

# **(d)3 Business Tax Amnesty Solution**

Smart Cities and Service Improvements Committee  
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# The Team



## City of San José

- Finance Department
  - Rick Bruneau, Chris Domingue, Eric Warnars, Thuy Nguyen, Valerie Esquivel
- Information Technology Department
  - Topher Tiamzon, Krishna Sastry, Swati Ganesh

## 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

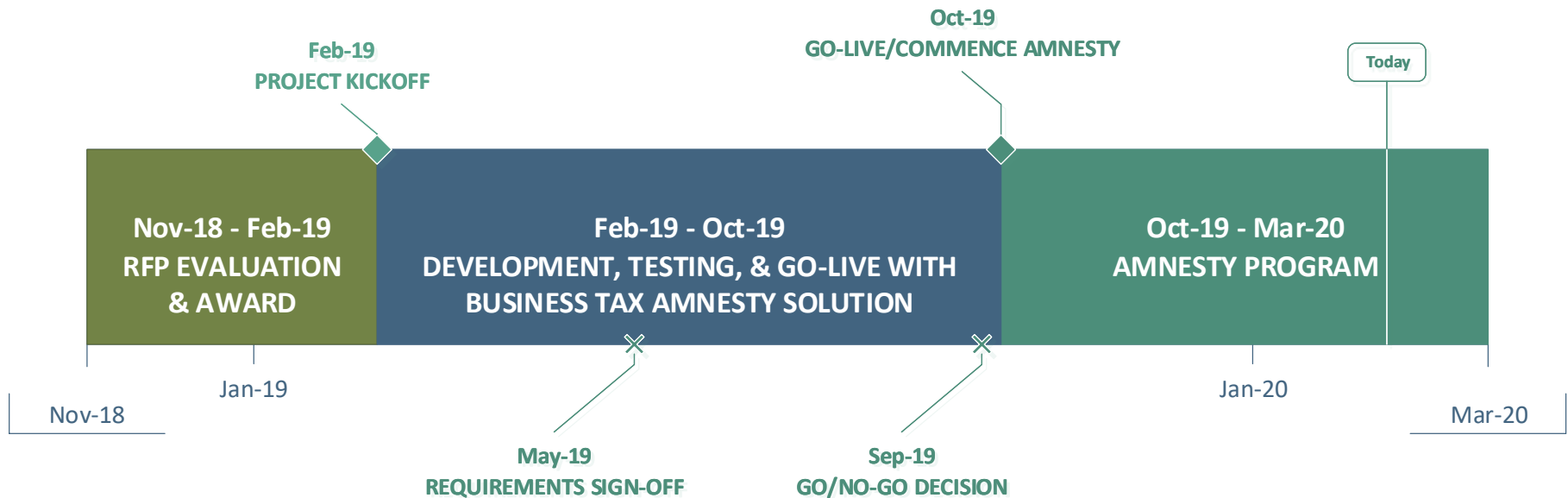
- Online registration
- Online payments
- Online exemption filing
- Automated phone payments
- Automated back office processes
- Deployed self-service computers

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 at [sanjoseca.gov/home](http://sanjoseca.gov/home). The browser's address bar and tabs are visible at the top. The website features a teal header with the text "Yes, we have a new look." and "Welcome to the City of San José's new digital front door!". Below the header is a navigation bar with social media icons, a language selector, and a search bar. The main content area has a dark blue background with a cityscape image. The City of San Jose logo is on the left, and navigation links for "RESIDENTS", "BUSINESS", "VISITORS", "YOUR GOVERNMENT", and "NEWS & STORIES" are in the center. A large "TOP REQUESTED" section is on the left, with a yellow underline. To the right, there are six teal tiles with white icons and text: "Browse City Jobs" (briefcase icon), "Call Junk Pickup" (trash can icon), "Apply for Building Permit" (paw print icon), "Report Issues" (wrench icon), "Find Affordable Housing" (house icon), and "Make a Payment" (credit card icon). The Windows taskbar is visible at the bottom.

Yes, we have a new look.  
Welcome to the City of San José's new digital front door!

San Jose  
CAPITAL OF SILICON VALLEY

RESIDENTS BUSINESS VISITORS YOUR GOVERNMENT NEWS & STORIES

TOP REQUESTED

Browse City Jobs

Call Junk Pickup

Apply for Building Permit

Report Issues

Find Affordable Housing

Make a Payment

# 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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