



## **District 1, City of San José**

### **PRIORITIES & WORKPLAN 2021**

#### ***Adopted Priorities***

- 1) COVID-19 Response & Recovery** - the novel coronavirus (COVID-19) outbreak has created a challenging business climate in San Jose and across the country; support policies ensuring guidance, resources, and tools for recovery and reopening; 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; continue support of City's Construction Academy to ensure its success; support implementation of 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 that fosters “drive-by” lawsuit threats targeted at small business; establish process that identifies small business that are not ADA compliant before lawsuits are filed against them.
- 4) Small Business Displacement** - support policies and ensure assistance to businesses that are victims of excessive rent increases and tenant evictions due to the novel coronavirus (COVID-19); prevent displacement.

**In addition to addressing priorities for 2021, the Task Force has expressed interest in continuing to work on the following items:**

- a. Evaluation of new procurement portal Biddingo, especially after full implementation across City Departments.
- b. Follow-up regarding the availability of an email database of San Jose registered businesses that is accessible upon expiration of the COVID-19 state of emergency across City Departments for improved outreach and communication strategies.
- c. Consider establishing Subcommittee on Communication to Small Businesses to address Anti-displacement
- d. Follow-up on recommendations provided by Subcommittee on Language & Cultural Barriers.



**Presentation topics at future meetings:**

- 1) Better understanding of benefits and operations of opportunity zones.
- 2) Monthly/quarterly conversations with a small business owner – this has been designated as “Small Talk with Small Business” and a small business owner will be invited to speak with our Task Force so that Members can hear first-hand about issues that can help shape and affect City policy and opportunities for small businesses.

***Workplan January – March 2021***

Due to the COVID-19 Shelter in Place Order as of March 16, 2020, the work plan of the Task Force continues to be adjusted to address high priority issues affecting small and local businesses to ensure support, policies, and tools needed to survive and thrive during the pandemic.

<b>Meeting Topic Descriptions</b>	<b>Meeting Date</b>	<b>Notes/Attachments</b>
Introduction to City of San Jose Office of Racial Equity; Update on San Jose Rent Relief Grant Program	01/14/21	Zulma Maciel to provide overview of new Office of Racial Equity; Task Force Vice Chair Dennis King and Member Allie Lopez to provide update on rent relief program.
Presentation on Economic Trends due to COVID-19; presentation on available virtual services for small businesses.	02/11/21	Office of Economic Development to present on Economic Trends; Office of Mayor Sam Liccardo to present new initiative available for small businesses that want to build an online presence; #Shoplocal, PPP Playbook.
Local Hire Presentation, Disparity Study, and Construction Academy.	03/11/21	Public Works Department to provide overview of Local Hire, potential Disparity Study, next steps, upcoming Construction Academy, and opportunity for Mentorship.



***Workplan April – June 2021***

<b>Meeting Topic Descriptions</b>	<b>Meeting Date</b>	<b>Notes/Attachments</b>
COVID-19 Recovery, Consideration and Implementation of Silicon Valley Recovery Roundtable (SVRR) Recommendations; poll on future meeting topics, e.g. educational topics such as Opportunity Zones, Free Trade Zones.	04/08/21	SBATF Members may suggest topics for poll.
Entrepreneurship in local communities of color	05/13/21	Guest Speaker to be invited by Vice Chair Dennis King
Update on Potential Disparity Study and Construction Academy	06/10/21	Potential disparity study to be included if approved in FY 2021-22 annual budget process.