



Small Business Commission Agenda Report Item

Meeting Date: March 14, 2024

Subject: Listening Tour Framework

Recommendation

Approve the framework for the Small Business Commission Listening Tour and choose designated areas for each Commissioner to focus their efforts on.

Background

The Small Business Commissioners discussed conducting a Listening Tour of business owners throughout Daly City at their regularly scheduled meeting on September 14, 2023 and all subsequent meetings since. As business owners and leaders in the community, Commissioners face challenges to help build resilient communities. As with many other cities, the Covid-19 pandemic's effects on small businesses continue to reign on our economy. The Listening Tour would facilitate discussion with business owners, aimed at collecting information about their experience doing business in Daly City. The data would be used to inform future economic development directives and programs for our small business community and to bolster Daly City's economy.

Discussion

Small Business Commissioners along with City administrators recognize the importance of the insight and experiences our small business owners must drive the City's efforts in finding solutions to the challenges these owners face. This listening tour will be used to identify barriers, hear concerns, and ask questions. Collaboration with our small business owners is key to solving our economic growth crisis and to cultivating equitable economic development as every voice matters.

Listening Tour Framework

1. **Define the purpose of the Listening Tour:** The purpose is to gather insights from small businesses that can be used to direct Council on programs to help the small business community.
2. **Identify the target audience:** Identify the small businesses that you want to engage with. Each Commissioner will choose businesses to speak with based on location and industry.
3. **Develop a questionnaire:** Commissioners finalize the questionnaire that will be used to gather insights from the small businesses. The questionnaire is designed to elicit information that is relevant to the purpose of the Listening Tour.
4. **Identify the method of engagement:** Commissioners identified the method of engagement that will be used to reach out to the small businesses – QR code attached to the survey that could be deployed through email, social media, mailings i.e. business license renewals or in-person meetings.
5. **Schedule the Listening Tour:** Schedule the Listening Tour and communicate the details to the small businesses. Clear instructions and rules of engagement were provided on how to participate.

6. **Conduct the Listening Tour:** Conduct the Listening Tour and gather insights from the small businesses. Make sure to record the responses and take notes.
7. **Analyze the data:** Analyze the data that was gathered during the Listening Tour. Look for patterns and trends that can be used to direct Council on programs to help the small business community.
8. **Report the findings:** Report the findings to Council and provide recommendations on programs that can be implemented to help the small business community.

Commissioners will partake in an innovative 3-prong approach –

Set – Set the framework of understanding and establish a conducive environment. This involves creating a culture of listening to understand, encourage openness and innovative thinking, and providing necessary support.

Tailor – Customize the Tour to leverage unique strengths and capabilities of each Commissioner. This ensures the innovation strategy aligns with overall Commission goals and objectives.

Measure & Adapt – Incorporate continual assessment and set clear metrics to evaluate success.

These efforts create a more comprehensive approach to implement solutions for our small business community, thus making Daly City a more attractive place to live, work and play.

Small Business Commissioners will ask small business owners, primarily in their designated areas and industries of choice to converse with them about their experiences and if the owner does not have time to discuss, Commissioners will ask the owners to fill out a survey via a QR code at a more opportune time for them. If a Commissioner wishes to set an appointment with the small business owners, the Economic Development Specialist will coordinate a time for them to speak with the business owner. Small Business Commissioners are also welcome to participate in the Mayor's Walk to engage with small business owners. Commissioners will then input who they spoke to and contacted on a shared sheet to track who we are communicating with. The sheet may be shared with the public at the end of the Listening Tour. The survey will also be mailed by Business License to all businesses along with their renewal notifications in early Fall 2024. The survey will announce a Community Engagement Day during the November 14, 2024 Small Business Commission meeting that will allow any business owner attendees two (2) minutes each to speak about their needs, challenges, and desires for a better City to do business in.

Conclusion

Inspired by the engagement and outcomes of the listening tour where business owners will have the opportunity to share their thoughts on the City's strengths, the areas that need attention, and ways they'd like to see Daly City grow, City administrators will produce a community vision and with the Small Business Commission generate an action plan that align with Council's goals and focus on the ideas identified by small business owners. It is recognized that some potential programs will need additional resources.

Staff are available to provide any additional information sought by the Chair and Commissioners.

Listening Tour Framework
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Respectfully submitted,



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Economic & Community Development
Specialist



Tatum Mothershead
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Director

Attachment

Figure LUE-1 Existing Land Use

Figure LUE-2 Planning Areas

Copy of Google Tracking Sheet

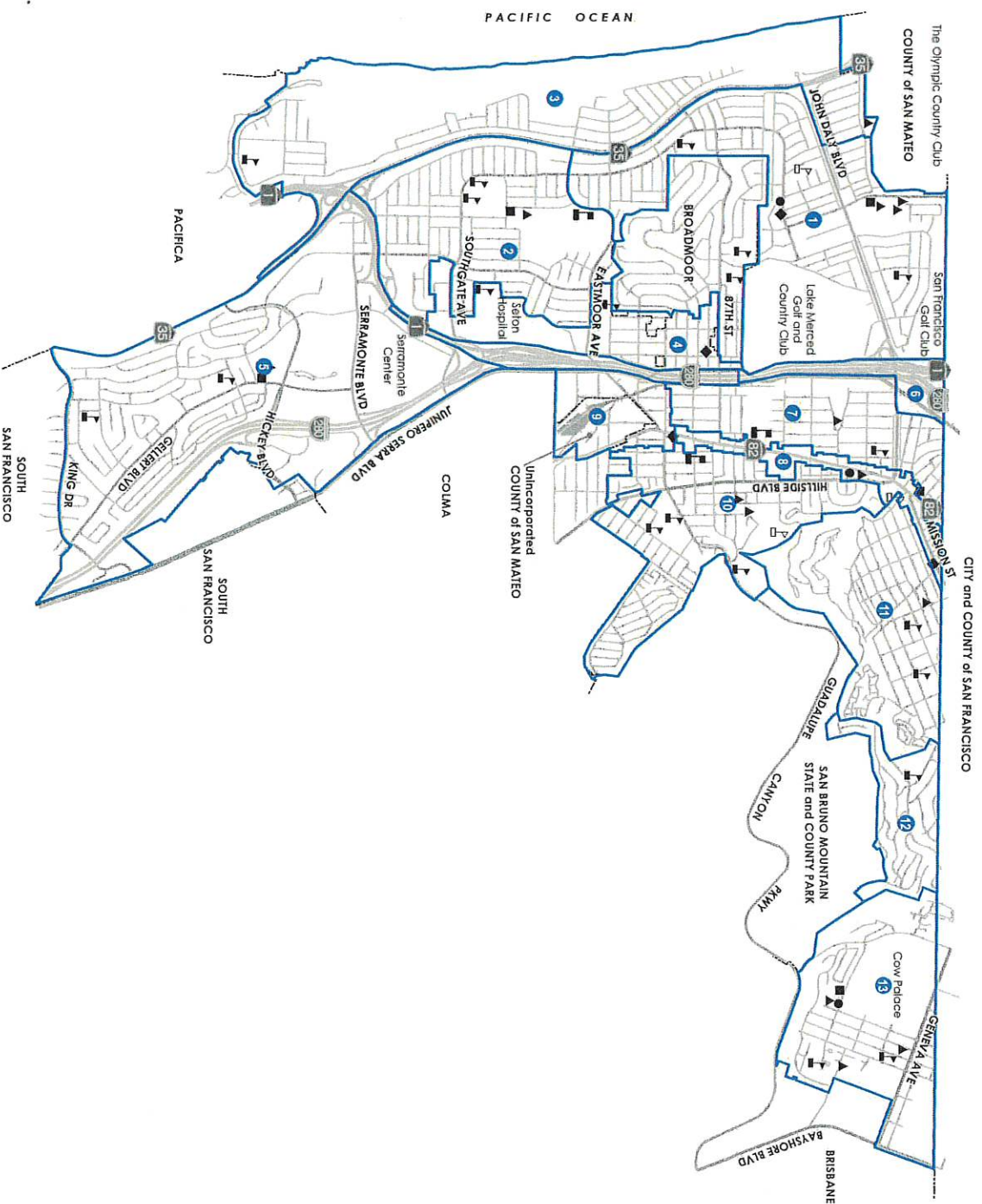


Figure LUE-2
PLANNING AREAS

- 1 Westlake
- 2 St. Francis
- 3 Skyline
- 4 Sullivan Corridor
- 5 Serramonte
- 6 Peninsula Gateway
- 7 Vista Grande
- 8 Mission Street
- 9 Colma-DC BART Station
- 10 Hillside
- 11 Crocker
- 12 Southern Hills
- 13 Bayshore

**CITY OF DALY CITY
LAND USE ELEMENT**

