

City of San José

Small Business

Anti-Displacement Strategy

October 1, 2019

Jeff Ruster, Assistant Director, Economic Development
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“Explore Strategies and Financial Tools to Mitigate Small Business Displacement”

Overview of Small Business in San José

- 50,000+ Small Business in the City
- 35,250 Self-Employed (accounting, catering, house cleaning, etc.)
- 156,600 Individuals Employed (36% of all Jobs in San José)
- 60% of Small Business Owners are People of Color
- 51% are Immigrant Owned

How the City Listened to Business

- Examined the Experience of Other Jurisdictions
- Held Numerous Feedback Sessions with Small Businesses
- Actively Engaged with Business Associations
- Networked with Business Support Organizations
- Engaged with the FDIC & SBA Approved Financial Institutions

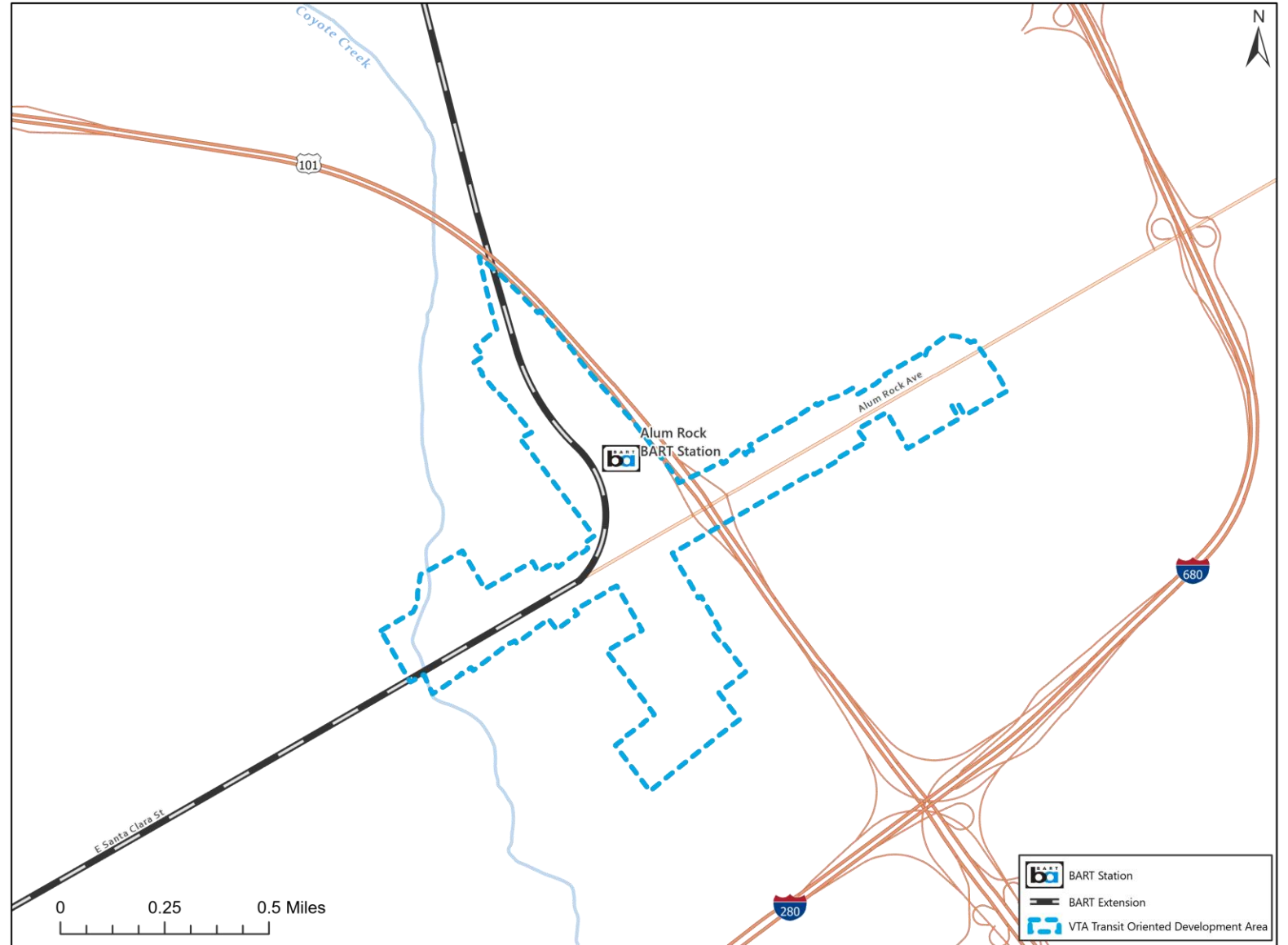
What Businesses Said

- Information Delivered by a Trusted Party
- Language and Cultural Understanding a Must
- Services Close to Business Location
- Need Critical Services - Legal and Real Estate
- Timely Notification of Development

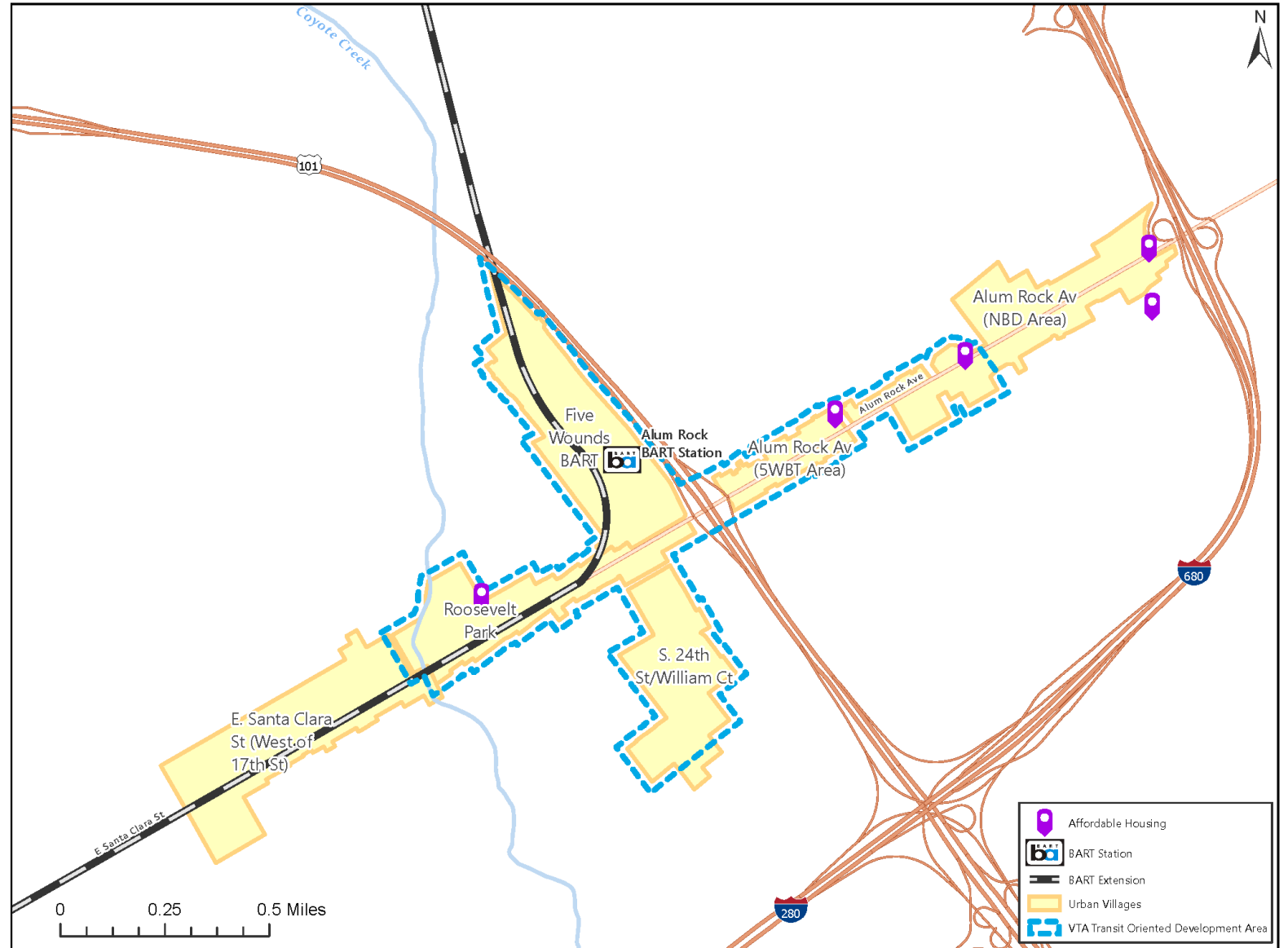
Drivers of Displacement

- Transit Infrastructure & Transit Orientated Development (TOD)
- Residential Development including Affordable Housing projects
- Large Scale Development Projects

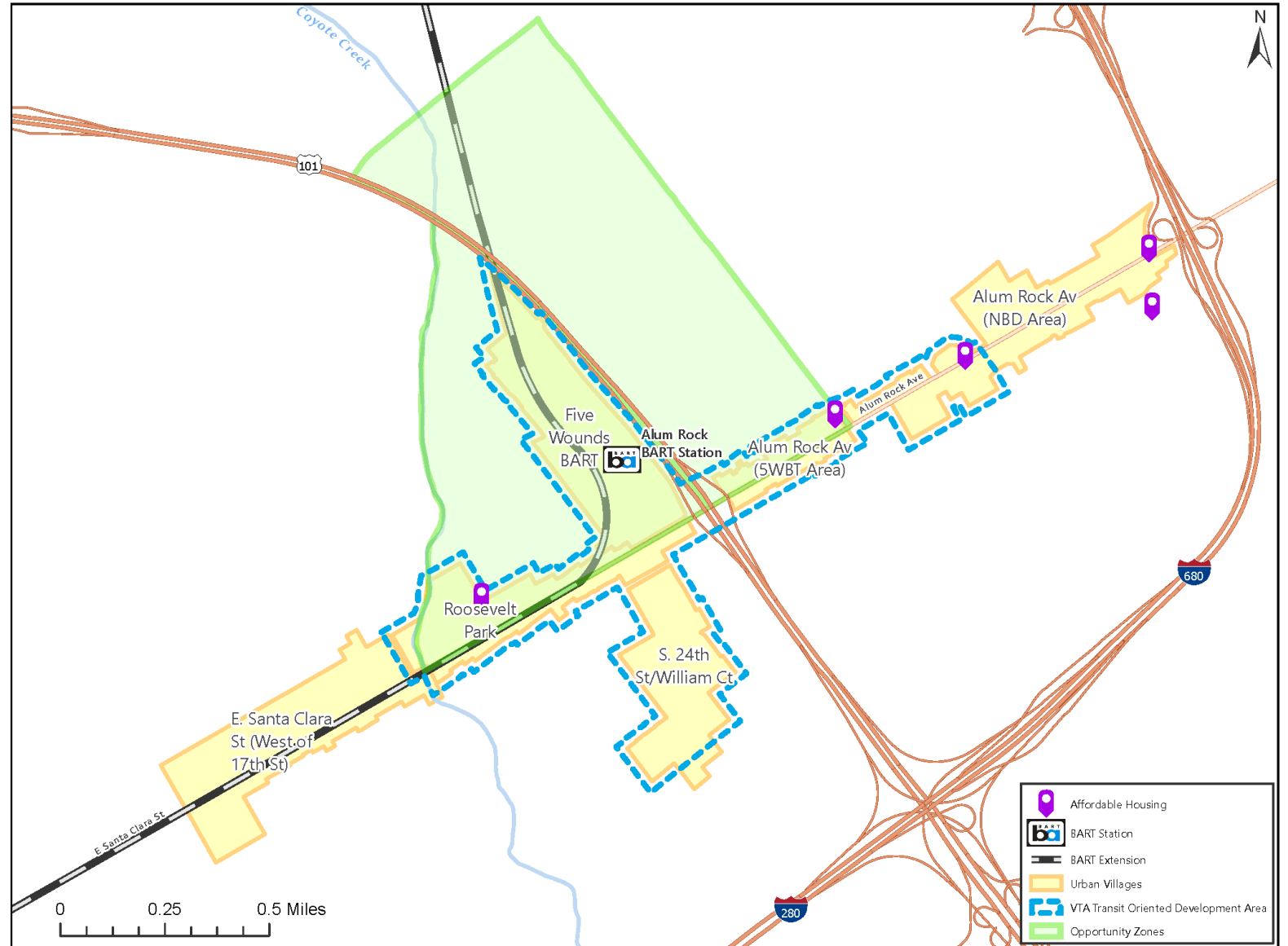
Why Alum Rock: BART + Transit Orientated Development (TOD)



Why Alum Rock: BART + TOD + Residential Development



Why Alum Rock: BART +TOD Residential Development O Zone



Response: Pilot Design

INFORMATION

BUSINESS SERVICES

FINANCING

Response: Pilot Design



Response: Pilot Design

INFORMATION

BUSINESS SERVICES

FINANCING

Business Services: Building a Rapid Deployment Network



Financing: Developing the Network



LISC



Key Local Community Partners



Where We Expect to be by Summer 2020

- Assess Capacity and Scalability of Services
- Explore Impact of Early Notification
- Identify Business Areas/Districts for Next Phase
- Develop Recommendations:
 - Policy
 - Staffing
 - Resource Needs

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