

City of Austin Small Business Summit 2013 Key Issue Prioritization

| ID# | Top Key Issues | Weighted Score* | | Red + Yellow | | Red Dots | | Yellow Dots | |
|------|---|-----------------|------|--------------|------|----------|------|-------------|------|
| | | Total | Rank | Total | Rank | Total | Rank | Total | Rank |
| 1-1 | Incentivize Small Biz -EGRSO Incentive Program | 41 | 1 | 22 | 1 | 19 | 1 | 3 | 13 |
| 5-1 | Parking & Trans Solutions that support small biz | 31 | 2 | 20 | 2 | 11 | 2 | 9 | 3 |
| 3-2 | Enhance Customer Service - PDRD and others | 21 | 3 | 13 | 4 | 8 | 3 | 5 | 10 |
| 10-1 | Address sustainability in ways that support small biz | 19 | 4 | 13 | 5 | 6 | 5 | 7 | 6 |
| 12-1 | Assist small business owners in accessing capital | 17 | 5 | 14 | 3 | 3 | 10 | 11 | 2 |
| 9-2 | Coordinate among City departments to simplify and clarify processes | | | | | 8 | 4 | 0 | 0 |
| 4-1 | Show appreciation for the value of small business in the community | | | | | | | 12 | 1 |

Small business owners in attendance voted on previously identified small business issues using colored dots:

Red – indicating issues that needed the most work and were of greatest importance

Yellow – indicating issues that remain of continued concern

Green – indicating issues that have improved.

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*Weighted scoring applies a numeric value of 2 for Red Dots, 1 for Yellow Dots, and 0 for Green Dots

| Key Issue - Action Item | | Weighted* | Red+Yellow | Prioritization | | |
|-------------------------|---|-----------|------------|----------------|--------|-------|
| | | Score | Score | Red | Yellow | Green |
| 1-1 | Incentivize the development of small local businesses | 41 | 22 | 19 | 3 | 0 |
| 1-2 | | 16 | 12 | 4 | 8 | 4 |
| 2-1 | Promote efficiencies in the permit process for opening and operating a business | 8 | 7 | 1 | 6 | 7 |
| 2-2 | | 10 | 8 | 2 | 6 | 0 |
| 2-3 | | 14 | 8 | 6 | 2 | 1 |
| 3-1 | Enhance customer service through training for staff | 1 | 1 | 0 | 1 | 10 |
| 3-2 | | 21 | 13 | 8 | 5 | 3 |
| 4-1 | Show appreciation for the value of small business in the community | 14 | 13 | 1 | 12 | 5 |
| 5-1 | Address parking and transportation concerns in ways that support small business | 31 | 20 | 11 | 9 | 2 |
| 6-1 | Increase access to general information for small businesses | 8 | 7 | 1 | 6 | 7 |
| 6-2 | | 5 | 5 | 0 | 5 | 15 |
| 7-1 | | 4 | 3 | 1 | 2 | 4 |

| Key Issue - Action Item | | Weighted* | Red+Yellow | Prioritization | | |
|-------------------------|---|-----------|------------|----------------|--------|-------|
| | | Score | Score | Red | Yellow | Green |
| 7-2 | Enhance customer service through increased outreach and communication | 0 | 0 | 0 | 0 | 1 |
| 7-3 | | 11 | 6 | 5 | 1 | 4 |
| 7-4 | | 6 | 3 | 3 | 0 | 0 |
| 7-5 | | 3 | 2 | 1 | 1 | 2 |
| 8-1 | Enhance the process for working as a vendor with the City | 3 | 3 | 0 | 3 | 3 |
| 8-2 | | 10 | 6 | 4 | 2 | 2 |
| 9-1 | Coordinate among City departments to simplify and clarify processes | 8 | 8 | 0 | 8 | 4 |
| 9-2 | | 16 | 8 | 8 | 0 | 0 |
| 10-1 | Address sustainability concerns in ways that support small business | 19 | 13 | 6 | 7 | 6 |
| 11-1 | Address public safety concerns in ways that support small business | 6 | 5 | 1 | 4 | 11 |
| 12-1 | Assist small business owners in accessing capital | 17 | 14 | 3 | 11 | 0 |

City of Austin Small Business Summit 2013 Small Group Comments and Suggestions

Small business owners in attendance worked in small groups to generate ideas around the previously identified key issues, focusing specifically on the issues receiving the most votes for needed improvement.

At the conclusion, attendees were given the opportunity to vote on the best ideas recorded from these small group discussions.

| ID | Key Issue | Votes | Recorded Ideas, Comments and Suggestions |
|----|---|-------|--|
| 1 | Incentivize the development of small local businesses | 5 | Incentivize Small Businesses >> Incentive Program That Mirrors Large Businesses D |
| 1 | Incentivize the development of small local businesses | 2 | Location Incentives for small businesses to thrive. >> Gentrification Incentives for Owner Occupied. C |
| 1 | Incentivize the development of small local businesses | 2 | Tina - Incentivize Equality. Small Business vs. Large Business. Ex: To open a 2nd business location. |
| 1 | Incentivize the development of small local businesses | 1 | City needs to advise business owners exactly what is worthy of incentivizing |
| 1 | Incentivize the development of small local businesses | 1 | Rebates based on larger CIP/salaries |
| 1 | Incentivize the development of small local businesses | 1 | Table 2: Waivers/Rebates/Incentives >> Incentivize Small Businesses working with other small businesses (give incentives, tax breaks to both mentor and mentorees. [Why wasn't the proposal funded?]) A |
| 1 | Incentivize the development of small local businesses | 1 | Issue I >> Employment Labor Incentives for employers to pay a Living Wage. A |
| 1 | Incentivize the development of small local businesses | 1 | Location Incentives for small businesses to thrive. >> Private Sector Commercial Property Incentives. "Business Friendly" properties. B |
| 1 | Incentivize the development of small local businesses | 0 | All businesses should be eligible (incentivizing) |
| 1 | Incentivize the development of small local businesses | 0 | Incentivize Small Businesses >>Utility Pricing A |

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| 1 | Incentivize the development of small local businesses | 0 | Incentivize Small Businesses >> 'Green' Loans B |
| 1 | Incentivize the development of small local businesses | 0 | Incentivize Small Businesses >> Utility Approximation C |
| 1 | Incentivize the development of small local businesses | 0 | Utility assistance for slower months |
| 1 | Incentivize the development of small local businesses | 0 | Tracking system that measures the use of incentives and allocates unused/misused funds |
| 1 | Incentivize the development of small local businesses | 0 | Table 2: Waivers/Rebates/Incentives >> COA should help small business get/find Texas funds (look for other models). C |
| 1 | Incentivize the development of small local businesses | 0 | Location Incentives for small businesses to thrive. >> City Owned Incubator. A |
| 1 | Incentivize the development of small local businesses | 0 | Incentivize >> Expand locally? Money stays in Austin. D |
| 1 | Incentivize the development of small local businesses | 0 | Incentivize >> \$1 Million to non-local business? Then, incentivize local business to contribute the same dollar amount - majority ownership and Austin. Win/Win. E |
| 1 | Incentivize the development of small local businesses | 0 | Issue of funding. |
| 1 | Incentivize the development of small local businesses | 0 | Table 2: Waivers/Rebates/Incentives >> Corporations that get COA incentives (i.e. Samsung) should be required to use local business first. E |
| 1 | Incentivize the development of small local businesses | 0 | Incentives - Based on job creation? Target types of business? |
| 1 | Incentivize the development of small local businesses | 0 | Space Needs. City incentive for advantage franchises have. |
| 1 | Incentivize the development of small local businesses | 0 | Money to prop. Owner to level playing field. |
| 1 | Incentivize the development of small local businesses | 0 | Franchise money leaves ATX. |
| 1 | Incentivize the development of small local businesses | 0 | Table 2: Waivers/Rebates/Incentives >> COA outsourced website redesign to non-Austin company. (Why?) F |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 2 | Permitting Staff Should >> Give customers clear direction; Case manager or expeditor or Spoc - shepherds customer through entire process |

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| 2 | Promote efficiencies in the permit process for opening & operating a business | 1 | Special Events Permitting >> 4 Hour Process, Typ. A |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 1 | Incentivize >> One Stop For New Business Owners. A |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 1 | Inconsistency with the process. Ex: Inspector lag time. |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 1 | Create a toolkit (Healthcode) that clearly illustrates specific processes with amendments included for specific industries. |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Make the permit processing system flow a lot faster pace. Staff guidance to get permit approved. |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Permitting Staff Should >> Be experts in process which is key to customer service. B |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Special Events Permitting >> Online submission needed - ARCHAIC Process. B |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Special Events Permitting >> Would like SPOC. C |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Incentivize City staff to build efficiencies in permit system; recognition sharing. Event planning awarded shared with staff. |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Table 2: Simplify/Clarify Processes |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | Table 2: >> Operation is slow for fast-growing city. F |
| 2 | Promote efficiencies in the permit process for opening & operating a business | 0 | 5 Easy steps for temp. use - permit or other. Make it simple. |
| 3 | Enhance customer service | 3 | Enhance customer service through...this is a Band-Aid on a wound. Permitting is broken. Want results. Don't truly care if people smile. Metrics -> Results. |

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| 3 | Enhance customer service | 3 | Standardize the internal process. |
| 3 | Enhance customer service | 3 | Issue #3 >>Educational based communication centered around code breakdown with a customer service focus and approach. B |
| 3 | Enhance customer service | 2 | Use technology to track steps/status/progress. |
| 3 | Enhance customer service | 2 | Online payments. |
| 3 | Enhance customer service | 2 | Issue #3 >>Creating a service-oriented culture that puts ownership of service and absorbing customer feedback at the forefront. C |
| 3 | Enhance customer service | 1 | Complaint process not anonymous. |
| 3 | Enhance customer service | 1 | Confidential/Anonymous - feedback. |
| 3 | Enhance customer service | 1 | Enhance Customer Service >> General Publicity of Services. E |
| 3 | Enhance customer service | 1 | Enhance Customer Service >>Ongoing Census. F |
| 3 | Enhance customer service | 1 | Enhance Customer Service >>Measureable Goals on Business numbers. |
| 3 | Enhance customer service | 1 | Issue #3 >>Lost revenue driving opportunities due to poor scheduling and keeping preset inspections. A |
| 3 | Enhance customer service | 1 | Need small business hotline to report issues (independent arm/agency that is connected to but not "in" COA, like Campo). Someone to get me defensible answers. |
| 3 | Enhance customer service | 1 | Regional Business Reps. >> Online feedback system. IV |
| 3 | Enhance customer service | 0 | "Status complete doesn't resolve key issue." |
| 3 | Enhance customer service | 0 | Clearer checklist for inspectors. |
| 3 | Enhance customer service | 0 | Technology. |
| 3 | Enhance customer service | 0 | Train the business owner in the process - clarity needed. |
| 3 | Enhance customer service | 0 | Enhance Customer Service >> City Staff Follow-Up. A |
| 3 | Enhance customer service | 0 | Enhance Customer Service >> Information on Available Resources. B |
| 3 | Enhance customer service | 0 | Enhance Customer Service >> Enhance Website. C |
| 3 | Enhance customer service | 0 | Issue #3 >>Seek customer feedback. D |
| 3 | Enhance customer service | 0 | Table 2: Enhance Customer Service Training |

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| 3 | Enhance customer service | 0 | Look at San Antonio model. "How can I help you build?" vs. "No! What's your question?" |
| 3 | Enhance customer service | 0 | Expand knowledge of COA staff beyond their job. |
| 5 | Address parking & trans concerns in ways that support small biz | 3 | Parking Issue >> Gondola? Ted X Austin Talk. 2 |
| 5 | Address parking & trans concerns in ways that support small biz | 3 | Parking/Transportation >> Gondola. B |
| 5 | Address parking & trans concerns in ways that support small biz | 2 | Parking meter fee should fund people-moving solution. |
| 5 | Address parking & trans concerns in ways that support small biz | 2 | Parking/Transportation >> Public Parking Garage. F |
| 5 | Address parking & trans concerns in ways that support small biz | 2 | Parking/Transportation >> Urban Rail. H |
| 5 | Address parking & trans concerns in ways that support small biz | 2 | Parking/Transportation Concerns >> Need Mass Transit! A |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Parking/Transportation >> Parking Benefit District. A |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Parking/Transportation >> Public Transportation. E |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Parking/Transportation >> Business Intervention Incentives. G |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Designated or permit parking for musicians, food, etc. |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Very clear signage re parking zones. |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | Parking pass - expires quarterly, annually, etc. |
| 5 | Address parking & trans concerns in ways that support small biz | 1 | City buying land for parking and shuttling. |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking Issue >> "Just keep digging." Subway for Austin in 50 years? 1 |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking Issue >> How to support small businesses - Pedi-cabs. 3 |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking Issue >> Not parking - Truly a people-moving problem. 4 |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking benefit districts good ideal but not addressing real transit issues. |

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| 5 | Address parking & trans concerns in ways that support small biz | 0 | Apply parking revenues to greater public transportation solutions. |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Table 2: >>What is the process for funding projects? Post information onto website. B |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation >> Shuttles. C |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation >> Shared Parking. D |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation >> Bus Rapid Transit. I |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation >> Educating Cyclists. J |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation >> Cyclist Safety. K |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation Concerns >> Think outside of the box for solutions (in 20 years, I-35 and Mopac will be totally shut down with congestion). B |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation Concerns >> Need more affordable housing in downtown where commuters are coming in to. Side corridor restricts downtown development Edwards Aquifer restricts development. C |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking/Transportation Concerns >> Need Mass Transit! A |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking >> Extended parking hours - not an actual solution. A |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking >> Consumers leave City for entertainment or refuse to engage at all. B |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking >> Better multi-modal transport. C |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Parking >> More night/weekend train options! D |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Enforcement of tow away at no parking zones. |
| 5 | Address parking & trans concerns in ways that support small biz | 0 | Provide small business owners the ability to register non-traditional delivery vehicles. |
| 6 | Increase access to general information for small biz | 2 | Education needed for the small business owners. |

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| 6 | Increase access to general information for small biz | 0 | City create Entrepreneurial Roadmap - not all resources have to be provided |
| 6 | Increase access to general information for small biz | 0 | Incentivize >> Brand as "Start Here" Entrepreneurial Center. Packet for starting biz here. SMBR Should be here too. MBE/WBE Support at Federal State level paperwork should be here too. Rotation List legal assistant. |
| 6 | Increase access to general information for small biz | 0 | Incentivize >> Treasure map this "info graphic". (Which maps have all the resources?) C |
| 6 | Increase access to general information for small biz | 0 | Don't know what's available. |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Lack of awareness of Entrepreneur Center/publicity |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Table 2: Waivers/Rebates/Incentives >> What resources does COA have currently for small business? |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Enhance Customer Service >> Promoting SBDP. D |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Table 2: >> Need more detail about all ElevateAustin issues. A |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Table 2: >> What is hierarchy within COA? C |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Table 2: >> Market the EC and FBLP and Biz-Aid coaches. G |
| 7 | Enhance customer service through inc. outreach & communication | 0 | Need better outreach/communication |
| 9 | Coordinate among City departments to simplify and clarify processes | 5 | Have only one place to go for all services. |
| 9 | Coordinate among City departments to simplify and clarify processes | 3 | Central database sharing (realtime). |
| 9 | Coordinate among City departments to simplify and clarify processes | 3 | Coordination of City Departments >> Regional Business Reps. B |
| 9 | Coordinate among City departments to simplify and clarify processes | 1 | Create City Staff role for personal management. |
| 9 | Coordinate among City departments to simplify and clarify processes | 1 | Data-sharing - better. |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Table 2: >> Lack of communication between departments. E |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Departments need to work together to assist small business to give consistent info that isn't conflicting. |

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| 9 | Coordinate among City departments to simplify and clarify processes | 0 | SBD Client Service Managers/Advocate proactively helping clients navigate process. |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Coordination of City Departments >> More business resources with 311. A |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Standardize process to create consistent responses. |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Coordinate between City departments Case Manager/Ombudsman support training results - better method to track staff results. |
| 9 | Coordinate among City departments to simplify and clarify processes | 0 | Better communication between City departments and small business (road closures/utility issues) |
| 11 | Address public safety concerns in ways that support small business | 0 | Assistance with creating fire evacuation routes. |
| General | General Concerns or Suggestions Related to Small Business | 7 | Table 2: Waivers/Rebates/Incentives >> Establish small biz advocate (at ACM level) to help get through permit process (who can we talk to?). B |
| General | General Concerns or Suggestions Related to Small Business | 3 | Change agent (ACM level?) to help navigate roadblocks (not just be nice to us, have power). We don't always get explanations of decisions. |
| General | General Concerns or Suggestions Related to Small Business | 3 | Local ombudsman for local business - authority (teeth). Keeps money local. |
| General | General Concerns or Suggestions Related to Small Business | 1 | Need high level small business ombudsman. |
| General | General Concerns or Suggestions Related to Small Business | 1 | Regional Business Reps. >> Reps meet owners at location. III |
| General | General Concerns or Suggestions Related to Small Business | 0 | EntreCenter mentorship program |
| General | General Concerns or Suggestions Related to Small Business | 0 | Table 2: >> Run COA like a business. D |
| General | General Concerns or Suggestions Related to Small Business | 0 | Regional Business Reps. >> Build Relationships. I |
| General | General Concerns or Suggestions Related to Small Business | 0 | Regional Business Reps. >> Advocates for businesses in territory. II |