SmartGov means that if citizens can have an easier time taking care of business, they'll be more likely to follow protocols and regulations correctly. At the same time, it also eliminates the need for paper-based processes that are difficult to manage and create bottlenecks and inefficiencies around historical tracking, not to mention who wants to pay rent just to store paper?

Let SmartGov be your single source of truth

Are disjointed systems, spreadsheets, and dare we say, stacks on stacks of paper slowing you down? If time is money, you could be wasting oodles of it without a solution in place.

By implementing a unified, user-friendly system, you can dramatically reduce time, costs, and errors associated with permit processing, business licensing, code enforcement, and inspections. SmartGov centralizes the tracking and managing of all processes and tasks, so nothing falls through the cracks.



Introducing speed to the permitting process

Imagine your citizens are ready to build their new house! All the ducks are in a row. The person is poised with their checkbook to pay all the fees. But your permitting process takes half a year! That means no construction, an empty lot that's just sitting there, and, worst of all, no revenue generated! That might be a simplification but read on to see how Brightly helped one town drastically reduce the permitting process time.



Delano
Built for Growth

An injection of speed

When the City of Delano, California, reverted to a manual permitting system that took over 180 days to process, they knew they needed a more effective solution. Armed with criteria that included better tracking of permits, consistent fee issuance, digital records retention, automated permit issuance via reports, real-time review by various departments and outside agencies, auditing capabilities to track permit actions, and more, they enlisted Brightly.

The difference? In one word: exponential.

- Reducing issuance from 181 days to 3–10 days
- Decreased phone calls from frustrated customers
- Keeping up with demand even during peak summer activity
- Issuing 14 permits in 45 minutes

[Read more about the City of Delano →](#)



First, I would say we're much more efficient, and we can handle a much larger workload. Second, we're better stewards of the environment by decreasing our carbon footprint due to not requiring paper plans or forcing people to drive unnecessary miles. And third, we're being held accountable because everything we do is logged and can be reviewed...things get done exponentially faster.

Jermone Keene

Senior Planner, Subcontractor to
City of Delano

iii.

Implement technology that works for (all) the people

When it comes to technology, there is a lot of noise out there. Platforms can run the range from bare bones to overly sophisticated with all the bells and whistles one can imagine. Finding the right solution to bridge public and private needs is tricky — but not impossible!

How to pick the right solution: Criteria checklist

For public organizations, such as your jurisdiction's permitting or business licensing functions, who want confidence that the solution they choose will work, the following criteria can help evaluate to ensure you select the right tool for the job.



Ease of use: Brightly products offer intuitive and user-friendly interfaces. By design, SmartGov ensures that applicants and government officials can easily navigate the system, reducing complexities and enhancing user adoption.



Customization and automation: SmartGov provides customizable workflows, forms, and processes, allowing local governments to tailor the solution to their specific regulations, requirements, and preferences, as well as leverage automation for notifications, approvals, and status updates, reducing manual tasks and expediting the permit application process.



Mobile capabilities and integration with

GIS: The SmartGov mobile app offers offline functionality, empowering field inspectors to access, update, and sync information seamlessly, even without an internet connection. SmartGov also integrates Geographic Information Systems (GIS) to enable visual mapping and spatial analysis to assist in land use, zoning, and infrastructure evaluations.



Security and data privacy: With the backing of Brightly and Siemens, SmartGov implements robust security measures and encryption to protect sensitive data, ensuring high levels of security and privacy.



Scalability: SmartGov is designed to handle varying volumes of permit applications and associated data, making it scalable to accommodate the growth and needs of local governments.



Integrations: SmartGov helps you think two steps ahead to speed up the permitting cycle, including plan review and electronic payments for easy contractor and citizen payment flows.



Vendor support and expertise: SmartGov benefits from Brightly and Siemens' expertise and resources, ensuring ongoing support, updates, and industry knowledge for the solution's development.

Incorporating these features and capabilities, Brightly's SmartGov fulfills the essential criteria for an efficient permitting solution, enhancing collaboration, streamlining processes, and contributing to responsible community development. And, with SmartGov for enterprise, business licensing gets a whole lot easier. Woohoo!

Empower citizens with a public portal that's actually easy to use

Nowadays, everyone's got an online access point to help people apply for things or pay their bills — but in the public sector, these portals are often poorly designed and hard to navigate.

Brightly's SmartGov was designed for your most important customers — your citizens — and can help them easily submit applications, track permit status, and review real-time inspection results. We're also working every day to make our platforms more accessible for everyone.

Give employees and staff a boost, too

For many municipalities, the available workforce has much to do and not enough time. While your portal is citizen-friendly, it can also be easy on your staff. Thanks to the power of automation, your business licensing function can do things like track expirations and notify citizens to create a seamless renewal process that lessens the load (both with paper and effort needed).

Using government asset management software like SmartGov to handle permits and licenses can increase satisfaction and transparency to build trust with your community.

Step into the Brightly lights of permitting and licensing

Building thriving communities starts with implementing tools that foster safety, communication, and collaboration at every step. Brightly's SmartGov solution is an all-in-one government permitting and licensing platform that aligns your departments and creates a seamless, hassle-free experience for your citizens and staff.

At Brightly, we're passionate about creating the tools people need to help their organizations and communities realize efficiency and optimization to achieve healthy, sustainable futures. Our solutions are built by industry leaders and backed by Siemens, so you know you always have the support you need in your corner.

Ready to move forward?

[Schedule a call with a Brightly expert today](#)



About Brightly Software

Brightly, a Siemens company, enables organizations to transform the performance of their assets. Brightly is the global leader in intelligent asset management solutions. Brightly's sophisticated cloud-based platform leverages more than 20 years of data to deliver predictive insights that help users through the key phases of the entire asset lifecycle. More than 12,000 customers of every size worldwide depend on Brightly's complete suite of intuitive software—including CMMS, EAM, Strategic Asset Management, IoT Remote Monitoring, Sustainability and Community Engagement. Paired with award-winning training, support and consulting services, Brightly helps light the way to a bright future with smarter assets and sustainable communities. For more information, visit www.brightlysoftware.com.

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