

Informed Consent

Dear San Francisco Small Business: COVID-19 has had unprecedented impacts for San Francisco small businesses and their workers.

The San Francisco Small Business Commission in partnership with San Francisco State University invites you to take this survey to better understand your challenges, recovery efforts and needs so that we can best advocate for you. It takes approximately 10 minutes to complete this survey.

The survey results will be kept anonymous and will help decision-makers enact programs and policies uniquely appropriate for small businesses. Thank you in advance for your willingness to participate in this effort! If you have any questions, please let us know: sbc@sfgov.org, 415.554.6481. Should you receive this survey from multiple sources, please only fill it out once. Surveys are available in the following languages: | English | Chinese | Spanish | Tagalog | Arabic | Japanese | Russian | Vietnamese |

The survey is voluntary and results will be made available on request. Would you like to proceed with the survey?

- ☐ Yes
- ☐ No
- ☐ Not interested at this time

How would you describe your business? Please provide either a NAICS code or a brief description.

What type of customers does your business primarily serve? (Select all that apply)

- ☐ SF residents
- ☐ Neighborhood residents
- ☐ Tourists
- ☐ Office workers
- ☐ Specific ethnic groups. Describe (Text box)
- ☐ Other (Text box)

What zip code(s) is this business located in? Fill in as many as pertinent.

What year did your business open?

Overall, how has this business been affected by the Coronavirus pandemic?

- ☐ Large negative effect
- ☐ Moderate negative effect
- ☐ Little or no effect
- ☐ Moderate positive effect
- ☐ Large positive effect

The following questions help us understand how your business has changed from 2019 (pre-pandemic) to today.

Before the pandemic (2019) what were the total annual operating revenues/sales/receipts for this business, not including any financial assistance or loans?

- ☐ \$0 - \$50,000
- ☐ \$50,001 - \$100,000
- ☐ \$100,001 - \$500,000
- ☐ \$500,001 - \$1,000,000
- ☐ \$1,000,001-\$2,000,000
- ☐ \$2,000,000-\$5,000,000
- ☐ more than \$5,000,000
- ☐ Don't know

What is your current annual operating revenues/sales/receipts for this business, not including any financial assistance or loans?

- ☐ \$0 - \$50,000
- ☐ \$50,001 - \$100,000
- ☐ \$100,001 - \$500,000
- ☐ \$500,001 - \$1,000,000
- ☐ \$1,000,001-\$2,000,000
- ☐ \$2,000,000-\$5,000,000
- ☐ more than \$5,000,000
- ☐ Don't know

Before the pandemic (2019), how many paid employees did this business have?

- ☐ Sole proprietor
- ☐ 0-5
- ☐ 6-10
- ☐ 11-25
- ☐ 26-50
- ☐ 51-100
- ☐ 100+

How many paid employees does this business have currently?

- ☐ Sole proprietor
- ☐ 0-5
- ☐ 6-10
- ☐ 11-25
- ☐ 26-50
- ☐ 51-100
- ☐ 100+

What were the biggest challenges you faced pre-pandemic/2019?

- ☐ Ability to hire new employees
- ☐ Availability of employees to work due to caring for a child
- ☐ Graffiti/Vandalism
- ☐ Construction projects that impact foot traffic
- ☐ Delivery challenges (ie: loss of loading zones)
- ☐ Public safety - street behavior/mental illness that intimidates employees/customers
- ☐ Public safety - shoplifting/retail crime
- ☐ Dirty and smelly streets

- ☐ Staff not being able to commute in safely
- ☐ Supply chain disruptions
- ☐ Increase in cost of goods sold
- ☐ Staffing challenges
- ☐ Closed or Slow Streets
- ☐ Competition from online businesses
- ☐ Competition from similar businesses outside your county
- ☐ Lack of parking and increased cost of parking
- ☐ Licensing and regulatory challenges
- ☐ Not enough customers in San Francisco
- ☐ Commuting challenges facing employees (long commute times, unreliable transit, discomfort using public transportation)
- ☐ None of the above

What are the biggest challenges you're facing now?

- ☐ Ability to hire new employees
- ☐ Availability of employees to work due to caring for a child
- ☐ Graffiti/Vandalism
- ☐ Construction projects that impact foot traffic
- ☐ Delivery challenges (ie: loss of loading zones)
- ☐ Public safety - street behavior/mental illness that intimidates employees/customers
- ☐ Public safety - shoplifting/retail crime
- ☐ Dirty and smelly streets
- ☐ Staff not being able to commute in safely
- ☐ Supply chain disruptions
- ☐ Increase in cost of goods sold
- ☐ Staffing challenges
- ☐ Closed Streets
- ☐ Competition from online businesses
- ☐ Competition from similar businesses outside your county
- ☐ Lack of parking and increased cost of parking
- ☐ Licensing and regulatory challenges
- ☐ Not enough customers in San Francisco
- ☐ Commuting challenges facing employees (long commute times, unreliable transit, discomfort using public transportation)
- ☐ None of the above

How would you describe the current availability of cash on hand for this business, including any financial assistance or loans? Currently, cash on hand will cover:

- ☐ 1-2 months of business operations
- ☐ 1-2 weeks of business operations
- ☐ 1-7 days of business operations
- ☐ 3-4 weeks of business operations
- ☐ 3-6 months of business operations
- ☐ 6 months or more of business operations
- ☐ Don't know
- ☐ No cash available for business operations

What, if any, kind of assistance do you need related to leases? (Text box)

Since the beginning of the pandemic, has this business requested financial assistance from any of the following sources?

- ☐ Bank loans
- ☐ Federal loans (Economic injury disaster loans, SBA Loan Forgiveness, PPP)
- ☐ Federal tax credits (fed sick and family leave tax credits, ERTC)
- ☐ Local loans (SF Hardship Emergency Loans, African American small business loan)
- ☐ Business tax, registration and license fee deferrals
- ☐ Local grants (SF Shines, Shared Spaces)
- ☐ Family/friends/community crowdfunding
- ☐ Self
- ☐ This business did not request financial assistance from any source
- ☐ This business was not aware that many of these programs were available

Since the beginning of the pandemic, has this business received financial assistance from any of the following sources?

- ☐ Bank loans
- ☐ Federal loans (Economic injury disaster loans, SBA Loan Forgiveness, PPP)
- ☐ Federal tax credits (fed sick and family leave tax credits, ERTC)
- ☐ Local loans (SF Hardship Emergency Loans, African American small business loan)
- ☐ Business tax, registration and license fee deferrals
- ☐ Local grants (SF Shines, Shared Spaces)
- ☐ Family/friends/community crowdfunding
- ☐ Self
- ☐ This business has not received financial assistance from any source
- ☐ This business was not aware that many of these programs were available

Since the beginning of the pandemic, has this business used any of the following alternative business models? How well did they work?

	Adopted	Not Adopted	Not Applicable	Already in Place pre-pandemic	Worked extremely well	Worked moderately well	Worked slightly well	Did not work at all
Curbside pickup								
Moved all services/classes online								
Not applicable to this business								
Online sales								
Phone sales and pick up/home delivery								
Third party pick-up and drop off such as Uber Eats, Instacart, DoorDash								
Shared Spaces Program for parklets, sidewalk seating, etc.								

If this business did not adopt alternative business models, please indicate why:

Text box for response

The following questions help us understand your current and future business needs.

In the next year, do you think this business will do any of the following? Select all that apply:

- ☐ Close any brick and mortar spaces and move business online
- ☐ Sell or permanently close business
- ☐ None of the above

What assistance do you need to help this business grow?

- ☐ Developing online sales through websites or apps
- ☐ Identifying and hiring new employees
- ☐ Identifying new supply chain options
- ☐ Increasing marketing or sales
- ☐ Providing professional development for employees
- ☐ Learning more about innovative ways to use your space - flexible retail that combines food/arts/entertainment

How has this business been getting information on city regulations/small business news? Select all that apply:

- ☐ Communication from local merchant association
- ☐ Email
- ☐ Newspaper/TV/ advertisements
- ☐ Office of Economic and Workforce Development outreach
- ☐ Office of Small Business
- ☐ Other
- ☐ SF.gov Websites
- ☐ Social Media (such as Facebook)
- ☐ Word of Mouth/ From a Friend
- ☐ Text message

What is your preferred way of getting information on city regulations/ small business news? Select all that apply:

- ☐ Communication from local merchant association
- ☐ Email
- ☐ Newspaper/TV/ advertisements
- ☐ Office of Economic and Workforce Development outreach
- ☐ Office of Small Business
- ☐ Other
- ☐ SF.gov Websites
- ☐ Social Media (such as Facebook)
- ☐ Word of Mouth/ From a Friend
- ☐ Text message

Please provide your response to the following statement:

This business feels that San Francisco is generally a good place to own a small business. **(Strongly disagree, disagree, etc.)**

Comment: (Text box for response)

Please indicate what impact you believe the following policies could have in commercial corridors:

	No impact	Minor impact	Neutral	Moderate impact	Major Impact
More police foot/bike patrols in commercial neighborhoods					
More community ambassadors or non-police community groups monitoring street behavior					
More active uses of street space (shared spaces, outdoor dining, public parklets, slow streets, public art)					

Please tell us a little more about the business.

What is the primary language spoken by the owner of this business?

- ☐ Arabic
- ☐ Chinese
- ☐ English
- ☐ Japanese
- ☐ Korean
- ☐ Russian
- ☐ Spanish
- ☐ Tagalog
- ☐ Vietnamese
- ☐ Other

What is the age of the owner?

- ☐ 18-35 years
- ☐ 36-50 years
- ☐ 51-64 years
- ☐ 65 years+

What is the gender of the owner?

- ☐ Female
- ☐ GenderQueer/Gender non-binary
- ☐ Male
- ☐ Not Listed. Please specify.
- ☐ TransFemale
- ☐ TransMale

What is the Race/Ethnicity of the owner of this business? Be as detailed as you can.

(Text box)

What would be of greatest support to your business right now? (Check up to 3)

- ☐ Increased security systems/cameras
- ☐ Access to grants or 0% loans
- ☐ Improved street conditions
- ☐ Free/low-cost accounting/financial assistance
- ☐ Free/low-cost legal help to navigate HR issues
- ☐ Free/low-cost legal help to navigate lease negotiations
- ☐ Greater marketing and messaging to encourage residents to support local businesses
- ☐ Other. Please specify.
- ☐ Technical assistance to get business online
- ☐ Employee hiring/recruitment
- ☐ Resources for physical improvements to storefront space

We would like to speak with business owners such as you. If you are willing to speak with us, please provide us your preferred mode of contact:

Address

Mobile Number

Email