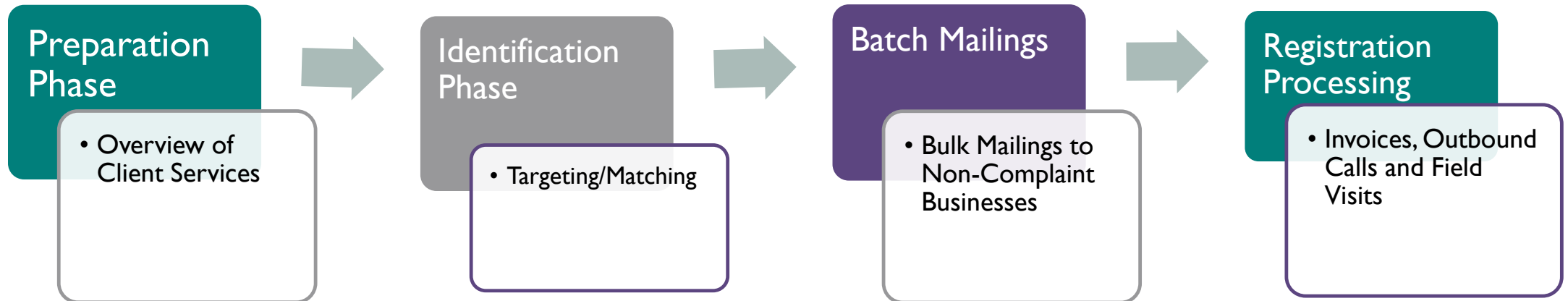


DISCOVERY & COMPLIANCE

PROCESS OUTLINE



Project Outline



IDENTIFICATION PHASE

- **Lead Identification:** Utilizing data provided by the City, as well as the HdL Enriched Data Portfolio (EDP), HdL builds an enhanced listing of entities subjected to taxation in the City. These entities are electronically matched to the existing files of the City using advanced data matching techniques allowing staff to identify which entities are compliant and which entities require follow.
- HdL will also validate the processing steps when registering new businesses. This includes the application & invoicing process as well as the remittance of payments and submittal of data to the City.
- Risk – Client Approvals of Notifications
- *Milestone – Client Approvals of Notifications*
- *Milestone – Data Uploaded into HdL's Lead Discovery Tool*
- *Exceptions:* The Compliance team doesn't rely on electronic matching alone. Records are reviewed by our team members, filtering out records that may lead to erroneous contacts. This extra step allows staff to find additional revenue not otherwise found through electronic means and assists in reducing complaints to City staff and Management.
- *The standardization and electronic matching is in the hands of HdL's development team. This is a very technical process that can sometimes take several weeks. During this time, there will not be much to report prior to reaching the milestone of the data being uploaded into our system.*
- *Depending on the complexity of the City's registration process, samples of test cases may take extra time to complete and verify. Letters and Application(s) are normally standardized and should be available for the City to Review within the first week of this phase.*

MAILING PHASE

- This Phase begins with the “Initial Test Batch”. This step is crucial to assist in gauging response rates that can be used in future mailing.
- This allows HdL to provide the highest level of service to our Clients and their taxpayers.
- A Batch Mailing Plan will be developed based on the number of targets identified and the expected response rate.
- *Milestone – Initial Test Batch Mailing*
- *Compliance and Outreach: HDL initiates contact with the identified entities through a series of City communication methods. Every effort is made to simplify the process for the taxpayers and use a variety of mediums for communications such as mail, telephone, and email. Potential non-compliant entities are notified of their options to comply or dispute their non-compliant status. The notification packets include everything a business needs to become compliant and multiple methods of resolving their accounts.*
- *The regular batch mailings can be scaled throughout the process should the response rate become too much or too little.*

REGISTRATION PROCESSING PHASE

- This phase happens concurrently with the batch mailing phase.
- HdL shall implement the approved process and provide potential revenue numbers for prior years and penalties.
- A Batch Mailing Plan will be developed based on the number of targets identified and the expected response rate.
- *Milestone – Initial Test Batch Mailing*
- *Business Assistance Center: HDL has a taxpayer support and service center where businesses can access support during normal business hours of operation.*
- *Application/Statements: Taxpayers can respond by either mail, fax or email all documents submitted are reviewed for completion and accuracy prior to processing. Any additional information needed will be requested.*
- *Invoicing: Once the application has been reviewed and processed an invoice is created with detailed breakdown of the balances owed for the applicable tax years, and then forwarded to the taxpayer. Taxpayers with also have continued access to our business support center for any questions or disputes arising from the invoice.*
- *Remittance: Upon collection of all required applications, home occupation forms or other forms along with payment and copy of the invoice will be forwarded to the City. This is usually done on a monthly basis however this can occur as often as weekly depending on volumes and City preferences.*

PROJECT TIMELINE

Milestone

Completed – June 11th 2019

- Kick Off Meeting Conducted

Milestone

Standardized Letters & Invoices will be sent to the City for approval

- Client Approvals

Milestone

HdL will utilize several lead tools to locate possible unlicensed businesses

- Targeting

Check In

HdL will email a status update 15 days after the initial start date

- Status Update eMail

Milestone

HdL will send out the first test batch within one week after the initial start date

- Initial Test Batch

Check In

HdL will conduct a follow up call 30 days after the initial start date

- Status Update Telephone Call

HdL Companies

Support Center

Mailing Address

8839 N Cedar Ave #212 Fresno, CA. 93720

Telephone

A Local Number to be established
plus the option of forwarding the City's main Business License telephone
number directly to HdL Customer Service Center

Fax Number

(909) 348-0465

Report Requests

request@hdlgov.com

HdL Companies

Points of Contact

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<p>Anton (Tony) Unger III Project Manager, HdL Business Tax tunger@hdlcompanies.com O: 714.879.5000</p>	<p>Sondra Moore Asst. Project Manager, HdL Business Tax smoore@hdlcompanies.com O: 714.879.5000 ext.410</p>