

Small Business Advisory Task Force Suggested Priorities for Review 2020

Number	Goal Definition	Resources Needed	Potential Obstacles	Overcoming Obstacles	Measurement of Success	Desired Outcome	Submitted By
1	Increase small and or minority owned business engagement with the City of San Jose business opportunities	Grass root outreach; Policy that makes the engagement possible; Educational and support resources	1. Right services; 2. Trust services; 3. Dedicated & committed service; 4. Funding to deliver 1,2,& 3	Choosing the right and applicable resources.	The participant engagements (reviewed bids, job walk, submit bid); The actual award	Truly engage small, minority businesses with their rightful opportunities; No business left behind due to cultural barriers; Foster business growth, success for local business.	Silicon Valley Vietnamese American Chamber of Commer/Nancy Avila
2	Identify small businesses that aren't ADA compliant before law suits filed against them	Matter of referrals and action committees to assist businesses that are affected. If no such services exist, additional manpower and financial resources may be required	Not enough resources/ services to support small businesses; lack of awareness; lack of funds	Implement some of the ideas subcommittee has suggested; reach out to resources and services to see how they can be more active in outreach	Surveys, track businesses that receive assistance	Assist as many small businesses as we can to prevent closures; to help them succeed.	FilAm Chamber of Commerce Silicon Valley/Allie Lopez
3	Assist businesses that are victims of excessive rent increases/prevent displacement.						
4	Assist business with city code compliance to get permits approved quickly						
5	Start implementing some of the suggestions the subcommittee provided to help businesses with cultural barriers.						
6	Expand procurement academics						
7	New compliance issues for 2020						
8	Save small businesses	Study sessions with small business/city experts	Lack of Attention	Bring the issue to "top of mind."	Both short-term and long-term processes.	Continued growth/health of small businesses.	Winchester Business Association/Ken Kelly
9	Monthly/ quarterly conversations with a "live" small business owner.	Time and effort to schedule such events.	none	none	Learn and act on issues presented.		
10	Follow up on 2019 Workplan, item 10 (Small Business Displacement).	none	none	none	none		
11	Provide direction to Sub-Committee reports: "Where do we go with what we've learned?"	none	none	none	none	Continued growth/health of small businesses.	Winchester Business Association/Ken Kelly
12	"Not in my backyard"- growing resentment to new projects.	Learning how and why neighbors/communities react so strongly.	Lack of knowledge and understanding of the 'psyche' of change.	Study projects that have experienced NIMBY issue, more appropriate responses to change.	Common ground between city, developers/owners, neighbors.		
13	Stop ADA law-suits	Legal advice and ADA protection	No city has been successful in dealing with this.	Follow up with City Attorney for advice.	Accommodations are made in the draconian process, and small businesses are saved		
14	Better understanding of benefits and operations of opportunity zones among Task Force members and City Council members	Knowledgeable city staff	Lack of availability of appropriate staff	Requesting support from city manager.	When Task Force Members can communicate meaningful notes on this subject to those they represent.	Public becomes aware of the value of Opportunity Zones and that these zone are used in a matter that is economically beneficial.	Hispanic Chamber of Commerce Silicon Valley/Dennis King
15	Eliminate ADA compliance that fosters "drive by" lawsuit threats directed at numbers of various small business	City lawyers that lobbyists who can press for change in state and federal legislation	Significant number of state and federal legislators are lawyers (who may put the desires of their colleagues over the needs of the community)	City leadership drives a public campaign that may shame reluctant legislators to make appropriate legal changes	Small business owners respond seriously to the access needs of handicapped potential customers without extortion of exploiters.	Legitimate businesses are accessible to all in a fair manner.	
16	Increase number of local contractors working on projects and programs	Dedicated city staff, city council members, and community advocates	Lack of timely public knowledge of contract opportunities and lack of adequate city communication and support	Renewing relationships of outreach partners and promoting the Academy of Public Works Department that educate local contractors.	Numbers and duration of Local contracts increases	10% of City of San Jose contracts issued annually are to local small contractors by 2024.	
17	Requesting City staff to update San Jose's 2010 Economic Development Strategy alongside a formal community outreach process.	An updated staff presentation on the 2010 Economic Development Strategy to the Task Force, and a formal request by Vice Mayor Jones to OED Staff requesting a formal update of the 2010 Strategy as a new 2020 Strategy; via meeting with staff or via Rules Committee memo.	Staff pushback	Support from Councilmember within the Vice Mayor's Brow Act group on this specific issue, advocacy from the Task Force members and other interested parties in a formal update to the 2010 strategy.	Attaining a formal update to the strategy, and recording how Task Force members play a role in the advocacy process to achieve this goal	A vision for the City's growth in economic development to be laid out, including components on small businesses relevant programs, policies, and services.	The Silicon Valley Organization/ Mason Fong