

Preliminary Land Use Service (PLUS): Service Efficiency Blitz Leadership Summary – June 2025

Purpose & Strategic Context

The PLUS process provides preliminary information for coordinated land use development of a certain size and scale across Delaware that ideally positions the customer for a streamlined experience to obtain their necessary permits from State and local government. In June 2025, a Service Efficiency Blitz (SEB) led by the Government Efficiency and Accountability Review (GEAR) and the Office of State Planning Coordination (OSPC) reexamined the customer journey, focusing on developer and local government needs. The effort and resulting actions align with the Governor's priorities on streamlined permitting and affordable housing.

Primary Customers that Derive Value from the PLUS Program

- **Developers** (Large Firms & Small Businesses) & **Local Governments** (Municipalities & Counties)

SEB Immediate Results

- Eliminated 5 business days from PLUS processing time (from 63 to 58 days) while **providing bandwidth to agencies to improve the quality of their input**
- Saved 30 minutes per applicant submission **increasing the quality of the experience for customers**
- Initiating customer feedback** collection via Survey123
- Improving customer experience** through an updated website
- Maximizing transparency** through timestamped meeting recordings **for customers**

Metrics	Outcomes	Annualized Cost Savings
Total Process Time	-5 business days	\$162,500
Applicant Time	-30 minutes (-20% total time) per applicant submission	\$2,438
Customer Satisfaction/Experience/Value	New surveys in development	Added value to be generated through customer alignment, reduced inquiries & rework

Strategic Bets Underway (1–6 Month Horizon)

- **Reframe customer communication** through shorter, clearer PLUS letters prioritizing legal and standardized best practice recommendations that reference a user-friendly development manual
- **Launch concierge pilots** for affordable housing and small business applicants
- **Evaluate PLUS efficiency pilots including** opt-in/opt-out models for PLUS participants\Q&A structure

Vision for the Future

- **Maximize Customer Value:** Comprehensively assess PLUS based on customer value
- **Broaden Fast-Track Access:** Concierge model(s) as standard path
- **Standardize Systemically:** Comprehensively review the MOU structure to standardize with localities
- **Launch "PLUS 2.0":** Modernize tech tools and refine the PLUS statute if needed
- **Target the Next Optimal Outcome:** Move toward 45-day end-to-end process

Leadership Action Required

- ❖ Reinforce alignment with Governor's priorities on affordable housing and business permitting efficiency
- ❖ Champion transformation of PLUS and additional permitting processes by sponsoring subsequent SEBs
- ❖ Prioritize engagement from existing resources toward the implementation of strategic initiatives

The PLUS SEB affirms the State's commitment to government efficiency—a focus on eliminating waste, streamlining service delivery, and prioritizing execution over excuses for our customers