

City Council Questions

September 22, 2020 Council Meeting

ITEM 3.1 Displacement Response Strategy Update

1. Can bonds be issued to fund Acquisition? Page 6, it is stated Funding is “taken out”. Does that mean project is sold?

Yes. This would typically be backed by a permanent or long-term revenue stream, such as through a local funding measure.

“Taken out” means that a private funding source initially used to finance the project is replaced by a public funding source. This allows the private funding source to finance another project while the public funds stay in the first project long-term and is preserved as affordable housing. The project is not sold.

2. Page 7, states that the city has” insufficient resources”. The report keeps referring to a pilot program of 100 units. What if you vision a smaller property? Loopnet Mountain View, as of Sept 19, has 3 listings of Apartment for sale, all make reference to redevelopment. Pricing goes from a 9 unit for \$ 3.75m to \$ 23m for a 40 unit.

The concept of a 100-unit pilot program can be composed of several smaller properties.

3. How many “affordable housing projects are in the pipeline”?

There are 7 one-hundred percent affordable housing projects in the pipeline, composed of nearly 680 new deed-restricted units.

4. Should the City start asking for repayment of Affordable housing development loans?

This may not be a feasible option. The City loans provided for affordable housing developments are “soft” loans. Soft loan financing is typically provided by cities and other governmental agencies to affordable developers and generally includes low interest rates, provisions for subordination to senior financing (meaning city loans are paid back last), provisions for due on sale or refinancing, and loans which are payable out of net cash flow (referred to as "residual receipts"). Soft loans, because of the flexibility, are crucial to financing affordable housing development. Loan repayments to the City could be delayed or waived if the affordable housing project is not generating enough residual receipts.

5. Page 8-What is the \$ balance in the General Housing Fund?

There is just over \$100,000 currently in the fund. A portion of the remaining funds is for implementing the eviction moratorium.

6. Measure A funding, what is required to get the money?

Projects must meet the requirements for one of two development prototypes that are prioritized by the County. “Type 1” projects must have 50 percent of the units for permanent supportive housing, and “Type 2” projects must have 1/3 of the units for rapid rehousing/permanent supportive housing, 1/3 of the units for extremely low-income households (up to 30 percent area median income (AMI), and 1/3 of

the units for up to 80 percent AMI). While Type 1 projects also come with long-term funding (between 20-40 years) for operations/services, Type 2 projects have limited-term funding (3-12 months) for operations for rapid rehousing.

7. Before you develop a “expenditure plan” for Measure P money, does Council have a chance for input?

Staff is putting together a draft expenditure plan to facilitate affordable housing in alignment with the affordable housing investment plan and other priorities as identified in the Consolidated Plan, Housing Element, etc. Staff can bring the item to Council for input at the appropriate time, if Council wishes.

8. Why can't the city be a landlord? The city could hire a property management firm just like private business do. We use the rental money to pay for more units/renovation. The city does not need the expertise, nor extra staffing.

Typically, cities that own housing units have a Housing Authority that manages and operates the units due to the complicated nature of responsibilities involved and expertise required.

Under the current system, where the City does not have such a structure, staff's recommendation would be to use a process that is similar to the City's NOFA process.

As part of this process, the City would notify developers that funding is available for an acquisition/preservation program. Developers (likely non-profits) would then identify potential acquisition opportunities, put together a financing strategy, conduct due diligence, and request gap funding from the City. If awarded, the developers would acquire the apartment, conduct any rehabilitation needed, and operate the apartment. This would most likely be the most streamlined process and would maximize leveraging external resources and expertise.

9. Page 13-Has staff workload slowdown due to current conditions? If they have, would they be able to evaluate an Acquisition/Preservation Program?

No. The workload is significant and has actually increased due to the existing large projects on top of covid-related initiatives. Projects include working on displacement response strategy; new affordable housing projects; CDBG programs (new Consolidated Plan, FY 2020-21 Annual Action Plan, FY 19-20 amendments, CARES Act funding); updating processes and policies due to new State laws; density bonus modification; TRAO modifications; the COVID-19 response including the rent relief program and eviction moratorium implementation; and now, most significantly, the Project HomeKey modular housing program which must be implemented by December 2020.

Evaluation of an Acquisition/Preservation Program is already factored in as part of staff's workload.

10. Oct 29 staff report, page 7-what proactive measure has the city done to help maintain all the apartments that are coming to the end of the useful life? Staff reports 91% of CSFRA units are over 50 years old. Mountain View has high expectation of the quality of our living units.

This has not been identified as a work plan item and the City does not have such a program. As a related item, the City was in the process of studying seismic retrofit needs for soft story apartments over the past two years, but this item was deferred due to increased costs (noted in the Major Goals Work Plan update to Council in June 2020).

11. Given the amount of work staff has already put into looking at an acquisition/preservation program, and the challenging finding a source for long-term capital needs, why is staff recommending continuing to pursue this?

An acquisition/preservation program is one of the best practices for addressing tenant displacement. Although finding funding is a challenge now, staff is evaluating a program for future funding even though there may not be resources at this time. Additionally, while the City does not currently have funding sources for such a program, there are options including alternative BMR mitigation strategies or a revenue increase ballot measure that could be potential sources for funding. The strategy could therefore focus on creating program parameters and a framework for potential funding that could be used as opportunities arise.

12. The City of San Jose is also working on an anti-displacement strategy. Have staff evaluated that plan, and could some of those ideas be incorporated into this work? (There is no need to reinvent the wheel if the work is being done elsewhere.)

Staff have briefly reviewed San Jose's plan but did not have time to conduct in-depth analysis, as the San Jose staff report is for the 9/22 meeting this evening. The San Jose report was received by staff on 9/18. San Jose's strategy is based on its particular needs, opportunities, challenges, and political environment, and staff will be evaluating it to see which elements could be relevant for Mountain View and how they could be implemented. Staff will also reach out to San Jose staff to seek opportunities for collaborating on policies that are common to both jurisdictions.

Aspects of the following San Jose recommendations have been part of the City's Displacement Response Strategy evaluation or as a part of other City efforts.

- Support Equitable COVID-19 Recovery Impact Mitigation Measures for Renters and Homeowners
- Establish a Neighborhood Tenant Preference for Affordable Housing
- Explore a Community Opportunity to Purchase Program/Ordinance (COPA)
- Create a Preservation Report and Policy
- Establish New Sources of Funding for Affordable Housing and Anti-Displacement

13. How many deed-restricted affordable units are at risk of losing their affordability as a result of expiring deed restrictions over the next 10 years?

A preliminary review shows that there are no City-financed units whose deed-restrictions will be expiring over the next 10 years. As part of our analysis, staff will prepare information on the timing of expiration of deed restrictions for all such units in the City.

14. Can staff comment on the following ideas and whether they have been evaluated as part of the Displacement Response Strategy?

- a. Options to enhance code enforcement to increase the quality of housing and prevent code enforcement related displacement, including red-tagging and retaliation against complaints.

This was not part of the six-pronged Displacement Response Strategy and was therefore not studied.

- b. Community Opportunity to Purchase program (provide advance notice of the sale of multifamily residential properties to qualified nonprofit affordable housing developers, tenants, and public agencies to provide them the first opportunity to purchase a property).

This was preliminarily evaluated as part of the Acquisition/Preservation Program. Additional evaluation will be conducted as part of next steps.

- c. Funding for legal assistance for tenants, particularly during the pandemic and in response to AB 3088.

This was not part of the six-pronged Displacement Response Strategy and was therefore not studied.

- 15. Could we merge an Acquisition/Preservation Program fund with other housing funding maybe as a general housing trust fund?

Yes, a more general housing fund could be structured to fund different activities, such as an Acquisition/Preservation Program and new development.

- 16. In addition to the amount set aside for affordable housing in Measure P tax revenues that is mentioned in the staff report, isn't there an equal amount for Other/Misc. Spending? Can't we spend that on housing during this housing emergency? Also, can't we make a one-time emergency allocation of more than that? Are there other things in the budget that can be put off due to the huge changes in the way the city operates due to Covid-19?

The other 10 percent is for the General Fund. Council could determine that the use of the funds be for this issue, weighed against other City priorities and funding commitments of the Measure P funding. This could be taken up through the mid-year budget process in February or with the upcoming recommended budget. Analysis of the current fiscal year budget status is underway, and information will be presented to Council about the budget status in November 2020. Council could provide direction to staff at that time to analyze other options for use of Measure P funds.

- 17. Can we add a seventh element to the displacement response strategy specific to Covid-related displacement that is likely coming up? Are hotels being used at all for emergency housing in MV? Could we use unused retail?

Recent efforts regionally and Statewide to facilitate the acquisition and repurposing of hotels have focused on providing housing for homeless persons. Should the Council provide direction, staff could include the evaluation of hotels/motels to address tenant displacement as part of the Acquisition/Preservation Program; however, this option would require additional analysis and would likely require a reprioritization of the City's goals for retail, potential replacement strategies, and rezoning/General Plan amendment. Please note that retail spaces may be less feasible because such spaces are on non-residential sites or mixed-use zoned sites and may not be configured in a manner to allow creation of apartments. Additionally, such a program could eventually have an impact on availability of space for businesses and could not be converted back to commercial use without requiring replacement.

ITEM 4.2 Park Restroom Renovation, Group A, Project 17-39-Accept Construction

- 1. What existing City public restroom building are on school sites?

Listed below are the City public restroom buildings that are on school property or shared with schools:

- Stand-alone City restrooms on School District property - Monta Loma Elementary, Stevenson/Theuerkauf Elementary, Crittenden Middle School Field, Graham Middle School Field, and Whisman Park
- Restrooms with 50/50 District/City ownership – Gym buildings at Mountain View Sports Pavilion (Graham) and Whisman Sports Center (Crittenden)
- On City Property at school site – Bubb Park and Cooper Park
- Planned for share District/City Use: Landels Elementary, Huff Elementary, Castro/Mistral Elementary, and Vargas Elementary

ITEM 4.4 Permit Extensions Due to the COVID-19 Emergency

1. I thought City Council reviewed extension of building permits and had put restriction on them? How many permits issued as of March 16 are there?

Permit extensions only apply to Planning entitlements and requests for them are reviewed and decided upon by the Zoning Administrator at a public hearing per the Zoning Ordinance. Council has not amended the Zoning Ordinance to modify the City’s existing Permit Extension parameters or process. Since April we have received 9 permit extension applications, compared to 7 requests for the entire year in 2019.

ITEM 4.6 All-Inclusive Magical Bridge Playground, Project 18-36-Approve Conceptual Plan and Other Actions

1. Was there a written agreement between the City and MBF about funding?

Yes, the agreement between the City and MBF includes provisions that the City will contribute \$1 million, the City will apply for \$1.7 million in County grant funds, and MBF will fundraise a total of \$1.99 million.

2. Can we request that MBF continue to fund raise?

Yes, MBF is aware that they are expected to continue their fundraising efforts with the goal of reducing the additional Park Land Dedication Fund allocation from the City. Staff will provide Council an update on MBF’s fundraising efforts in spring 2021.

3. Page 9- States that staff will be coming back to Council to request approval for the appropriation of the funds. Isn’t that what you are doing now?

Council is being asked to appropriate only the additional \$451,100 from the Park Land Dedication Fund at this time to demonstrate full funding for the project in order to receive the State grant of \$228,911. The County grant and MBF fundraising contributions will not be provided to the City until the project is ready for construction. For this reason, Council will be asked to appropriate the County and MBF funds when approving the Plans and Specifications to advertise the project for construction.

4. Was there a parking study due to the increase traffic caused using MB?

No, a parking study was not performed for this project. As further explained below, the peak usage times for Magical Bridge differ from peak usage times of the Community Center providing flexibility to share parking.

5. The Community Center Parking is tight now, what happens when you add the new park features?

We anticipate parking demands to fluctuate and the highest peak demands for Magical Bridge to be in the middle of the day and early afternoons after school. These are traditionally lower usage times for the Community Center parking lot. The highest demand for the Community Center parking lot is typically in the evening and weekend daytime when special events are occurring at the Redwood Hall in the Community Center. In addition, the fluctuating demand at other parking locations in Rengstorff Park (aquatics center and BBQ area) and nearby Senior Center can provide other parking options. The proposed drop off area for the Magical Bridge Playground will assist with accessibility for those that need the greatest ease of access.

6. When it says the tot lot will be replaced, does that mean it is being replaced by another traditional tot lot? Or does that mean it is being replaced by a Magical Bridge-type tot lot?

The Tot Lot will be replaced with a Magical Bridge Tot Lot. It is one of the seven zones shown on Figure 2.

7. What is the current balance of the Park Land Dedication Fund?

Park Land Dedication (PLD) In-Lieu Fees are tracked by Parks and Open Space Planning Area as defined in the Parks and Open Space Plan. Based on the City's Park Land Dedication In-Lieu Policy (Council Policy K-15), PLD funds are currently allocated based on the following prioritization: 1. Acquisition; 2. Development; and 3. Rehabilitation. For each priority, first consideration for use of in-lieu fees goes to parks, trails, and recreation projects that are located within the Parks and Open Space Area of the development generating the fee. Next, consideration goes to projects that are within one mile of the development generating the fee. Lastly, consideration goes to projects that provide a communitywide asset, which can be located anywhere in the City.

The All-Inclusive Magical Bridge Playground Project is located in the San Antonio Area. In this area, there is a balance of \$30.41 million. The available funds in this area will also be going towards the design and construction of the Rengstorff Park Aquatics Complex, the construction of the park at 400 San Antonio, and the design and construction of the future two-acre park associated with the Los Altos School District site. Should Council approve the recommended allocation of PLD fees, the amount of \$451,100 would be utilized from the San Antonio planning area.

Prior to any recommended commitment of the City Council tonight, the total balance in the Park Land Dedication Fund is approximately \$76.64 million across all ten Parks and Open Space Areas. Of the \$76.64 million, approximately \$15.18 million has been committed towards future land acquisition and future projects – not including the projects in the San Antonio Area mentioned above. This \$76.64 million also includes approximately \$26.8 million in fees received in June and July of this year from three developments in other Parks and Open Space Areas (Whisman, Sylvan-Dale, and Central). These fees will all be contributing to the design and construction of parks associated with the developments from which they were received. In addition, staff is preparing a list of possible projects to bring to PRC and City Council as part of the Five Year CIP plan that will be developed later this year.

8. How much will be left in the Parkland Dedication Fund after funding the Magical Bridge Playground as recommended in the staff report?

Should Council approve the recommended funding of \$451,100 of PLD fees to the Magical Bridge Playground, there will be approximately \$76.19 million left in the Park Land Dedication Fund.

ITEM 6.1 Hotel Development at 2300 West El Camino Real

1. Are these the same owners from 2017?

Yes

2. Why does the City have parking standard, if they are not followed and verified?

The City's parking standards were developed to meet the average parking needs of various uses. In certain situations, a particular use or development might be able to provide less than the required parking on site based on certain operational characteristics or a shared parking configuration. This is assessed on a case by case basis with supplemental parking studies and surveys.

3. Condition 45-are TDM requirements, i.e. ECO passes permanent? Which department is going to follow up on the TDM report? Is the 4% vehicle trip reduction only for the first year?

The applicant is to maintain the proposed TDM plan and trip reduction target throughout the life of the project and is required to provide an annual report. The Planning Division is responsible for the TDM monitoring report collection and review and consults with the Public Works transportation staff as necessary.

4. Condition 78- Is dual plumbing the same as purple pipe?

Dual plumbing and purple pipe both refer to parts of a system that uses recycled / reclaimed water for either irrigation and/or some building plumbing fixtures. Dual plumbing refers to constructing two sets of water lines within a building; one from the domestic water source for kitchens, sinks, showers, etc. and the other from the recycled water source for toilets and urinals. The recycled water line is known as purple pipe; the term comes from the fact that building code requires any use of recycled water to be in purple pipes.

5. Condition 94- Why should a hotel be subject to School impact fees?

School impact fees are dictated by the State and required for all commercial and residential developments which include five hundred (500) square feet or more of habitable area.

6. Is the fire pit a gas fire pit? Isn't this now prohibited?

The project will be required to meet the new REACH code and the fire pit operational details will be finalized at the building permit phase.

7. Is this location part of phase 1 of the removal of parking along El Camino Real? If not, what phase is it in?

This location is not along the first segment of the protected bikeways to be installed along El Camino Real. The first segment is from Castro Street to Sylvan Avenue and will be implemented as part of Caltrans' repaving project schedule for summer 2022. Council will be requested to adopt a resolution approving parking removal for this first segment in early 2021. The proposed project is between Castro Street and San Antonio Road. As part of the repaving project, Caltrans is also being asked to design their lane striping to facilitate adding the protected bikeways through to San Antonio Road as soon as

possible, at which time all remaining on-street parking will need to be removed.

8. Is staff proposing how the community benefits should be spent, or is the applicant proposing how the community benefits should be spent?

The El Camino Real Precise Plan provides a list of public benefits that the community benefit funds should be committed to and prioritizes affordable housing. The applicant is proposing the project community benefit funds go to the City's affordable housing fund, which is also consistent with the last project approval by Council in 2017.

9. Is a protected bike lane planned along this portion of ECR?

Yes, the El Camino Real Streetscape Plan calls for Class IV protected bikeways along this portion of El Camino Real.

10. Does a 12' wide sidewalk along the project's frontage on El Camino Real really give us enough space to create "a vibrant, landscaped, comfortable, and convenient place for gathering" and walking along El Camino Real as envisioned in the Precise Plan? What is the tree plan for El Camino?

As proposed, the 12' wide sidewalk design is in compliance with the El Camino Real Precise Plan and the El Camino Real Streetscape Plan. The same configuration has also been planned and implemented in the recent projects along El Camino Real since the adoption of the El Camino Real Precise Plan. The tree plan for El Camino follows the El Camino Real Streetscape Plan.

ITEM 8.1 Small Business Action Plan

1. Why is there no mention of Minimum wage relief? Isn't that something that is immediate?

Minimum wage relief was not raised as a priority concern in the business survey or focus groups. Council may decide if this is an issue it wants to consider.

2. What about displacement of small business caused by redevelopment? Small business should be able to stay in the same location if they choose.

Displacement of small business was not raised as a priority concern in the business survey or focus groups. However, the City has taken some steps to prioritize bringing back existing tenants in new developments as part of a community benefit (in the El Camino Precise Plan). This is a broader economic policy that could be addressed in Precise Plans in other areas of the City as well.

3. How many small businesses in Mountain View are estimated to be permanently closed?

The City does not know how many businesses are permanently closed versus temporarily closed. The survey indicated that about 53% of businesses were worried about closing. The City has the ability to monitor business license applications year over year as a measure. However, not every business obtains a business license and this could be an issue, particularly during the COVID-19 crisis.

4. Page 3 states there was \$1m for small business relief, but only \$ 497000 has been disbursed. Are there plans to give out more?

Yes – the Action Plan has recommendations to modify the Small Business Resiliency Program in order to provide businesses with available funding.

5. The staff report keeps referring to “the downtown business, or the Downtown Business Association, for their extensive outreach. Why wasn’t there outreach to all the business along El Camino, or San Antonino, or along Middlefield, and other parts of the city?

Staff did perform outreach to all businesses. The business survey was sent to all businesses with a business license with an email address. In addition, the Chamber worked in partnership with the City to get broader input from all businesses citywide.

6. For Partners, the report keeps referring to Downtown Committee, and the Downtown Business Association. Is there a way to get boarder input from business not located on Castro?

Please see the response to question 5.

7. When you suggest media help, why isn’t Google or LinkedIn mentioned? They offer classed on how to use media for promotion of a business.

Attachment 2 to the staff report (page 6) discusses the electronic tools, programs and funding offered by Google, Facebook, LinkedIn and other major technology companies.

8. On Table 3, what businesses are under “other services”?

“Other services” are services used by individuals or households including personal services, automotive repair, dry cleaners, pet groomers, and home repair and maintenance.

9. Why is a consultant used so much? Can’t the Chamber be hired?

In order to develop and implement the Action Plan in a very quick manner, a consultant was used given the existing limited staff resources and vacancies, as well as the existing high workload. A consultant additionally has the experience and expertise of having developed and/or implemented such projects before. The Chamber does not have the level of expertise or staffing to conduct such a study.

10. On page 9 of the staff report it says that resources might be redirected away from other projects. Which projects?

Economic Development Division staff currently has three strategies on their work plan – Small Business Action Plan, Parking Strategy and Public Art Strategy. Two are underway – Small Business Action Plan and Parking Strategy (Staff will return to City Council end of Fiscal Year 2020-21). To implement the Small Business Action Plan, work will need to pause on the Public Art Strategy.

11. What are the goals/results expected from developing a Shop Local program with a web-based directory of city businesses?

The goals of the Shop Local program are to increase visibility for businesses, expand the customer base for businesses to increase sales beyond local serving, provide an online platform for businesses that do not have one, and expand online options for customers to purchase goods/services from the businesses.

12. If access to capital is the #1 priority, and we already have a Small Business Resiliency Program, why does it take 3 months to tweak this program?

Staff provided a list of programs that required immediate implementation in the three-month timeframe. This program could be done in a shorter timeframe depending on the Economic Development Division work priorities and the capacity of Main Street Launch to re-administer the loan program.

13. Have we asked Google/Facebook/LinkedIn for free training for our businesses on use of social media to promote their businesses?

Yes – Google and LinkedIn were interviewed as part of the outreach process. Both companies provide electronic tools, resources and coaching for small businesses. Staff is aware of Facebook’s resources and programs and will integrate more information about these resources into the final Small Business Action Plan.

14. How many businesses have expressed concerns about commercial rents? How many are behind on their rent?

In the survey, concerns about commercial rents did not rank as a high priority. However, a few businesses that participated in the focus groups mentioned concerns about their ability to pay rent.

15. Are the needs of small industrial businesses different from those of hospitality and retail businesses? Will the proposed strategy also benefit industrial businesses?

Small businesses involved in the technology industry or production have more resiliency because many receive private funding and are tradable sector businesses that have business outside of Silicon Valley. The Action Plan addresses the needs of small businesses that are the most vulnerable or at-risk who rely on a local customer base. However, staff did include small industrial businesses in the outreach and the proposed strategy will also benefit them.

16. Can we explore a commercial vacancy tax to fund elements of this strategy and also encourage commercial property owners to fill vacant spaces?

Increased vacancy is expected to increase due to the loss of businesses and the lack of businesses looking to open or expand their business. A vacancy tax at this time would not help property owners find new tenants and fill vacant spaces.

17. What fees and taxes are imposed on businesses right now? What type of fee and tax relief would be most beneficial to small businesses?

The City has already taken the proactive step of allowing outdoor operations without a permit or fees to help businesses with immediate relief during the COVID-19 crisis. Additional help could be given by deferring or reducing business license tax and permit fees associated with building improvements that enable businesses to modify their space in order to increase customer capacity.

18. What type of regulatory relief would be most beneficial to small businesses?

As noted above, the City has already taken some proactive steps to provide regulatory relief. Additional approaches could be evaluated as State and County Health Orders change and businesses are required to operate in new ways. The creation of a Small Business Action Team could facilitate development of

solutions and alternatives to revise City regulations that could help small businesses respond to the Health Orders and continue operations.

19. Page 2 of the staff report notes that “unfortunately, some workers were discouraged from returning to work because the benefits they received were greater than wages they earned on the job.” What evidence exists to support this statement? How many people in Mountain View refused work because of the Federal unemployment assistance enhancement?

The consultant received this feedback from the focus groups and interviews. In addition, the consultant reviewed regional and national business survey results which showed the unemployment benefits and willingness to work was a national trend. State unemployment data does not track the number of people refusing to work.

20. What percentage of all small businesses in Mountain View are members of the Chamber?

Approximately 25% of businesses with a business license are members of the Chamber.

21. How many businesses are operated by owners with limited or no English proficiency? Is e-mail the preferred communication method for these businesses?

There is no information available to document business owners with limited or no English proficiency in the City. E-mail was the preferred communication for businesses who participated in the focus group or survey. In addition, in a previous study done by the consultant, text messaging was the preferred communication tool used by individuals with limited or no English proficiency.

22. How many minority-owned, women-owned, and veteran-owned businesses are there in Mountain View?

According to the 2012 Census data, the total number of Mountain View minority-owned 3,226 businesses, 3,115 women owned and 552 veteran-owned. However, it is not clear how the Census defines these types of businesses and the total numbers are not consistent with the City’s business license data. In addition, the consultant reviewed the Census data for another City that had the same data inconsistencies.

23. The California Street Market on the corner of California St and Mariposa Ave is unusual as one of the very few commercial uses of a property zoned for residential uses. How can the City encourage more uses like this to support more small business owners?

Until the Pandemic is over and the economy is in recovery, it is not likely that many small businesses will be expanding their operations into other areas of the City. While the current focus is on helping existing businesses continue to adapt to changing conditions, the City’s Small Business Action Team will be helpful in streamlining processes to get new businesses up and running in a shorter time.

24. What other land use-oriented strategies are being considered to support small businesses?

The Small Business Action Team (Recommendation Number 2) will focus on developing a work plan to address issues and challenges, but also identify opportunities which could include land-use oriented strategies. Other cities are exploring more flexible retail zoning that includes minimizing requirements and conditions such as parking and short-term use of storefront space to allow pop-up retail and food services.

25. The staff report says, “As part of the Fiscal Year 2019-21 Council Goals process, Council directed staff to hold a Study Session to discuss the development of a Small Business Strategy, which staff has turned into an Action Plan (Plan). Due to the current business environment affected by the pandemic, staff accelerated the timeline and approval process of the Plan to continue providing immediate support to the small businesses.” Is staff also planning to do the full Small Business Strategy, not just the Action Plan, as originally directed by Council?

Due to the need for immediate action to respond to the COVID-19 crisis, staff focused on a Small Business Action Plan to provide small businesses with the tools to survive. Staff is recommending moving forward with creating a Small Business Strategy. However, staff recommends waiting before moving forward; first to get a better understanding of how the COVID-19 crisis is changing the nature and needs of such businesses; and second for the Division to fill the current vacancies for the Economic Development Manager and administrative support.

26. What kinds of weather-resistant tents would the county allow businesses to use during the winter months to operate outdoors?

The County Public Health Order allows a temporary canopy, awning, or sunshade structure open on all four sides. In addition, all tables under the sunshade structures must have at least 6 feet of distance.

27. What kinds of music does the county allow outdoors? Purely instrumental? A roving solo musician?

The County’s Public Health Order does not allow live entertainment or performances. Light amplified music is allowed through the Castro StrEATs and Outdoor Business Operations Pilot Programs.

28. According to the Chamber, access to capital is the No. 1 priority resource for small businesses. Could we modify the City’s Small Business Resiliency Program to increase loan amounts and allow use of funds that will help businesses build stronger, long-term resiliency?

Yes – the Action Plan has recommendations to modify the Small Business Resiliency Program in order to provide businesses with additional funding.

29. How can we best help businesses get current information and assistance maintaining and promoting a safe environment for customers and employees?

The Action Plan has recommendations to create a small business electronic newsletter and a website which provides information about current State and County Public Health Orders and assistance in obtaining supplies to maintain a clean and safe environment.