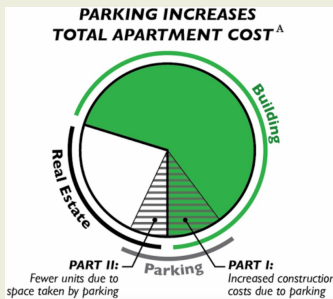


Hawai'i Small Business Development Center O'ahu Center Newsletter

Reinventing Parking in Honolulu



Like many municipalities, Honolulu has parking ordinances that are decades old, outdated, and continue to constrain us into the future. Lawmakers are asking critical questions about whether these ordinances are still serving the best interests of the communities of today - or whether they actually impede our ability to meet communities' climate and environmental goals, hinder progress on housing affordability, and limit access to upward mobility for the next generation.

For example, Honolulu's land use ordinances require that new buildings must include multiple parking spaces for every home and business they contain. But Millennials and their younger Generation Z counterparts have very different practices and patterns around car ownership than prior generations. The trend is toward less reliance on single-occupancy vehicles, partly because it reduces car emissions and fossil fuel dependence, but also because of the viability of less costly, more efficient modes of transportation, ranging from rideshare and public transit, to biking and walking.

Many younger families simply do not see the need for every adult member of their household to own a car, especially if that means they have to pay extra for what is essentially parking storage at their home or workplace - or both. Older adult households

Dear Andra,

Welcome to the 2020 Fourth Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this issue, learn how the ITA can provide a globalization gap analysis for your website, how O'ahu businesses can get Back on the Wave Again, and how your business may qualify for the state \$10,000 Pivot Grant.



Remember to sign up for upcoming business events in the Calendar section. I hope you find this issue valuable and welcome your comments.

[Like us on Facebook](#), recommend us on [Yelp!](#), see our [YouTube channel](#), and connect with us on [LinkedIn](#).

[Joseph Burns](#)

Hawai'i Small Business Development Center
Director, O'ahu

[Click here for Official Federal Resources for Small Businesses Affected by COVID-19](#)

House of ManaUp Announces "Hawai'i for the Holidays" Corporate Gift Program



House of ManaUp is now offering unique, 100% Hawaiian-made product gift sets that include offerings in premium snacks, health and beauty, and home goods, in attractive premium packaging. These made-to-order gifts are easily customized to your preference and budget and can be personalized with gift notes and your company branding. All items are shippable to accommodate your clients, partners, and employees anywhere in the world.

House of Mana Up is part of a bigger state-wide initiative to grow and support entrepreneurs based in Hawai'i, providing them resources and tools to grow globally.

[Shop Now](#)

ITA Website Globalization Review Gap Analysis

The Website Globalization Review (WGR) Gap Analysis service from the U.S. International Trade Administration provides a low-cost technical and strategic assessment of your business's



INTERNATIONAL
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are also increasingly interested in shedding their car-based habits as they transition out of the workforce.

Over decades, parking minimum requirements have resulted in overbuilt parking taking up more valuable space than is needed, consuming land and resources, and undermining efforts to create more walkable, bikeable and sustainable communities. It's also important to note that the COVID-19 pandemic has highlighted the role of the built environment to facilitating social distancing, active living, and even access to food given the increased need to accommodate a variety of delivery services.

Sadly, one of the most unfortunate side effects of our current parking policies is the contribution to higher housing costs for local families. According to Reinventing Parking, parking requirements in residential buildings are estimated to add \$225 per parking spot every month to housing costs. In some expensive areas, that number could easily be \$350 per month, adding up to thousands of dollars per year for a two-spot unit. This remains true as many residents shoulder that cost even without using the spaces.

The same types of burdens are placed on businesses, where the parking requirements ensure that those operations often have to provide more space for parking than for actual revenue-generating space. Video illustrations of the high cost of free parking are available here.

What can you do about it?

* Tell your story. Have parking requirements helped or hindered your business operations, especially in light of COVID-19? Share your experience with Kathleen Rooney, director of transportation policy and programs at the Ulupono Initiative, at krooney@ulupono.com or (808) 544-8966.

* Help support Bill 2 (2020), which updates Honolulu's parking requirements, and let lawmakers know you support communities' affordable housing and climate goals and a market-based approach to help rightsize parking. Contact your City Council member at: www.honolulu.gov/council.

e-commerce sales channel efforts. Each Review includes the following:

- *Executive Recommendations
- *Technical SEO web crawls (2 tools used)
- *Website Internationalization Best Practices
- *International Aesthetics Assessment
- *eCommerce Business Service Provider Referrals
- *Follow-on Coaching

[Learn more](#)



Get Back on the Wave Now

O'ahu businesses are invited to join the "[Back on the Wave](#)" campaign and receive a one time box of no-cost PPE and signage.

"Back on the Wave" is a campaign highlighting how O'ahu's businesses are keeping their staff and guests safe. It's a free service provided by the City and County of Honolulu to support local companies and our island's economic recovery.

Why should you get Back on the Wave?

Every business that participates will receive a no-cost personal protective equipment (PPE) bundle for their location and Back on the Wave signage to display.

The site will be supported with a consumer outreach campaign that includes news releases, digital advertising, and social media marketing.

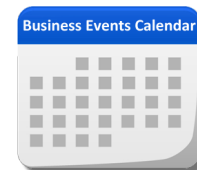
Don't miss this opportunity to include your business on the site's directory that people will use to look up local businesses with safe practices.

Calendar - Sign Up Now

[11/10/2020: Launch your Exporting Business with 2021 HiSTEP - Kick-Off Seminar](#)

[11/17/2020: Mini Virtual Tech Job Fair](#)

[11/28/2020: Shop Small: Small Business Saturday](#)



In the Media

[Are You Keeping Your Employees Safe? These Workplace Policies Can Help](#)

[New PPP Loan Forgiveness Application 3508S: Will It Help You?](#)

[Preventing the Spread of Flu in the Workplace](#)



Quote of the Quarter:

"Before COVID: Be positive. After COVID: Be negative."

-Anonymous

Contact Us

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[Business Events Calendar](#)

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(808) 945-1430

Advisors to Hawaii's Business

*"Drive the Economic
Sustainability of Hawai'i
by Assisting Businesses
to Form, Grow and
Thrive"*

Hawaii's Small Businesses Can Now Receive up to \$10,000 Through The Hawai'i Business Pivot Grant

**HAWAII BUSINESS
PIVOT GRANT**

Small businesses have been among the hardest hit since the start of the pandemic. Many have had to pivot their business offerings and find ways to operate in a drastically different environment. From e-commerce investments to social media advertising, the Hawai'i Business Pivot Grant is helping cover expenses that companies incurred to adjust during the COVID-19 pandemic.

The program provides relief to companies that have had to change their way of doing business by providing grants to cover expenses up to \$10,000.

The grant application period starts on October 22, 2020, and will remain open until November 23, 2020, as funds are available.

[Click here for information and to apply.](#)



U.S. Small Business
Administration



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HILO



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