

Small Business Listening Session-Notes

Notes:

General subject area of comments shown in bold font.

Top three number of comments: highlighted in **green**.

- Indicates specific comment made and includes handwritten notes submitted separately.
- ✓ Indicates number of times comment was repeated

Assistance needed-site improvement incentives; 13 comments, including repeats.

Bicycles ✓✓✓ (3)	<ul style="list-style-type: none">• How to get more bicycle racks
Development Impact Fees	<ul style="list-style-type: none">• Alert potential businesses early in the process and provide relief where possible.
Bike-share program	<ul style="list-style-type: none">• Alternatives needed (with infrastructure) to vehicular visits given ongoing parking limitations.
Façade Grants	<ul style="list-style-type: none">• Provide for both new and existing businesses.
Fuel dock needed in Emeryville	<ul style="list-style-type: none">• Marina area businesses. Long Range Planning alert requested.
Signage/Advertising Visibility: ✓✓ (2)	<ul style="list-style-type: none">• Request for help with Directories/Sign Programs for Multi-tenant buildings and concentrations of businesses• Freeway oriented advertising signage<ul style="list-style-type: none">◦ "Here's Emeryville" or "Visit Emeryville" People do not know about all the smaller businesses avail. in town; signage may help bring people in.

Assistance needed-service incentives; 39 comments, including repeats.

City Business Liaison ✓✓ (2)	<ul style="list-style-type: none">• Licensing• Signage• Requests for voluntary installation of street trees/other voluntary public amenities• Catering Assistance
City-wide marketing ✓✓✓✓ (4)	<ul style="list-style-type: none">• Business-themed events – and market it!<ul style="list-style-type: none">◦ e.g., coffee roaster crawl, events like San Pablo Street Fair• Promotion/Marketing help
Connections ✓✓ (2)	<ul style="list-style-type: none">• Regional Agencies Connections:• Connections with Business Interest Groups• Help reboot of <i>Little City Emeryville</i>.<ul style="list-style-type: none">◦ event collaborations◦ more community events like the San Pablo small business street fair.

Emery Go-Round Promotion	<ul style="list-style-type: none"> Needs to be marketed and could be used for themed events. (affects both parking and networking/marketing topics).
Incubator Promotion	<ul style="list-style-type: none"> Help create awareness of new enterprises by both the business community and public in general E-mail/other lists
Networking: ✓✓✓✓✓ (5)	<ul style="list-style-type: none"> More networking events Share information Stay connected Marketing Support each other's businesses Email blast when new business opens Communication tool
Review Oakland's recent efforts ✓ (1)	<ul style="list-style-type: none"> Add to list of networking/regional benefits and especially as they relate to practical financial assistance
Small Business Organization: ✓✓✓ (3)	<ul style="list-style-type: none"> Funding and staffing Consider helping Little City Emeryville become a registered non-profit

**City approaches that are working;
2 comments, including repeats.**

Commendation Economic Development Manager	<ul style="list-style-type: none"> Appreciation for City division dedicated to business but also appreciation re. Mr. Smalley's efforts to date.
Good that City Leaders are listening	<ul style="list-style-type: none"> Would like to see more of same.

**Operational costs;
18 comments, including repeats.**

City Fees	<ul style="list-style-type: none"> Reduce or waive sandwich board fees Reduce fees for cabaret licenses. Waive or reduce impact fees for small businesses.
Community Choice Aggregate Program:	<ul style="list-style-type: none"> Needed for help with operational costs.
Low Cost Housing: ✓✓✓✓✓ (5)	<ul style="list-style-type: none"> Helps employees Need public education
Rent increases: ✓✓✓✓✓ (5)	<ul style="list-style-type: none"> No existing rent controls.
Tax reductions	<ul style="list-style-type: none"> General tax relief. Tax type not indicated.

Notes:

General subject area of comments shown in bold font.

Top three number of comments: highlighted in green.

- Indicates specific comment made and includes handwritten notes submitted separately.

✓ Indicates number of times comment was repeated

Parking/traffic impacts on access to business;
7 comments, including repeats.

Parking Issues: ✓✓✓✓✓ (5)	<ul style="list-style-type: none"> • Construction parking and ongoing residential parking overspill from onsite use to public street further aggravates limited commercial parking. • Suggest increased parking requirements (and public parking e.g. structures?)
------------------------------	--

Policies-Creation of policies affecting small business;
16 comments, including repeats.

Emeryville is unique from other area jurisdictions ✓ (1)	<ul style="list-style-type: none"> • Borrow from other area policies but need to tailor to our unique physical conditions and community needs.
Policies: ✓ ✓ ✓ ✓ (4)	<ul style="list-style-type: none"> • Moratorium on Policies that negatively affect small businesses • Public education regarding affects i.e. their Customer Awareness Campaigns for new policies: <ul style="list-style-type: none"> ◦ Minimum wage ordinance has already caused the costs of goods and services to go up significantly. This type of effect could be part of a study to anticipate cause/effect of policy proposals. • City support of single-payer health care option to decrease costs for small business owners • Factor in costs of goods (capital costs for small businesses) when developing policies • Consider small business revenue to City when making decisions that impacts them. • Develop better definition for Small Business to use for studies. • Exempt small business from ongoing regulations (specifics not provided)
Work to connect policies	<ul style="list-style-type: none"> • Consider overall impact
General business assistance promotional policies	<ul style="list-style-type: none"> • Create small business rewards program

Notes:

General subject area of comments shown in bold font.

Top three number of comments: highlighted in **green**.

- Indicates specific comment made and includes handwritten notes submitted separately.

✓ Indicates number of times comment was repeated

Policies-Specific current policies affecting small business;**17 comments, including repeats.**

Minimum Wage: ✓✓✓✓✓✓✓✓✓✓✓✓ (12)	<ul style="list-style-type: none"> • Average increase to employers' operational costs is \pm 50% • It may not be possible to reverse recent increase but request is to stop second and additional tier increases <ul style="list-style-type: none"> ◦ Freeze or delay increases for businesses with less than 50 employees • Do another study as the previous one did not adequately anticipate the effects
Tipped Employee Credit:	<ul style="list-style-type: none"> • Amend current Minimum wage ordinance to provide for those affected by minimum wage ordinance

Public Safety-related impacts on business;**11 comments, including repeats.**

Traffic	<ul style="list-style-type: none"> • Yerba Buena Avenue traffic calming needed. • Traffic calming needed in general.
Increase Parking Enforcement ✓ (1)	• Helps businesses and City revenue
Mini FEMA needed	• For natural disasters. Emeryville fires.
Parking lot break-ins ✓✓✓ (3)	• Additional police staffing and funding needed
Security Lighting needed at street level	<ul style="list-style-type: none"> • State help for crime issues • Review police data

Representation in City Leadership;**7 comments, including repeats.**

Available EDAC positions	<ul style="list-style-type: none"> • Alert Small businesses when positions are open.
City Council Member ✓ (1)	<ul style="list-style-type: none"> • One Council member should be required to be a Small Business Representative (even if current make up includes one ... make it a requirement for Council roster)
Small Business Staff member	<ul style="list-style-type: none"> • Dedicate at least one or two city staff strictly to small business promotion with tasks to include: <ul style="list-style-type: none"> ◦ Serving as facilitator/liaison to other city departments. ◦ Helping businesses identify resources for their needs ◦ Providing orientation program/one-on-one help for small business upon issue of business license and esp. for explanation of city departments, procedures, applications and permitting.

Notes:

General subject area of comments shown in bold font.

Top three number of comments: highlighted in **green**.

- Indicates specific comment made and includes handwritten notes submitted separately.

✓ Indicates number of times comment was repeated