

(d)3 Business Tax Amnesty Solution

Smart Cities and Service Improvements Committee
March 5, 2020

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The Team



City of San José

- Finance Department
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- Information Technology Department
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CityBase

- Erin Jancic, Cole Davis, Namrita Mathew
- A team of engineers

Background



What is Business Tax Amnesty?

- Limited-time opportunity for businesses to pay past due tax in exchange for forgiveness of penalties and interest

Why now?

- Recent Business Tax Modernization measure changed the tax structure and rates, effective July 1, 2017
- Budget commitment to generate \$1M revenue
- Planned field review campaign following Amnesty Program

Past vs. Current Amnesty Programs



Past Amnesty Program

- No online registration
- No online payments
- No online exemption filing
- Disjointed registration and payment process

Result:



Current Amnesty Program

- Online registration
- Online payments
- Online exemption filing
- Automated phone payments
- Automated back office processes
- Deployed self-service computers

Result:



Objective & Timeline

The Business Tax Amnesty Solution must provide an efficient, organized, and convenient method of submitting business tax applications, calculating taxes and fees owed, and processing online payments.



The Solution – Demonstration 1



New Business
Registration Portal



Online Payments



The Solution – Demonstration 1

The screenshot displays the City of San Jose website interface. At the top, a teal banner reads "Yes, we have a new look. Welcome to the City of San José's new digital front door!". Below this is a navigation bar with social media icons, a language selector, and a search bar. The main navigation menu includes "RESIDENTS", "BUSINESS", "VISITORS", "YOUR GOVERNMENT", and "NEWS & STORIES". The City of San Jose logo is positioned on the left. A large image of the city at night serves as a background for the main content area. On the left side of this area, the text "TOP REQUESTED" is displayed in large white letters with a yellow underline. To the right, a grid of six teal tiles features icons and labels for services: "Browse City Jobs" (briefcase icon), "Call Junk Pickup" (trash can icon), "Apply for Building Permit" (pin icon), "Report Issues" (wrench icon), "Find Affordable Housing" (house icon), and "Make a Payment" (credit card icon). The browser's address bar shows "sanjoseca.gov/home" and the Windows taskbar is visible at the bottom.

The Solution – Demonstration 2



New Business
Registration Portal



Case Management
– Exemption Filing



The Solution – Demonstration 2



City of San José Business Tax Registration

Business Tax Exemption Program

The City of San José offers exemptions for specific types of businesses. If you desire to claim an exemption, please select the option to apply before continuing to the next page.

To see a full list of exemptions and descriptions, please refer to [City of San José Municipal Code 4.76.6](#). Some of our more common exemptions are listed below.

Click to show more information (optional)

Show

Hide

Apply for Business Tax Exemption

Would you like to apply for one of the exemptions listed above?

Yes

No

Back

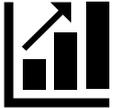
Continue

The Benefits

User Experience



Staff Efficiency



Security



Revenue



Lessons Learned



Clearly defined objectives and key results



Department Product Owner commitment



Manage scope to reach minimum viable product

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