



GOALS & PRIORITIES 2022

- 1) **COVID-19 Response & Recovery** – the novel coronavirus (COVID-19) pandemic has created a challenging business climate in San Jose and across the country; support policies ensuring guidance, resources, and tools for recovery, e.g. City’s COVID-19 Economic Recovery Task Force, Small Business Virtual Business Center; ensure and support targeted communication to businesses.
- 2) **Procurement/Contracting**; increase small and/or minority owned business engagement with the City of San Jose; further develop outreach and contract opportunities for small businesses with the City, e.g. support and promote the City’s CON Academy, increase Local and Small Business Preferences from 5% to 10% in minor Capital Improvement Projects, support progress on mentorship program between prime and subcontractors; continue advocating for [Disparity Study](#) to determine if there are barriers and underrepresentation in the City’s contractual awards based on race, ethnicity, socio-economics, and other factors; if these barriers and underrepresentation are identified, a goal would be determined to create balance within the system based on the actual information found.
- 3) **American Disability Act Compliance (ADA)** – work to eliminate ADA compliance “drive-by” lawsuit threats targeted at small business; support policy proposals to increase education and resources addressing ADA compliance requirements for small, minority-owned business owners; establish process that identifies small business that are not ADA compliant before lawsuits are filed against them. Based on data reported by the California Commission on Disability Access, in 2020 the City of San José had the highest number of reported alleged disability access violations across the State. The proposed efforts are to ensure that our businesses across the City have access to information, resources and tools so that the City of San José is barrier free and accessible to all residents and visitors, and a place where our businesses may prosper.
- 4) **Small Business Displacement** - support policies and ensure assistance to businesses that are victims of excessive rent increases and tenant evictions; prevent displacement.



In addition to addressing priorities, the Task Force has expressed interest in continuing to work on the following items:

- a. Track status of Disparity Study to ensure budget allocation and implementation.
- b. Track status and progress on relocation of Berryessa Flea Market Vendors.
- c. Track progress on ADA Compliance education, resources, and advocacy [proposals](#), such as AB 2164 (Alex Lee).
- d. Track progress on OED's refresh of the Business Ownerspace website and transition to a "one-stop shop" for small businesses with connections, resources, and access to City Departments, business associations, chambers of commerce, and grants.
- e. Follow-up on availability of an email database of San José registered businesses that is accessible upon expiration of the COVID-19 state of emergency across City Departments for improved outreach and communication strategies.

Presentation topics at future meetings:

- 1) San José International Airport's Disadvantaged Business Enterprise Program
- 1) Urban Confluence Silicon Valley's Proposed San José Art Landmark
- 2) Better understanding of benefits and operations of opportunity zones
- 3) Continued conversations with small business owners to hear first-hand about pressing issues that can help shape and affect City policy and opportunities for small businesses.