

CITY AND COUNTY OF SAN FRANCISCO

SMALL BUSINESS
COMMISSION

AND

OFFICE OF
SMALL BUSINESS



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AGENDA ITEM 5

- Presentation and discussion regarding the impact that the SFMTA's transportation planning policies have on the economic vitality of small business in San Francisco

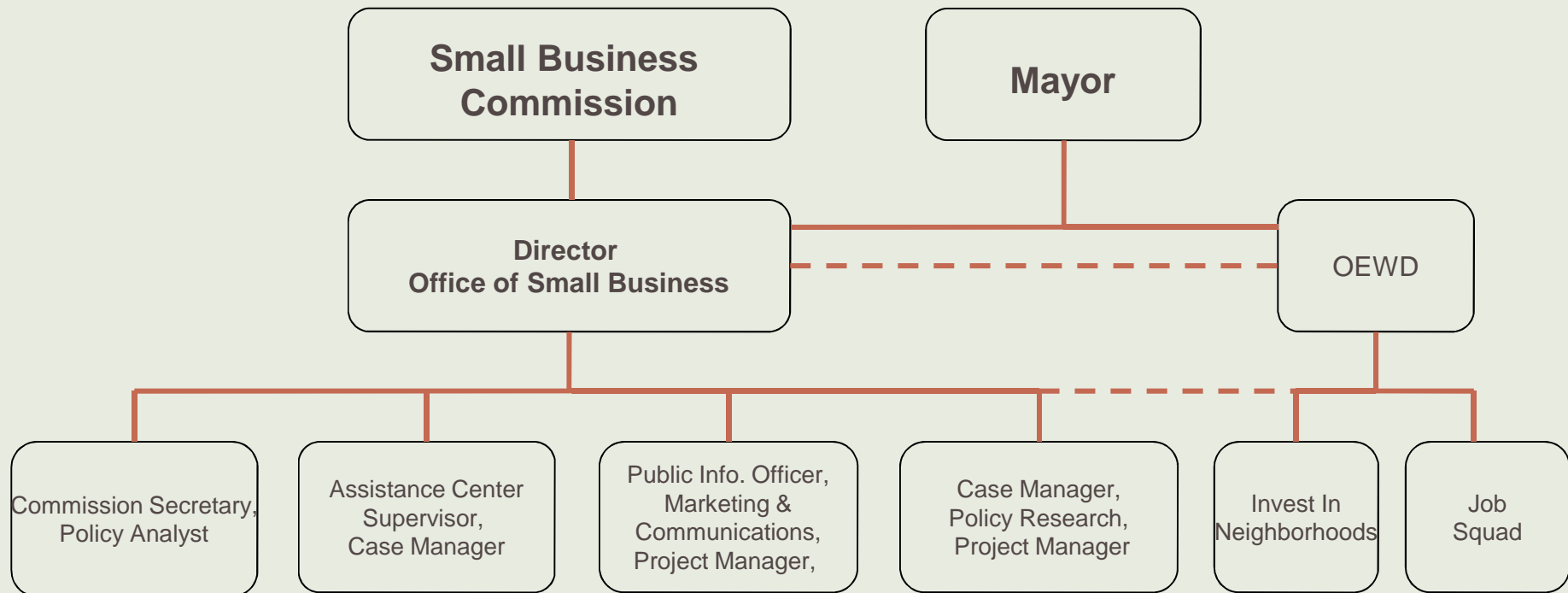
HISTORY
AND
MISSION



HISTORY OF SBC AND OSB

- Began as Small Business Advisory Commission in 1986
- BOS in 1999 dropped “Advisory” from the Commission’s name, and created an Office of Small Business Affairs
- Voters passed Proposition D in Nov. 2003, adding to the City’s charter a Small Business Commission (SBC) to oversee the Office of Small Business (OSB)
- Voters passed Proposition I in Nov. 2007, amending the Administrative Code to define the duties and functions of the OSB and mandating a Small Business Assistance Center

OSB ORGANIZATIONAL CHART



COMPOSITION OF SBC

- Comprised of seven commissioners
 - Mayor appoints four, BOS appoints three
 - Appointed to four-year terms
- At least five Commissioners shall be owners, operators, or officers of San Francisco small businesses
 - One of the Commissioners may be either a current or former owner, operator, or officer of a San Francisco small business
 - One member of the Commission may be an officer or representative of a neighborhood economic development organization (NEDO) or an expert in small business finance

MISSION

- The Small Business Commission and Office of Small Business share a mission to:

Foster, promote, and retain small businesses in the City and County of San Francisco

MISSION – OSB

- The OSB's duties and functions are mandated in Administrative Code Section 2A.241. The OSB must:
 - Centralize and coordinate the information and advice services to small businesses managed by other City departments.
 - Operate a Small Business Assistance Center, which shall support small businesses with fewer than 100 employees on such matters as:
 - Business structure and formation, licensing and permitting, financing, bidding on gov't contracts, real estate, and green and sustainable business practices.
 - Perform such other duties and functions as directed by the Small Business Commission or as assigned by the Mayor.

MISSION – OSB

- Proposition I also directed various City departments, including Parking and Traffic (now SFMTA), to provide information and staff assistance to the OSB regarding business-impacting laws and regulations administered by their departments
- The OSB has staff liaisons in departments throughout the City that:
 - Assist with current business owner issues
 - Answer business start-up questions
 - Facilitate comment on proposals for new or amended business regulations

SMALL BUSINESS ASSISTANCE CENTER

Services Offered

- Multilingual*, one-on-one assistance from start-up to expansion
- Customized checklist of local, state and federal requirements by business type
- Referral to technical assistance providers for business planning, financing, etc.
- Permit assistance and coordination with City departments
- Procurement, certification, business program and incentive information

* Case managers speak English, Spanish, Mandarin, Cantonese, and Shanghainese

OSB ASSISTANCE CENTER CASES

Fiscal Year Case Count		+/-
2012-2013	4,032	+44%
2011-2012	2,807	+8%
2010-2011	2,611	+2%
2009-2010	2,550	+16%
2008-2009	2,191	-

MISSION - SBC

- The SBC's primary function, as specified in Charter Section 4.134, is to oversee the OSB.
- Administrative Code Section 2A.240 specifies additional responsibilities of the SBC, most notable among them that the SBC shall:
 - Set policies for the City regarding small businesses in order to promote the economic health of the small business community in San Francisco, its employees, and its customers.
 - Recommend to the Mayor rates, fees and similar charges with respect to items coming within its jurisdiction.

MISSION – SBC (CONT'D)

- Additional responsibilities of the SBC, as put forth in Administrative Code Section 2A.240:
 - Review all legislation affecting small businesses and make recommendations to the Board of Supervisors.
 - Review rules and regulations adopted by City departments that affect small businesses and recommend modifications that would promote the health of small businesses.
 - Conduct investigations under its power of inquiry into any aspect of governmental operations affecting small businesses, including holding hearings and taking testimony, and make recommendations to the Mayor or the Board of Supervisors.

OVERSIGHT AND ADVICE

INTERFACE: SBC, OSB, AND SFMTA

- The SBC's [2013-2014 Strategic Plan](#) sets forth its goals for accomplishing its mandates:
 1. Establish performance measurements to evaluate service effectiveness.
 2. Maximize the Office of Small Business' outreach to the small business community.
 3. Streamline the permitting process.
 4. Advocate for San Francisco small businesses through involvement in policy discussions and the legislative process.
- It is under Goal 4 that the SBC and OSB are pleased to expand their dialogue with the SFMTA and its Board of Directors to advocate on issues affecting Small Businesses.

A COMMON BOND

- The success of Small Business is interconnected with the success of SFMTA
 - Customers conveniently arriving at businesses on all modes (walking, biking, cars, taxi, bus, train)
 - Employees arriving at work on-time
 - Goods and services efficiently delivered

COMPOUNDING OF CITY REQUIREMENTS ON SMALL BUSINESSES

Graffiti removal
Sidewalk repair/ cleanliness
Health Care Security Ordinance
Payroll Expense Tax
Business Licensing and Permitting
Point-of-sale registration
Unsecured property tax
Commercial Rents

Why should this matter to the SFMTA?



Small Businesses
Owner

DISCUSSION TOPICS

- Small business concerns centered on three categories:

Communication and Partnership



Operational Sensitivity



Parking Management and Street Use

COMMUNICATION AND PARTNERSHIP

- Small Business wants to be an stakeholder
 - Equal to the Bicycle Advisory Committee, Bicycle Coalition, Pedestrian Safety Advisory Committee, Walk SF, Livable City and residential organizations
 - Consultation, planning, design, policy development

Recommendation 1

- In Project Areas...
 - Small Business representation from the area
- On Policy...
 - Small Business representation from business organizations and leadership, SBC/OSB

COMMUNICATION AND PARTNERSHIP

Recommendation 2

SFMTA staff meets with OSB/OEWD staff upon first consideration of a project in a business area

Recommendation 3

SFMTA staff present to the Small Business Commission on projects impacting businesses areas.

Recommendation 4

Work together to influence San Francisco County Transportation Authority (SFCTA) to improve its stakeholder engagement and outreach and do early assessments and recommendations to minimize business impact.

OPERATIONAL SENSITIVITY

- Project policies insensitive to Small Business needs
 - Perception that business needs are secondary to needs of other stakeholders
 - Presentations to business organizations are the same as presentations to neighborhood organizations
- Leads to conflicts
 - Eliminating loading zones to install bike lanes
 - Adding parking meters in PDR zoned areas

OPERATIONAL SENSITIVITY

- Leads to conflicts (continued)
 - New combinations or arrangements of modes, need to be codified in Transportation Code (i.e. Sharing of Bicycle Lanes)
- DIVISION II ARTICLE 1000: MISCELLANEOUS PARKING AND TRAFFIC REGULATIONS
 - Sec. 1001. Signage Required.
 - Sec. 1002. Shifting of Parked Vehicles.
 - Sec. 1003. Parking at "T" Intersections.
 - Sec. 1004. Parking of Vehicles Across Private Driveways.
 - Sec. 1005. Taxicabs Stopping in Driveways and Crosswalks.
 - Sec. 1006. White Zones.
 - Sec. 1007. Bicycle Riding on Sidewalks.
 - Sec. 1008. Notice Requirements for Removal of Vehicles Parked for More Than 72 Hours.
 - Sec. 1009. Parking Restrictions on SFMTA Property.

OPERATIONAL SENSITIVITY

Recommendation 4

Establish a “Pave and Paint” policy instead of permanently-constructed cycle tracks, bike lanes, and/or bulb outs

Recommendation 5

Consult with businesses directly adjacent to all infrastructure improvements, from bus shelters, installing parking meters to bike lanes

Recommendation 6

Establish a *Business Impact Analysis* methodology in conjunction with the SBC, to assess project areas prior to designing infrastructure plans

OPERATIONAL SENSITIVITY

Business Impact Analysis:

- Insure project plans support the General Plan's Commerce and Industry priorities in addition to economic sectors identified by the Mayor (PDR/Manufacturing, Neighborhood Commercial Corridors)
- Conduct assessment of all the business types and activity in the district/project area, taking into account the zoning designations and types of activity associated with those zones. (*OEWD- conducted assessments in 25 corridors*)
- Impacts to commerce to during and after construction.
- Assessment of past and future off street parking volume: this includes a minimum three year back history to assess any "natural" attrition of parking resulting the removal of off-street parking, and any new proposed developments to anticipated increase number of vehicles in the area.
- For projects that eliminate parking meters or City garages, include the amount of revenue loss and how loss revenues will be offset.

OPERATIONAL SENSITIVITY

Business Impact Analysis:

- Assess the number and location of loading zones, how loading zones are utilized for deliveries, the number of businesses that require deliveries, typical days/hours and frequency of deliveries, and types of vehicles used to make deliveries in that area.
- Projects that impact loading zones or delivery areas must include a proposal to mitigate business impacts.
- Assess and analyze green zone use and any economic impact to businesses losing their green zones as a result of street redesign.
- Determine if project area will affect other City initiatives such as parklets.

OPERATIONAL SENSITIVITY

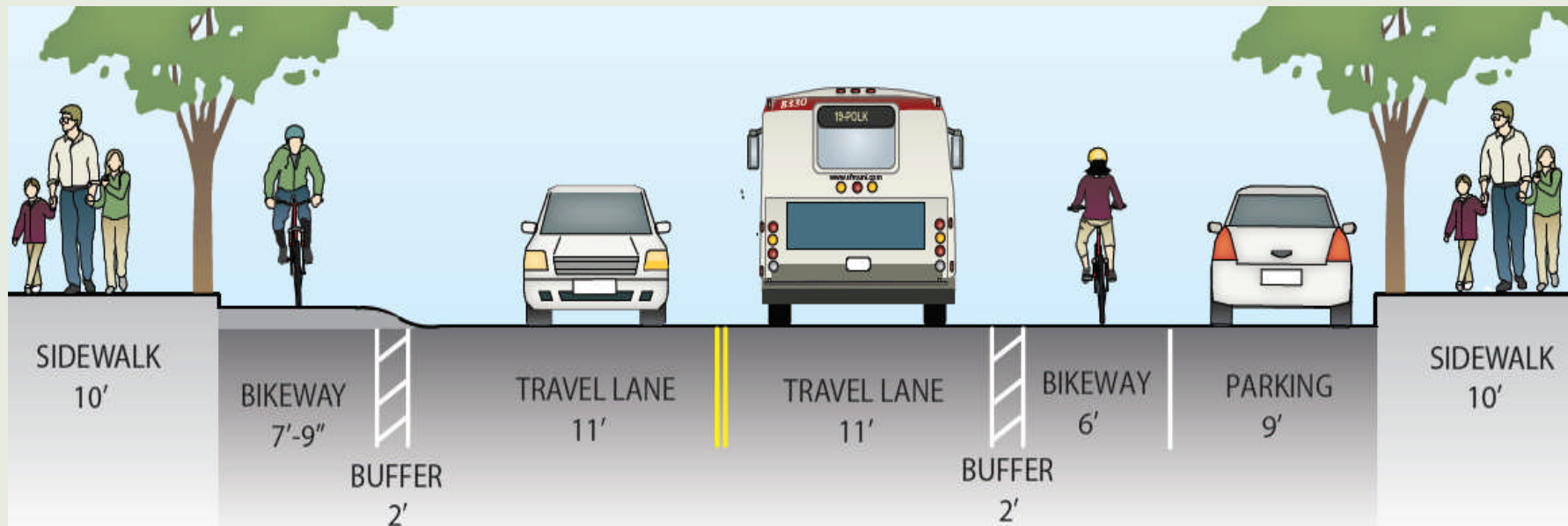
Recommendation 7

Develop small business-friendly street design and use guidelines for neighborhood commercial districts, in partnership with Small Business and the SBC.

**ADMINISTRATIVE CODE: CHAPTER 98:
THE BETTER STREETS POLICY SEC. 98.1. BETTER STREETS POLICY; GOVERNING
PRINCIPLES; COORDINATION OF DEPARTMENTAL ACTIONS.**

(d)(2) Streets that support and invite multiple uses, including safe, active, and ample space for pedestrians, bicycles, and public transit, are more conducive to the **public life of an urban neighborhood** and efficient movement of people and goods than streets designed primarily to move automobiles. **Decisions regarding the design and use of the City's limited public street space shall prioritize space for pedestrians, bicycles, and public transit over space for automobiles.**

OPERATIONAL SENSITIVITY



OPERATIONAL SENSITIVITY

- Small Business needs a problem-solving culture among SFMTA staff, with a clear procedure to escalate problems for supervisorial approval
 - Few problems are impossible to solve, but the best way forward is not always clear
 - Small Business that can not obtain commercial plates need access to loading zones
 - Small Business with commercial plates can not access the red top loading zone meters

PARKING MANAGEMENT AND STREET USE

- Changes in on- and off-street parking within business areas is not effectively assessed in terms of Small Business impacts
 - Cumulative impacts from development preceding an SFMTA project
 - Different business districts have different operational needs
 - Concerns about external impacts due to parking removal

PARKING MANAGEMENT AND STREET USE

Recommendation 8

Clarify how Parking Principles and Goals are applied to each project at the business district-level

Recommendation 9

State the SFMTA's plan to offset lost meter revenues from parking removal for each project

Recommendation 10

Include a "look back" period in parking assessments to account for non-SFMTA removal of on- and off-street parking for several years prior to a project

PARKING MANAGEMENT AND STREET USE

Recommendation 11

Improve signage at underutilized public and private off-street parking garages

Recommendation 12

Develop occupancy reports for all SFMTA off-street parking lots to inform the SFMTA Board whether extending hours of operation is appropriate in certain locations, especially those in or near extensive nightlife activity areas.

SFMTA GOOD FOR BUSINESS



- App
- Credit Card
- Demand Pricing
- Real Time Information

- The Muni+™ App
- 511.org
- Next Bus

- Small Business Week.

