



## Program Area A: Plan and Policy Implementation



## City of Palo Alto – “San Antonio Road Area Plan”

The City of Palo Alto is re-imagining land use and transportation in the area connecting the San Antonio Caltrain Station to the Bay. This will enhance transit ridership, active transportation and new mixed-use development in the San Antonio Caltrain TOC by addressing land use, housing, mobility, interconnectivity, urban design and placemaking, community services and facilities, and explore the financial feasibility of implementing the final recommendations of the plan.

### **City of San Jose – “San Jose Station Area Access and Circulation Plan”**

The City of San José is located in Santa Clara County, CA, and is the largest jurisdiction in the County with over 900,000 residents.

The City of San José will develop multimodal access and circulation strategies for the Santa Teresa Light Rail Station, Cottle Light Rail Station, and Blossom Hill Caltrain Station in South San José. These plans will improve access and circulation around key transit-oriented community stations through focused planning and stakeholder engagement.

### **City of Santa Clara – “North Santa Clara Transit Station Access and Circulation Study”**

The City of Santa Clara is located in Santa Clara County, CA, and has a population of approximately 130,000 residents.

The City of Santa Clara will complete an access gap analysis of four Transit-Oriented Community areas in Santa Clara: Old Ironsides Station, Great America Station, Lick Mill Station, and Great America Capital Corridor/ACE Station.

## **Program Area B: Community Resilience**

Total funding: \$200,000



Funding to strengthen emerging community development corporations to support small business resiliency, or to increase their ability to advance housing preservation or affordable housing production.

### **Latino Business Foundation Silicon Valley - “Building Belonging: Preserving Small Businesses and Housing Near Transit”**

The Latino Business Foundation of Silicon Valley (LBFSV) provides lasting support to financially excluded entrepreneurs through holistic, place-based services that help small businesses and organizations survive and thrive, retaining San José’s unique cultural flavors.

This project advances anti-displacement strategies through small business support and strengthens community permanence through housing justice. It will be carried out by: (1) Supporting small businesses to stabilize, adapt, and grow as transit-connected destinations; (2) Running a ‘Shop Local, Go Local’ campaign to position businesses along VTA corridors and promote ridership; and (3) Expanding tenant protections and housing access through advocacy, transit mobilization, and youth leadership.

### **SV@Home – “Transit Oriented Preservation and Anti-displacement Zones (TOPAZ) Feasibility Analysis and Implementation”**

SV@Home is a membership organization that creates the enabling environment for housing justice through policy advocacy, championing community leadership, and building narrative power.

Through the “TOPAZ Feasibility Analysis and Implementation” project, SV@Home will work with a broad coalition of stakeholders to educate stakeholders on the benefits of Enhanced Infrastructure Finance Districts (EIFDs) that encompass VTA TOCs to provide ongoing funding for affordable housing preservation and production within community boundaries. The project will include a plan for creating and administering VTA TOC-based EIFDs that are based on input and broad buy-in from stakeholders.

### **Enterprise Foundation – “Neighborhood Small Business Center – Mountain View Station Area Module”**

Enterprise Foundation is a nonprofit organization dedicated to promoting equitable economic mobility through small business support, training programs, and access to capital. Enterprise Foundation provides multilingual advising and technical assistance to historically excluded entrepreneurs across Santa Clara County.

Enterprise Foundation will establish a Neighborhood Small Business Center near the Mountain View Transit Center in partnership with the Mountain View Chamber of Commerce. The project offers bilingual advising, training, and workshops to strengthen business stability and promote transit-connected, equitable development.

## Program Area C: Education and Engagement

Total funding: \$100,000



Funding to strengthen community support and advocacy for TOC policies, investments, and implementation, and remove barriers to implementing inclusive and culturally relevant engagement activities and practices.

### **Santa Clara City Library Foundation and Friends (SCCLFF) – “Project LiFT – Literacy For Transit”**

Santa Clara City Library Foundation and Friends (SCCLFF) seeks to enrich lives and strengthen their community by providing opportunities for lifelong learning, discovery, and creativity.

The SCCLFF’s Project LiFT (Literacy For Transit) will develop a curriculum for transit-themed ESL instruction to increase use of public transit among adults with limited English language skills. Free ESL workshops and small group tutoring will be offered for immigrant parents and caregivers from diverse backgrounds, at two school sites and all three library branches. Family literacy events at four preschool sites will feature transportation themes. These programs aim to encourage families to explore public transit options.

### **The Audacity Performing Arts Project, Inc. – “Digital Storytelling for Transit Equity: Voices from Title 1 Communities”**

The Audacity Performing Arts Project engages Silicon Valley Title 1 schools in culturally relevant arts education. Through partnerships with school districts, teaching artists, and students, Audacity explores performing arts at the intersection of technology, empowering students to engage in personal discovery and pursue higher education.

Through the “Digital Storytelling for Transit: Equity Voices from Title 1 Communities”, Title 1 students will create documentaries and podcasts that document transit access barriers in their communities, interviewing peers, families, and community members about transportation challenges, and developing advocacy materials for improved transit services while building media literacy skills.

### **Silicon Valley Youth Climate Action – “Youth Peer Transit Education”**

Silicon Valley Youth Climate Action (SVYCA) empowers teens and young adults to combat climate change through impactful education and policy initiatives.

SVYCA’s Youth Peer Transit Education project will hire four high school interns from Eastside Union High School District to help lead educational outreach to increase youth transit ridership, reduce the need for car trips, and support intensive mixed-use, mixed-income development around transit stations and transit hubs in East San Jose.

### **Nueva Vida Community – “Puentes Comunitarios”**

Nueva Vida Community’s mission is to promote health and wellness through prosocial and educational activities and programs for people of all ages and genders.

This project builds on Nueva Vida Community’s successful collaboration with VTA to deepen equitable community engagement. The “Puentes Comunitarios” project will expand outreach by working closely with promotoras to ensure that Spanish-speaking and underserved residents are not only informed but also actively shaping the future of their neighborhoods. Nueva Vida Community aims to empower community voices through culturally relevant outreach, bilingual meetings, and accessible engagement tools.

## Program Area D: Placekeeping, Arts, and Activation

Total funding: \$100,000



Funding to enhance the vitality of community culture, history, and local identity through engaging placekeeping activities and community events. These events and art installations will create accessible and welcoming public spaces that reflect the community's vibrancy.

### **Poppy Jasper, Inc. – “Poppy Jasper On the Line: Film & Culture in Transit-Connected Downtown”**

Poppy Jasper's mission is to change the way we see each other through film. The organization celebrates underrepresented voices and the power of art to illuminate the human condition by promoting inclusion, championing diversity, and empowering all people, including people of color, women, and all those who have been historically marginalized, to tell their stories through film and the digital arts.

The Poppy Jasper Film Festival will activate the walkable, transit-adjacent downtowns of Gilroy and Morgan Hill through free public film screenings, mixers, and artist-led panels that celebrate local storytelling. Events will be viewable from the street and centered near VTA stations, encouraging pedestrian engagement and showcasing the cultural identity of the region.

### **School of Arts and Culture at Mexican Heritage Plaza – “Eastside Signature Events”**

The School of Arts and Culture (SOAC) at the Mexican Heritage Plaza catalyzes creativity and community empowerment through creative place keeping, equitable engagement, and economic and community development initiatives.

SOAC's Eastside Signature Events project will foster a sense of community and promote placekeeping that celebrates local heritage and culture in the neighborhood surrounding the planned 28th Street/ Little Portugal BART Station. Events include Avenida De Altares, celebrating Dia de los Muertos; Fiesta Navideña, a holiday celebration inspired by Mexican traditions; Fiesta Del Mariachi, a family-friendly mariachi festival; and Chile, Mole, Pozole, a celebration of Mexican Independence Day.

### **Our City – “Eastridge Transit Center Utility Box Community Art Project”**

Our City is dedicated to strengthening underserved communities in Santa Clara County and community-building through educational and beautification projects that improve the quality of life of all residents.

### **Opera San José – “Opera on First”**

Opera San José (OSJ) produces emotionally thrilling entertainment that engages and reflects the diverse Silicon Valley community while developing the next generation of opera talent. Opera San José aims to inspire and enrich the community through its programs and elevate the transformative power of the arts locally, nationally, and internationally.

For two years, OSJ has joined South First Fridays quarterly at the historic California Theatre. With VTA's TOC Funding, OSJ is now expanding through “Opera on First” – an arts initiative turning 1st Street into a live opera hub. By pairing performances with easy VTA access, OSJ aims to boost public transit use and strengthen ties with the community.