

Small Business and the City

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Importance of Small Business

- Lack of large firms in region
- 50% of US jobs are in businesses of 500 employees or less
- Responsive to consumer demands
- Portland's reputation for "craft industries"

Role of Local Government

- Public Infrastructure
 - Roads, sewers, water supply, parks
- Primary Education
- Property Rights
 - Zoning, police, fire protection

Role of Business in Politics

- Good governance is a public good
 - Tendency to free-ride
 - Squeaky wheels get grease
- Need to act collectively
 - Cost sharing
 - Speaking beyond personal interest
 - Public involvement process
- Regional Business Associations
 - eg, PBA



City Hall 101

By Gwenn Baldwin, Baldwin Consulting LLC



Speaking before Council

- Hearing Testimony
 - Sign up sheets
 - Time Certain
 - At the testimony table
 - Time limits
 - Effective testimony



Speaking before Council

- Council Communications

- Scheduling
- Topic
- Time limits

- Special Presentations

- Invited by Council member
- No set time limit—but keep it focused



Working with Council Members

- Responding to issues
 - Is your concern/support clear?
 - Do you have a specific desired outcome?
 - Are you flexible?
 - Commissioner-in-charge and Council
- Proactive issues
 - Identifying a champion
 - Know the score—who opposes/supports



Working with Council Members

- Leave-behinds
 - One page
 - Main issues
 - Desired outcome
- Rule of Three
- Strength in Numbers



Working on City Committees

- Be clear:
 - The charge
 - The time commitment
 - The conflicts
 - The end result



Working with Public Processes

- Public Comment
 - Open Houses
 - Charettes
 - Land use review
 - Rulemaking
- Burnside-Couch Couplet
- When is it worth it?



Influencing City Hall

- Letters to the Editor
 - Word limits
 - Unique perspective
 - Focused argument
- Opinion pieces
 - Alternative analysis to article
 - Opposing view to editorial
 - Word limits
- Editorial Boards
 - City-wide/state-wide issues
 - Policymaking junction



Lobbying Requirements

- Lobbying: influencing any legislative or administrative decision making by an entity, no matter who initiates
- Registering
 - Annual
 - Three-hour threshold
 - Designating a representative
- Reporting
 - Quarterly
 - Eight-hour threshold
 - What counts/doesn't
- Who counts
 - All City Council members and their staff
 - All Bureau heads
 - All representatives of the entity
 - Business-owners are presumed to be speaking for business
- Penalties: \$500 per non-compliance