

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, October 26, 2017, 1:00-2:30 pm

Please send corrections, edits or additional information to help@oria.wa.gov.

Location	Department of Commerce Building Floor 1, Large Room 110 Columbia Room
Purpose	Presentations: Department of Revenue Website, Shared Work Program and Paid Sick Leave
Attendees	• Shelly Ackroyd • Linda Alongi • Doug Cheney • Cyal Christmas • Rafael Colon • • Kari Gilje • Rose Gundersen • Janelle Guthrie • Scott Hitchcock • Kim Johnson • • Rachael Lindstedt • Servando Patlan • Ryan Ramsdill • Laura Raymond • • Janet Shimabukuro • Jovie Swanson • Brittany Wilson • Gigi Zenke •

Agenda Highlights

- **Welcome and Agenda overview**
- **Upcoming Agency Events**
- **Web Traffic Report**
- **Presentation:**
 - DOR Website
 - Shared Work Program
 - Paid Sick Leave
- **Roundtable**

Welcome and Agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed agenda and introductions
- Updates:
 - ORIA is *not* moving to the new building (1063)
 - Final SBLT meeting moving from December 7 to December 14 as ORIA is planning to attend the Regional Economic Forecast & Innovation Expo at the Little Creek Casino in Shelton on December 7.
 - ORIA officially launched Facebook page and included a link on webpage. Would appreciate SBLT members visit and like the page.

- ORIA will be launching SMS texting from website soon and will report on response in later meetings.
- ORIA is creating a central location for links in the Small Business Guide, which will automatically direct customers to the correct websites regardless of when the guide is downloaded.

Upcoming Agency Events

Economic Development Council of Mason County

- [Regional Economic Forecast & Innovation Expo^a](#): December 7, 2017, Little Rock Casino in Shelton, 8:00 am – 2:30 pm

Washington Department of Enterprise Services

- [North Puget Sound Small Business Summit^b](#): November 1, 2017; Lynnwood Convention Center, 7:00 am – 4:00 pm

Washington State Department of Commerce

- [Export Resource Forum Planned for Southwest Washington^c](#): November 1, 2017; Vancouver, 11:00 am – 1:00 pm

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report^d](#) for July 1, 2016 to September 30, 2017:
 - Small Business Guide HTML
 - Small Business Guide PDF
 - Small Business Guide agency referrals
 - United States and Country page views
- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month's report will include data from August 1, 2017 to October 31, 2017.

Presentations

Department of Revenue Website

Janet Shimabukuro, Department of Revenue (DOR)

- Presented the updated DOR website
 - Went live on September 9
 - Tax system integration to go live March 2018
 - DOR took the time to evaluate the website to make sure it was customer friendly
 - User testing of the new site had positive results
 - Very mobile friendly
 - Updated from using Dreamweaver to Drupal

- Separate “Buckets” based on the audience:
 - Businesses: top tasks for businesses
 - Tax professionals: rules and laws on taxes
 - ✓ Small business owners previously would land into laws and rules on taxes and would get lost in the details
 - General public: overall requests
- Business look-up tool and Business Licensing Service website will be merging into one website to make it easier on the customers and a more robust system → one sign-in for renewals and taxes instead of the current two
- **How long did it take to update the website?** Process began three years ago with a usability survey. If you are planning on updating your website, make sure that the project is scoped well and you hire a good project manager.
- **Which sign-in system are you using?** SEP although there currently isn't any multifactor authentication, so we will have to see if it will continue to work after merging the two systems. Janet Shimabukuro is on the committee for SAW improvement which will be launching usability testing for agencies in January. Let her know if you are interested in being involved or want updates.
- **Who did you contact for usability testing?** Primarily small businesses and tax professionals

Shared Work Program

Shelly Ackroyd, Employment Security Department (ESD)

- Introduced: Rafael Colon, Communications Manager; Cyal Christmas, presenters for employer workshop; and Janelle Guthrie, Communications Director
- Presented Power Presentation: [SHARED WORK A smart alternative to layoffs^e](#)
 - Grant has 11 months left
 - The Shared work program is a short term compensation program that helps businesses retain skilled workers during economic downturns
 - Economic impact can include any number of things, including: lost customers, supplier backlogs, business inaccessible due to construction, etc.
 - Washington state is unique in that it is impacted by the aeronautical industries (especially during the 3rd and 4th quarters)
 - During the last recession, the Shared Work Program had 50k claimants
 - Program is unique from unemployment in that benefits are based on the hours that the employee works rather than the pay

- Starts employees off at 36 hours as there is a waiting period of a week and then reduces the time to 20 hours which eases employees into the program
- Accepts part time employees, there is no job search requirements and employees earn more through program than if they are laid off
- Employers/employees are assigned a staff member from the program to assist them with their claims
- Being on the Shared Work program does not affect an individual and businesses' tax rates as much as a full on layoff
- Business must have at least two employees, be in business in Washington for six months and below 5.4% tax rate to take advantage of the Shared Work program
- **Raphael Colon, Employment Security Department:** Using an "Early Engagement Collaborative" approach with this program.
 - Researches the current economy, looks at newsworthy indicators of economic impacts, contacts and runs information by the labor economist before contacting businesses that may be affected by any economic downturns with information on the Shared Work program
 - Provides notification to stakeholders of a possible impact 48-72 hours before sending the emails to the businesses affected by economic downturns
 - Outreach strategy is focused on the impact the economy has on employment and businesses
 - Program received a 12 month grant to promote the Shared Work program and we would like the SBLT members to help promote the program on their websites
- **Can the Shared Work Program be used during Seasonal Fluctuations? In what other situations can the Shared Work program be utilized?**
 - Yes, and the decision is made at the program level utilizing NAICS codes to determine whether it is a justifiable economic impact.
 - San Juan county is an example where there is a seasonal fluctuation of tourist and business owners can take advantage of the Share Work program.
 - More information can be found by visiting: <https://www.esd.wa.gov/about-employees/shared-work>
- **Can the Shared Work program be used for growing businesses, i.e. hiring new part-time employees?**
 - If it is in the law, then yes there is potential to use the Shared Work program for growing businesses.

- Depends on whether it has been determined whether there is an economic impact. There are currently participants that hire employees and put them on the shared work program.
- **Janelle Guthrie, Employment Security Department:** Currently working on videos sharing success story interviews with employers utilizing the Shared Work program.

Paid Sick Leave

Rose Gundersen, Department of Labor and Industries (LNI)

- Provided brief overview and challenges and publications on the Paid Sick Leave:
 - Initiative 1433 (Minimum Wage and Paid Sick Leave) passed November 2016 and will be effective starting January 1, 2018.
 - Paid Sick leave is available to all employees as long as they are on the payroll and are overtime eligible (non-management)
 - Staff earn 1 hour of paid leave per week and are entitled to use their leave beginning the 90th calendar day after the start of their employment
 - A lot of employers already offer paid sick leave, but included a lot of limitations on the use of the paid leave. Some businesses offer employees bonus' for not using the paid sick leave and this is now illegal (considered retaliation)
 - Online Webinars on the new law will be offered in November 2013. Rose will send links to the information to the SBLT members.
- **Recommendation:** This information should also be forwarded workforce to be disseminated to business owners.

Roundtable

- **Scott Hitchcock, ORIA:** The price of translations and number of translations has increased and we need either sponsorship or an agreement to contribute towards the cost of the translations (especially with the upcoming quarterly updates).
 - **Rose Gunderson, LNI:** Currently doing a quality review of some of the translations (Chinese and Spanish). Found that the Small Business Guide translations and the LNI translations don't fully match. Recommends we discuss creating a Glossary of terms for consistency sake.
 - **Servando Patlan, DES:** A majority of the extra cost for the translations, include the proofing so the Glossary of Terms may help mitigate that cost. Also, recommends instead of each agency contributing towards the cost having each agency "adopt a language" to translate. Will provide team with the cost of translations.
- **Action:** create a translation workgroup to determine best options.

Referenced Hyperlinks

- a **Regional Economic Forecast & Innovation Expo**
<https://www.facebook.com/events/1950182478585203/>
- b **North Puget Sound Small Business Summit**
<https://www.economicalliancesc.org/events/2017-nps/>
- c **Export Resource Forum Planned for Southwest Washington**
<https://impactwashington.org/events/vancouver-export-resources-forum-vancouver-wa/>
- c **Web Traffic Report**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20\(Jun%202017%20-%20Aug%202017\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20(Jun%202017%20-%20Aug%202017).pdf)
- e **SHARED WORK A smart alternative to layoffs**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SW%20Presentation%20v2%20October%2023_2017.ppt