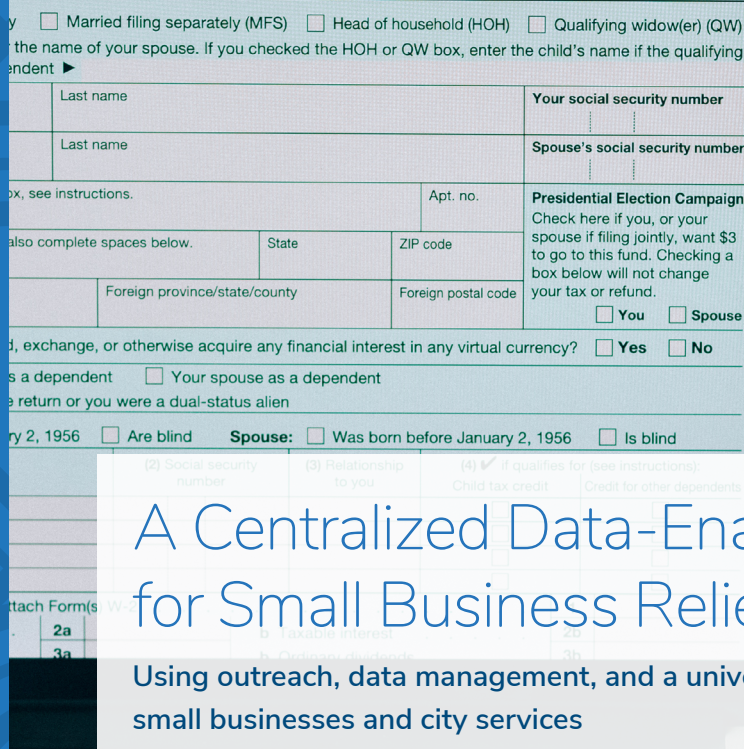




## Tech Executive Leadership Initiative

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To learn more about this project, please visit [aspentechpolicyhub.com/teli](https://aspentechpolicyhub.com/teli)



Married filing separately (MFS)  Head of household (HOH)  Qualifying widow(er) (QW)  
the name of your spouse. If you checked the HOH or QW box, enter the child's name if the qualifying dependent ▶

Last name		Your social security number
Last name		Spouse's social security number

box, see instructions. Apt. no. **Presidential Election Campaign**  
Check here if you, or your spouse if filing jointly, want \$3 to go to this fund. Checking a box below will not change your tax or refund.  
 You  Spouse

ed, exchange, or otherwise acquire any financial interest in any virtual currency?  Yes  No

is a dependent  Your spouse as a dependent  
return or you were a dual-status alien

ry 2, 1956  Are blind **Spouse:**  Was born before January 2, 1956  Is blind

(2) Social security number (3) Relationship to you (4)  It qualifies for (see instructions):  
Child tax credit Credit for other dependents

Attach Form(s) W-2  
2a  
3a

# A Centralized Data-Enabled Form for Small Business Relief

Using outreach, data management, and a universal form to unite small businesses and city services

## BACKGROUND

*As part of their 10-week technology policy training program, the leaders of the Tech Executive Leadership Initiative spent 6 weeks working on real-world government challenges. Three teams tackled how cities can deliver better relief to small businesses that have suffered during COVID-19, tailoring their recommendations to a fictional “City of Foggyton.” Each team narrowed its focus to a specific part of the problem, conducted research, and developed solutions. Below is an overview of one team’s solution: a centralized data-enabled form for small business relief.*

## FOCUS

While the City of Foggyton has offered many resources for small businesses during the COVID-19 pandemic, business owners have found it difficult to identify available aid options and navigate handwritten application forms. Even if a business is selected to receive funds, the city has to coordinate with numerous agencies at the local, state, and federal levels to disburse the aid. Foggyton should consider consolidating available data on small businesses to automate its relief-granting process and more rapidly connect impacted businesses with the aid they need.



## Tech Executive Leadership Initiative

### ABOUT TELI

This project was completed as part of the Tech Executive Leadership Initiative (TELI), a 10-week skills-building initiative that prepares experienced technology leaders to engage effectively with public sector challenges. Learn more at [aspentechpolicyhub.com/teli](https://aspentechpolicyhub.com/teli).

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## RECOMMENDATIONS

This project recommends that the Foggyton Digital Services (FDS) utilize data to power a universal form for small business services. Instead of requiring businesses to figure out numerous tedious applications, the city should create a centralized form that is shared between the Foggyton agencies that grant small business permits, relief, and other services.

As outlined in [the attached playbook](#), FDS should leverage consolidated form data models, as well as the data it already aggregates on small businesses, to create a simplified application process; match businesses with all the relief for which they qualify; and personalize an outreach campaign to inform businesses of the new system.

FDS should take a phased approach to rolling out the form:

- **Phase 0:** FDS should [recruit a team](#) to create the universal application form;
- **Phase 1:** FDS should build a minimum viable product (MVP) of the form and use personal mailers to send them to small businesses. The MVP should match businesses with relief opportunities and enable them to apply to multiple opportunities at once and mail it to local small businesses;
- **Phase 2:** FDS should solicit feedback from small businesses on the prototype form and make improvements; and
- **Phase 3:** FDS should continue iterating the form for use by more city agencies.

While the earlier stages of this plan prioritize providing urgent COVID-19 relief, the universal form has the potential to have impact beyond emergency relief. In Phase 3 (which can occur after the worst effects of the pandemic have subsided), the city should expand the form to involve other city departments and become a universal form to coordinate multiple city services.