



March 16, 2020

Mayor Sam Liccardo and City Council  
City of San Jose  
200 East Santa Clara Street  
San Jose, CA 95113

**RE: Council Item 8.3 – Small Business Assistance Related to COVID-19 (SUPPORT)**

Dear Mayor Liccardo:

On behalf of The Silicon Valley Organization (The SVO), I am writing to express our strong support for additional resources and support for small businesses during an unprecedented crisis. By way of background, we are the Silicon Valley’s premier business advocacy organization representing nearly 1,200 local companies that employ nearly 300,000 local workers. We represent our membership as the region’s largest Chamber of Commerce.

In times of crisis, we must take leadership and decisive action to protect vulnerable members of our community. As the novel coronavirus continues its spread throughout the world, we have a responsibility to slow down the pandemic to protect our vulnerable citizens while doing everything we can to maintain a functioning society. Thus, we are supportive of all efforts to sustain business continuity during the era of COVID-19, such as:

- Establishing a Small Business Continuity Fund to provide no-interest loans and grants for small businesses that can demonstrate a financial loss as a result of the novel coronavirus.
- Deferring all business taxes and utility bills until further notice.
- Partnering with state and federal agencies to formally declare a regional disaster so that we may specifically direct dollars here specifically.
- Establishing an Office of Small Business agency within the City of San Jose to aid and provide guidance to small businesses during an emergency.
- Partnering with the Silicon Valley Community Foundation and other corporate partners to establish a relief fund for small businesses.

These are real opportunities to take leadership to protect middle class jobs and our vulnerable citizens. Please do everything you can to steer us through uncertain times, so that we can emerge from this crisis stronger together.

Sincerely,



Matthew R. Mahood  
President & CEO

Executive Committee

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Matthew R. Mahood  
The Silicon Valley Organization

**From:** emily lam

**Sent:** Tuesday, March 17, 2020 2:39 AM

**To:** City Clerk <city.clerk@sanjoseca.gov>

**Subject:** Please support business items 8.2 & 8.3 on tomorrows agenda.

[External Email]

My father was diagnosed with stage 4 lung cancer just last month and my family's world was turned upside-down instantly. All the years of health screenings, my father went undiagnosed and under the radar, as he showed no signs. In the wake of the news, my brother and I quickly made adjustments accordingly to make sure our father got the medication he needs. As we are adjusting to these changes, we now face the new challenges of the new "shelter-at-home". Once again, I find myself navigating through the uncharted waters, but this time, with no certainty or sense of direction.

Lots will be changing in the upcoming months, you, the leaders of our city will be making quick impactful decisions that can alter each individual differently. Small businesses are what make our city so unique. We all bring something different to the table, evolving the city year after year. As a young business, Adviro is working towards becoming the future for environmental testing here in the Bay Area. By supporting us, we will be able to continue to provide tests to ensure homes, buildings, and workplaces are environmentally safe. Our team is built off family culture and has taken all the risks and challenges to grow together. Like a family, we want to take care of each other both at work and at home. Together, we can provide security for our communities and bring our city back to life.

I am in support of Council Member Jones and Carrasco's proposal to help some of the small businesses in San José. The economic impact of this virus has impacted the majority of small businesses such as Adviro. Larger, more established businesses are able to stay afloat, overshadowing the small businesses who are suddenly faced with this unforeseen closure. With financial support, Adviro can pay it forward by continuing to provide tests to ensure environmental safety. We need to take care of our community that we have built through these small businesses. If San José loses a significant portion of their businesses, that will be a significant loss to the struggling services currently provided.

Warm Regards,

**Emily Lam**, Office Manager

**From:** Alison Okumura  
**Sent:** Tuesday, March 17, 2020 1:32 AM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Please support business items 8.2 & 8.3 on tomorrows agenda.

[External Email]

To whom it may concern in regards to the business items 8.2 & 8.3 on tomorrow's agenda, My name is Alison. I work for the company Adviro. Please support business items 8.2 and 8.3 on tomorrow's agenda.

My grandparents came from overseas to live in California and struggled financially to get by in a new, unfamiliar place. Before I was born, my grandpa died due to illnesses the family could not afford to pay in a system that failed to provide stability in all senses. He was lost due to this falter, this sympathetic lack. My only connection to him and my grandma were simply through stories. As soon as “shelter-at-home” announced those who are older are more susceptible to the fatal effects of CORVID-19, my memories flashed as I looked at my retired, uninsured mother and father approach my ancestors' ages. This was an unwarranted circumstance igniting a sudden group of emotional, financial, and systemic hardships. And I know this isn't just for me – this is an unfortunately shared experience for those who work for small businesses struggling for support. We may not be able to immediately eradicate this viral infection, but we can extend and firmly grasp our reaches with one another in a commitment to finding foundation beneath our feet in this chaotic climate. This proposed program will immensely help companies under 8 employees in finding this ground to not only hoist themselves up, but give us the capacity to help others.

Our business Adviro tests a variety of different areas ranging from homes to work practices in order to ensure these locations provide environmentally safe and healthy spaces for lives to continue their stories. This assurance is conducted by a team of 7 employees. Every worker brings not only a unique dedication and technique to their field, but everyone remembers their duties will ultimately benefit places of living, places that are part of a community – *our* story, *our* experience is to help others continue. However, we are a small company deeply, financially impacted by crisis that struggles to be seen in a climate tailored to established, bigger companies who have better financial grip during a storm; we are eclipsed by bigger businesses who are often the focal point of the public's eye. To truly economically and morally support people *and* businesses means to recognize and take action on these smaller populated companies. That is why this grant will help us. Supporting us will only spread our own ability and capacity to aid others not only with the work we do, but also with the humanly reach we will be able to provide off-hours. It is in our humanity to assist others no matter their circumstances.

I support Council Member Jones and Carrasco's proposal to help some of the small businesses in San Josè. The virus' negative economic impact immediately burdens the individual lives of people. This financial support distributed to many companies will not only help keep small businesses afloat during this unexpectedly rough time, but also helps us financially survive which in turn makes more area of availability for us to assist others. Support always supports others. We need to care for our community of small businesses that in its heart is the very embodiment of communal work, support, and thriving humanity.

We cannot afford to be lost stories when financial provision is a possibility. We cannot risk losing those of the older generation to become stories when there is something out there to possibly help them. We need this grant to assist us during this crisis to provide a mound of stability to further our own capabilities in helping ourselves and, by consequence, others. We will be able to reduce the potential of being just stories: by providing assistance and working together, we will become experiences for future generations to learn with and from.

Thanks,  
**Alison Okumura**, Report Admin

**City Clerk**

Tue 3/17/2020 8:41 AM



• Agendadesk



**From:** Mia Starr  
**Sent:** Tuesday, March 17, 2020 1:04 AM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Please support business items 8.2 & 8.3 on tomorrows agenda

[External Email]

With my grandma continuously being in and out of the hospital the past 5 months it definitely hasn't been easy. She's my world and I had to make all crucial alterations twice as much as I usually would because of this outbreak of the virus to having to take her to her doctor's appointments, making sure she has all her necessary medications, and that she has a well kept environment to live in. It isn't easy accommodating my grandmother's needs to these recent changes while not being employed. My name is Malia Stevenson and I have been with Adviro for about 8 months now. It is the first small business I've worked for, but I'd have to say it is by far the best job I've had. We work together not only as coworkers, but as a family. First beginning this job, I didn't see the future of it, until I believed in the vision we can make become a reality and build as one. In hopes this program can help out our handful of employees, it would be of tremendous help not only to our personal lives, but to our community as well. We want to be able to continue accommodating residents and even businesses with a number of environmental testing services that we provide all throughout the Bay Area. Our service is kept simple with the right safety precautions and of course trust for everyone. I support Council Member Jones and Carrasco's proposal to help small businesses of San Jose. No amount of money is too little in this time of need, and we please ask for your help. We must stick together during this tragedy, and continue to grow and help small businesses become successful.

**Malia Stevenson, Receptionist**

**From:** Edward Ballaron  
**Sent:** Tuesday, March 17, 2020 12:58 AM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Please Support Business Items 8.2 & 8.3 on Tomorrows Agenda

[External Email]

My name is Edward Ballaron and I have been with Adviro for one year and four months. In that time I have grown to love my work and the people I work with. Frank Valerga and my coworkers have treated me with nothing but kindness and respect and it is people like this that make small business a corner stone of our city. Additionally, I have also come to realize how essential small businesses like ours are to the community of San Jose. The idea that a small business like ours can plant roots in San Jose and grow into something more is what makes San Jose special. The situation we are currently facing with the outbreak of this novel coronavirus is unprecedented. In the next few months you, the leaders of our city, will be faced with very difficult decisions that will effect millions of people. I ask as a fellow fellow citizen... nay a fellow human being, to have the courage and foresight to aid us here at Adviro and other small business.

On November 3rd, 2019 my son Daniel was born and is everything to me. He is over 4 months old now and is developing into an amazing and curious young boy. He will be and has been affected by this lockdown. Please know that any aid you provide will not only be helping small businesses but also the people supported by them: the sons, daughters, wives and husbands. Enhancing their lives is what drives us to grow our business and supporting small businesses like ours is the most direct way of doing that.

I am in support of Council Member Jones and Carrasco's proposal to help some of the small businesses in San Jose. The economic impact of this virus has impacted the small business I work at and we need your help. A little bit of this money distributed to many businesses will help keep small businesses afloat during this perilous time. We need to take care of our community that we have built through these small businesses. If San Jose loses a significant portion of their businesses, there will be a significant loss to the struggling services currently provided. With this amazing program, please consider expanding it to under 8 employees. As a young business, we are working towards becoming the future for environmental testing here in the Bay Area. Our team is built off family culture and has taken many risks and challenges to grow together. Like a family, we want to take care of each other both at work and at home.

Regards,  
Edward Ballaron

**From:** Kimberly Pham  
**Sent:** Tuesday, March 17, 2020 12:43 AM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Please support business items 8.2 & 8.3 on tomorrows agenda.

[External Email]

To whom it may concern,

I am the only person in my family that is located in the Bay Area supporting myself. I have been working a full-time job while simultaneously working extra hours at bar at night in order to make enough to pay rent, bills, and survive. Although, it isn't ideal to have to work all the time and have little time for sleep, and myself, I've always been a hard working individual that's been able to support myself, however with this lock down that has recently occurred due to the Corona Virus, I am now currently forced to be unemployed without an income coming in, which makes my situation even more difficult. I'm not sure if I'll have enough to pay rent, and bills. Let alone my grandpa back at home is just got sent to the hospital and I don't have the funds to see him nor is it safe to see him. I have no family here, no income coming in, and not much support. I'm not sure how long this lock down is suppose to last, this leaves me in a very vulnerable position. Please help me get navigate this tough time but funding my small business I'm employed at. With your help, we can team together to bring back our strong and healthy communities again.

With this amazing program, please consider expanding it to under 8 employees. As a young and growing business, we are working towards becoming the future for environmental testing here in the Bay Area and with the goal to expand statewide. Our team is built off family culture and has taken all risks and challenges to grow together. Being such a small business we have developed this family dynamic where we want to look out for each other both at work and at home.

I am a supporter of Council Member Jones and Carrasco's proposal to help some of the small businesses in San Josè. The sudden occurrence of this virus has impacted the small business I work at by shutting them down with no time to prepare financially, therefore we are in need of your help. If a little bit of fund are distributed to us and other small business we can come together to help these small business get through this tough time. I believe that we need to come together to keep each other afloat and well, with a little bit of extra funds, we can help the people and small business of san jose. If San Josè loses a significant portion of their businesses, it will impact other communities as well, and the city of San Jose as well.

Best,  
**Kim Pham**, Sampling Technician

**From:** frank@goadviro.com  
**Sent:** Monday, March 16, 2020 10:48 PM  
**To:** City Clerk <city.clerk@sanjoseca.gov>  
**Subject:** Please help our business items 8.2 & 8.3

[External Email]

Please support business items 8.2 & 8.3 on tomorrows agenda.

This a wonderful program please consider expanding it to under 8 employees. We are a young business that is building a future for environmental testing in the Bay Area. Our team is a family that has taken all the risks and challenges to grow together. We want to take care of our family both at work and at home.

My pregnant wife is in Europe, she is stuck there during a visit with her family. She feel ill before her flight and was unable to fly. A few days later their boarders are closed and there is a travel ban. I thank god she is safe. Please help me take care of my family here and now abroad. Please help us protect what we have built and what we continue to build for the people we love, care for and protect.

I am in support of Council Member Jones and Carrasco's proposal to help some of the small businesses in San Josè. The economic impact of this virus has my business closed and we need help. A little bit of this money distributed to many businesses could be just enough to keep us afloat in this rough time. We need to take care of the people today and with that the businesses. If San Josè loses a significant portion of their businesses, that will be a significant loss to the struggling services currently provided.

I thank you in advance for your help,

*Frank Valerga, Managing Member*

-----Original Message-----

From: Jeff Cristina [

Sent: Monday, March 16, 2020 10:15 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Support for item 8.2 & 8.3

[External Email]

I want to show support for Items 8.2 & 8.3 on tomorrows agenda. This will be a great help to a business of mine. We recently turned off as much as we can, but we still have expenses. We want to try and help the few employees we have and this could be a life saver in this time of need. Please expand the help to small businesses through this to under 10 employees for one month (this keeps it the same cost, but offers help to more businesses). Every little bit helps and our office is a family. It pains me that my family is hurting and I am unable to provide work for them.

Thank you for the consideration,

Jeff Cristina



📧

-----Original Message-----

From: Christopher

Sent: Monday, March 16, 2020 10:07 PM

To: City Clerk <city.clerk@sanjoseca.gov>

Subject: Subject: Please help our business

[External Email]

I am in support of Council Member Jones and Carrasco's proposal to help some of the small businesses in San José. The economic impact of this virus has my business closed and we need help. A little bit of this money distributed to many businesses could be just enough to keep us afloat in this rough time. We need to take care of the people today and with that the businesses. If San José loses a significant portion of their businesses, that will be a significant loss to the struggling services currently provided.

I thank you in advance for your help,

Christopher Sanchez

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## SAN JOSE DOWNTOWN ASSOCIATION

March 17, 2020

Dear Honorable Mayor Liccardo and City Councilmembers,

The San Jose Downtown Association, representing more than 2000 member businesses, submit the following ideas on how to best serve the small business community in this time of deep need. We realize that the situation is changing rapidly, seemingly by the hour, but one thing that has remained clear throughout this ordeal is that we need to do everything within our reach to support small businesses during the COVID-19 pandemic and its aftermath as our community recovers. We urge the Mayor and Council to consider these policy concepts as you review options to support small businesses, including non-profit organizations and arts groups impacted by this unprecedented crisis:

- Establish a Small Business Continuity Fund to provide grants for small businesses that can demonstrate a financial loss as a result of the novel coronavirus. We especially recommend the employee retention grant program proposed in New York City as noted in both Councilmember Diep's memo and the memo from Vice Mayor Jones and Councilmember Carrasco.
- Moratorium on commercial evictions for inability to pay rent due to demonstrated revenue loss as outlined in Governor Newsom's Executive Order N-28-20.
- Partner with county, state and federal agencies to formally establish emergency status so that we may specifically direct dollars to San Jose.
- Re-assign existing staff (rather than create a new office) within the City of San Jose to provide a full time point of contact offering guidance to small businesses during the emergency, technical assistance and to connect them with available resources throughout the recovery period.
- Identify philanthropic and corporate partners to establish a relief fund for small businesses.

· Partner with Santa Clara County for Property Tax relief for a prescribed period to allow small businesses to direct liquid capital to employees and supplies.

Thank you for your consideration and leadership during these difficult days.

Sincerely,



Scott Knies  
Executive Director



701 Lenzen Ave. San José, CA. 95126 • info@siliconvalleydebug.org • 408.971.4965

March 16, 2020

Re:

Item 3.9 Local Assistance Framework  
Item 8.2 & 8.3 Moratorium on Evictions & Income Loss Due to COVID-19, Small Business Assistance

To Mayor and San Jose City Council,

We write in support of the city moving quickly to prevent families from being pushed into homelessness through no fault of their own during this unprecedented worldwide Coronavirus public health crisis. We at Silicon Valley De-Bug write to urge you to go further with the proposed Moratorium on Evictions to relieve the burden and panic we and our neighbors are faced with as shelter in place has been ordered for the Bay Area.

In addition to a moratorium on evictions, **we urge you to enact a moratorium on rental increases and enact a 'rent and mortgage amnesty for tenants' -- residential and small businesses alike -- impacted by the virus in San Jose**, until public health professionals have determined that the COVID-19 outbreak has been contained.

Just a week ago, families came to De-Bug unsure of what to do -- caught between having to work or be at home to take care of their children or elderly parents. Then as the COVID-19 outbreak rapidly evolved and families are ordered to stay home and are faced with a loss of income, the worry has now shifted to would they even have a home when the pandemic has been sufficiently controlled.

Echoing several councilmember memos for the need to designate financial support to both renters and small businesses, we believe securing and distributing financial resources to renters is critical to avoiding long term negative impacts that a loss of income could lead to -- such as the uprooting of families and further housing insecurity this measure aims to prevent. Tenants should be able to receive help equivalent to small business assistance, towards **rent amnesty** that they do not have to be burdened to repay. Currently only 20% of families in need are able to access the current rental assistance programs for help, barriers should be lifted so more residents can benefit, including creating more ease so that regardless of immigration status

families can access this help. Emergency rental or mortgage assistance unburdens families and encourages them to be able to stay home through the crisis.

This is the first opportunity to fulfill homelessness prevention and housing goals with future Measure E funds. Moving quickly on that designation of funds the city can show that the City truly can play a role in alleviating the housing crisis, as the City promoted Measure E would do. We would expect that the housing department can also move quickly to notify landlords of the moratorium and their responsibilities, as well as inform renters

As we are getting messages to care for each other, look out for each other's best interest, and become acutely aware of how our interactions affect another, especially when we may be in a stronger and healthier position than the most vulnerable, we must ask the same of landlords to look to the collective's wellbeing and help make a bad situation more bearable.

Thank you for considering our letter.

Sincerely,

Andrew Bigelow  
Cecilia Chavez  
Rosie Chavez  
Charisse Domingo  
Elizabeth Gonzalez  
Glen Maxwell  
Silicon Valley De-Bug

Dear Mayor Liccardo:

Thank you for your response to my letter on the Council's Eviction Moratorium.

Can we count on City Council and the Housing Department to not push mom and pop, who keep rents lower, out of business? I think not! Every income property owner has suffered recessions, rent reductions, evictions, damage to properties and a very small number of bad tenants. The majority are reasonable, honorable, co-operative, even delightful. I speak for all housing providers but especially for mom and pop, who purchased a small property as a hedge on retirement. During the last four years of expanding the ARO, TPO and Ellis Act, data from fifty plus units was used, while only about 9% of those properties were under rent control. From the very beginning the targeted excessive rents were from apartments, who offer pools, laundry, exercise, meeting rooms and data. Unnoticed were statistics like 35% operational costs to 45% attributed to small property owners. Most mom and pop own one property; they're attached to their tenants; they're satisfied to keep rents low; tenants are mostly lower-income minorities. I have not seen serious statistics on corporate ownership and single ownership under ARO.

Your motto, *Fair and Balanced*, hasn't been the case. The greatest consequence is the rupture of trust between City and housing provider in search of that *Bad Actor*. Every housing provider is painted with the same brush, greedy, uncaring, boarding on lawless, therefore every regulation is aimed to counter those tendencies. State law requires that a tenant give owners written notice before taking actions like withholding rents; the city says report to Housing. Protection of the tenant is paramount; the tenant may make any statement or decision true or false without repercussion, but the ordinances are filled with, *the tenant gets protection while the landlord gets their own lawyer*. An owner of a 4 plex can be fined \$40,000 for not posting an ARO and TPO notice. We are a business and pay for a City license; we are not viewed as a business but lumped in with a misconceived perception of corporate, fat cat, monied-class. misconceived perception. Here are a few examples of changes that directly affect owners:

- Council has outlawed the lease.
- There is no probationary period
- The tenant may on his own volition move in family members, children are not counted.
- This increase in occupancy raises utility costs especially water.
- Owner is forbidden to share any of those costs with residents since elimination of RUBS.

Since your unstinting acquiesce to hiring more and more Housing Department personnel, the property owners have seen an increase in business tax and bureaucratic red tape. This smothers mom and pop, who don't have in house administrative and legal staff, but who make up the base of the ARO. This Eviction Moratorium is just another blow.

I do not trust the City of San Jose, because I am fearful of the potential of the City to do more harm. Few voters fail to see that unions and businesses back different candidates. Within the Council, there has been a majority of rent control advocates, who've brought us to where we are today. There is no balance in the Housing Department with no income property owner on staff; The HCDC's thirteen members has two members represent property owners, while the other seats are dedicated to the interests of low-income interests. Noteworthy is the fact that in the last

four years including the initial Special Commission and Housings outreach programs there was never a direct vote taken, yet the HCDC, an advisory commission to the Council and votes. Studies like Anti-displacement were headed by Councilwoman, Carrasco, for a year with input from a wide awry of housing non-profits, without representation from rental providers. One proposal was to get an attorney for every tenant who is under eviction, this with the knowledge that 96% of evictions are for non-payment.

With the present climate of the Council I anticipate these things to happen:

- Try a third time to place duplexes under the ARO.
- Go after every property built after 1979 as allowed by State Law AB1482.
- Reduce further the 5% rent cap
- Remove the right to seek market rents when a tenant moves voluntarily.
- The City will throw more money to non-profits with less benefits to renter and owner.

It is clear to me, it's becoming impossible to keep rents affordable and survive between taxes, exorbitant fines and regulations, under ARO, TPO and Ellis, the escalating Housing Department's fees, and the pending anti-displacement policies. If you want to keep the mom and pops that keep rents lower, you might rethink the policies and fines you are approving.

David Eisbach March14,2020