

**From:** [Klein, Nanci](#)  
**To:** [Downtown West Project](#)  
**Subject:** Fw: Draft Slide Deck on Small Business in the Google/DSA & Neighborhoods  
**Date:** Friday, January 8, 2021 1:20:53 PM  
**Attachments:** [Draft Slidedeck for DSA Small Business outreach VF BY updates 10.19.2020.pptx](#)

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## Nanci Klein

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**From:** Farlie, Victor <Victor.Farlie@sanjoseca.gov>  
**Sent:** Monday, October 19, 2020 6:15 PM  
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**Cc:** Severino, Lori <Lori.Severino@sanjoseca.gov>; Yilmaz, Bige <bige.yilmaz@sanjoseca.gov>  
**Subject:** Draft Slide Deck on Small Business in the Google/DSA & Neighborhoods

Hi Kim,

As per Lori's request I attach a copy of the draft slide deck for discussion at tomorrow's 10.00am meeting with Nanci Jeff and Chris. The purpose of the meeting is to review the content and agree on key messages. The slide deck is scheduled to be used in a community meeting on October 29<sup>th</sup>.

The content has been updated to reflect the impact of Covid, update from Alum Rock, the latest business data, new map, and the revived BART Phase II business outreach. Assuming a minute a slide this is a 15 minute presentation.

I edited the presentation in two parts: Slides 1-10 set the scene and provide the data. The last three slides 11-14 are more directional in that they attempt to structure the feedback, outline a forward plan and set out the future outreach.

Happy to discuss and edit to meet your requirements.

Regards

Vic Farlie  
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# Small Business– Headlines

- Context for Small Business in the DSA area
- Update of anti- Displacement activity for Small Businesses in Alum Rock and VTA BART Phase II
- How Covid is reshaping the approach to support Small Business
- Analysis of Business in the Diridon Station Area
- Feedback, Forward Plan & Planned Outreach

# Context for Small Business in the DSA

## Google MOU

- Shared Goal: Provide opportunities for existing and new small, local businesses to benefit from and/or integrate into the new development.
- “In developing the Community Benefits Plan, consideration will be given to ...Small business opportunity”

Council direction (December 20 18): explore [citywide] strategies and financing tools to mitigate small business displacement.

- The outcome was to pilot new approaches in the Alum Rock area.

# Initial Observations from Alum Rock

- Planned affordable housing and urban village projects are impacting on sites with existing commercial & retail use.
- Businesses want early notification of planned development to be able to relocate within the neighborhood/city.
- Programs to enhance the physical appearance of site-specific commercial property seen as minimizing the risk of blight.
- Establishing a Business Improvement District is under active consideration to unify commercial landlord and tenant interests.



# Building Resiliency in Alum Rock

- City actively collaborating with local business groups and associations.
- Established links with retail banks, CDFI's and Credit Unions.
- Free access to legal advice through Start Small Think Big & Santa Clara University.
- Reshaped approach to reflect impact of Covid in the neighborhood.
- Next steps include a business survey, designing a virtual incubator, and plans for a new local business center.



# Status of VTA's Small Business Efforts

VTA's BART Phase II Small Business Efforts- Meeting 10/7/20

Small Business Operations Survey Launched 10/13-11/10 at [vta.org/bartsurvey](http://vta.org/bartsurvey)

Additional Work:

- Examining case studies of similar transit programs
- Conducting outreach to understand access needs adjacent to alignment
- Input for inclusion in construction packages
- Interviews with business service providers



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

# Next Steps: How Covid is reshaping the approach

- Led by State and County regulations the focus is to:
  - Provide timely information with effective channels of communication to all business in the city.
  - Target support for small business i.e. Al fresco, access to capital & technical assistance.
  - Collaborate with business groups and associations in neighborhoods most impacted by Covid.
  - Supporting unemployed residents to return to work and secure full time employment.





# Small Business in the DSA

Topic directly or indirectly addressed in these projects and work products:

## Citywide Efforts

Anti-Displacement  
Activity  
(Small Business)

## City Review of the Google Project

Environmental Review

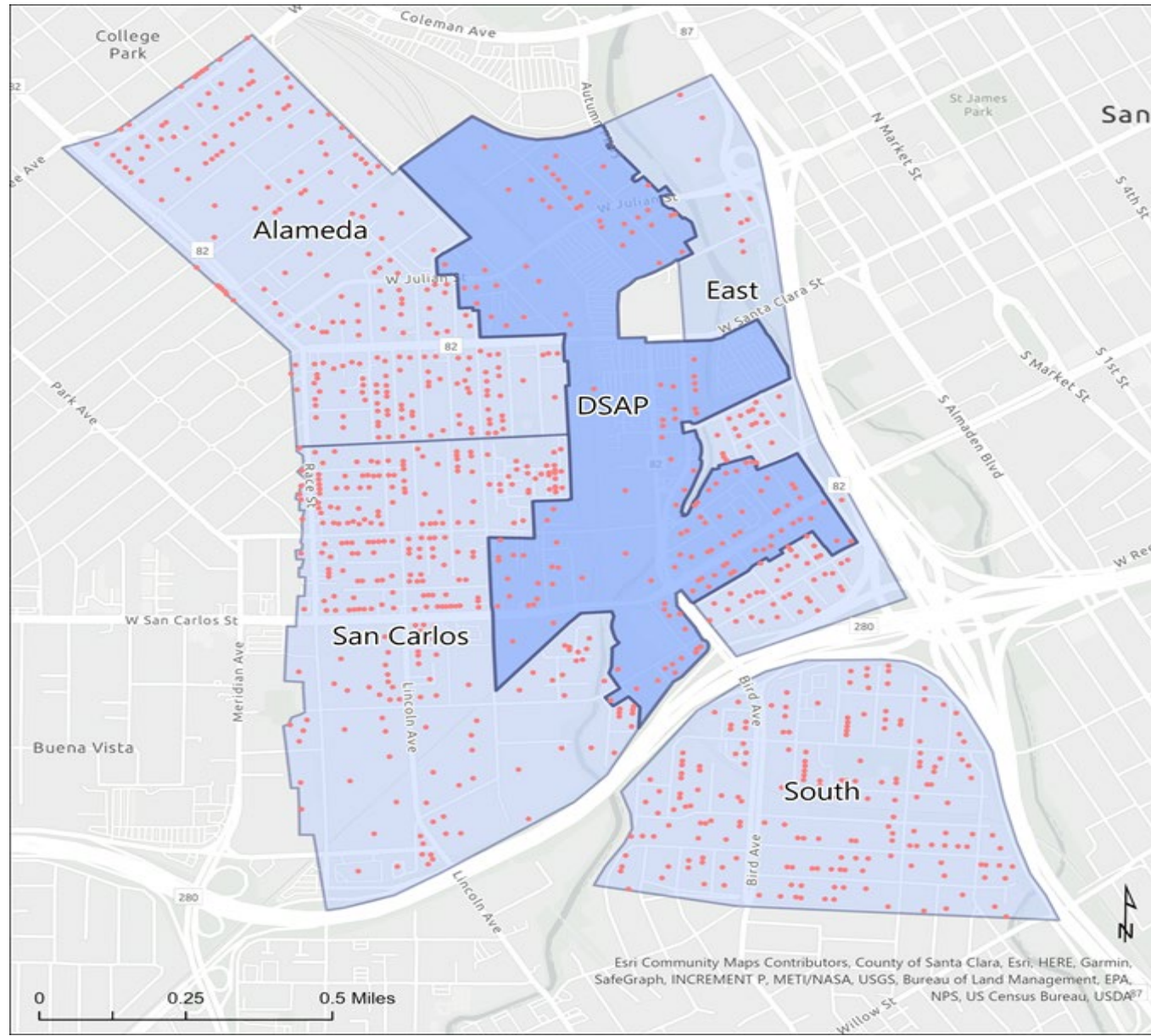
Development  
Agreement (including  
Community Benefits)

## Diridon Area

Diridon Station Area  
Plan Amendments



# Map of Broader Study Area



**SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT**



# Small Business Context within the DSA (October 15, 2020)

	Google Owned Project Site	Diridon Station Area Plan (Not Including Google Project Site)
Number of active businesses	30	259
% sole proprietor	29%	49%
% with 1-10 employees	86%	93%
% with over 35 employees	4%	3%
Total number of employees	309	1,853
Average age of business	17 years	12 years
Top sectors	Other Services, Real Estate, Retail	Real Estate, Other Services, Retail

# Small Business Context of Surrounding Areas

	The Alameda	San Carlos Corridor	Gardner/ south of I-280	Little Italy/ west of SR 87
Number of active businesses	629	497	227	113
% sole proprietor	53%	59%	84%	60%
% with 1-10 employees	94%	92%	99%	93%
% with over 35 employees	1%	4%	0%	0%
Total number of employees	1,891	2,184	234	234
Average age of business	13 years	11 years	9 years	11 years
Top sectors	Professional, Scientific and Technical Services, Real Estate, Other Services	Real Estate, Other Services, Retail	Professional, Scientific and Technical Services & Other Services	Real Estate, Other Services, Entertainment, Restaurant & Food Services

# Small Business Context– Key Findings

- There are over 1,750 businesses in the broader study area employing over 7,500 people
- 94% are micro businesses employing with less than 10 employees
- The remaining 6% which are the larger businesses and other organizations employ over 4,900 people some 65% of the total
- 58% are sole proprietor businesses, many of which are located in residential property and single-family neighborhoods
- 26% of businesses identify as retail, restaurant, or personal service sectors.



# Feedback Ideas for SAAG and Small Business

- What, if anything, is surprising about this data?
- What other information would be helpful?
- How do the lessons learned from Alum Rock regarding “what businesses want” align with your understanding of business needs in the Diridon/Downtown context?
- How has your thinking changed since the shift in economic conditions resulting from the COVID-19 emergency?
- What do you need in the longer term to weather the ups and downs?



# Forward Work Plan in DSA

1. High-level assessment of business context of DSA and broader area
2. Community engagement
  - Acknowledge COVID effects and implications (but this is a long-term policy discussion too)
  - Identify specific concerns and opportunities
  - Consider Alum Rock take-aways
3. Develop policy recommendations for the Diridon area
  - Consider priorities, impact and scalability



# Upcoming Outreach and Engagement

- **LatinX Business Circle by Prosperity Lab**
  - Small Business Cafecito with SOMOS Mayfair (Spanish) *Oct 29*
  - Small Business focus group for Downtown/Diridon Area Businesses (English), with DTP, VTA, and SAAG members: *early November*
  - Mini Diridon sessions as part of regular programs (shorter version of this presentation)
  - Information in newsletters/outreach

