

VTA's BART Silicon Valley Phase II Extension Project

VTA's Small Business Task Force

May 15, 2023



Agenda

- Welcome & Introduction
- Business Resource Program Update
- Next Steps
- Open Discussion



In memory of

Carlos Diaz

*Alum Rock Business Network
Task Force Member*

VTA Task Force Members

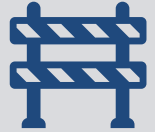


- *Alum Rock Business Network, Carlos Diaz*
- *Alum Rock Santa Clara Street Business Association, Mimi Hernandez*
- *Black Leadership Kitchen Cabinet, Alma Burrell, Jahmal Williams*
- *City of San Jose, Vic Farlie*
- *City of San Jose District 3, Omar Torres*
- *County of Santa Clara, Hope Cahan*
- *East Santa Clara Business Association, Chris Patterson Simmons*
- *Latino Business Foundation, Jesus Flores*
- *Minority Business Consortium, Walter Wilson*
- *San Jose Chamber of Commerce, Derrick Seaver*
- *San Jose Downtown Association, Nate LeBlanc*
- *SBDC Silicon Valley/Hispanic Chamber of Commerce, Dennis King, Helen Masamori*
- *Silicon Valley Central Chamber of Commerce, Christian Malesic*
- *Silicon Valley Black Chamber of Commerce, Sammuel Washington*
- *Silicon Valley Small Business Development Center Vietnamese American Satellite, Jim Chinh Nguyen*
- *Silicon Valley Vietnamese American Chamber of Commerce, Nancy Kieu Nga Avila*
- *The Alameda Business Association, Larry Clark*



Business Resource Program Update

Goals of Business Resource Program



Proactively prepare for and help, to the extent possible, to minimize construction related disturbances



Ensure business visibility and access during construction



Meet VTA's environmental commitments for BSVII

BRP Purpose and Small Business Definition



- Purpose of the Business Resource Program (BRP) is to support small businesses during construction
- A small business is defined as:
 - A for-profit business with up to 35 employees
 - Holds active business license
 - Not a non-qualifying category (business classes prohibited by VTA's Advertising Policy, such as liquor store, adult store, etc.)

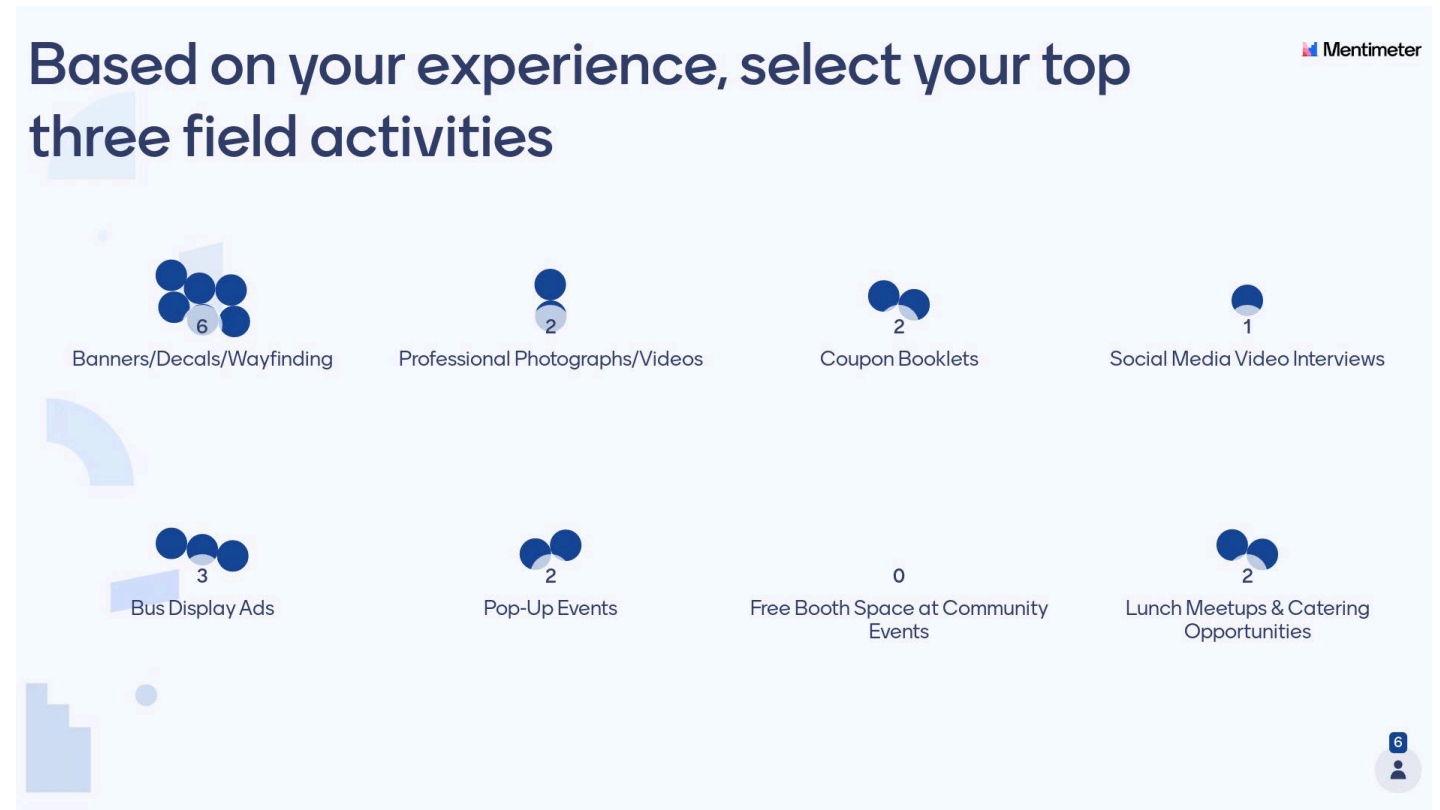


Small Business Task Force Feedback



Incorporated Task Force feedback:

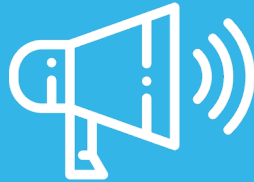
- Social media and print ads
- Banners and bus display ads
- Community Based Organizations (CBOs) and provided resources
- Establishment of Direct Financial Assistance



BRP Elements



Shop Local Marketing



Signage and Wayfinding



**Small Business Resource
Connections and Support**



Direct Financial Assistance



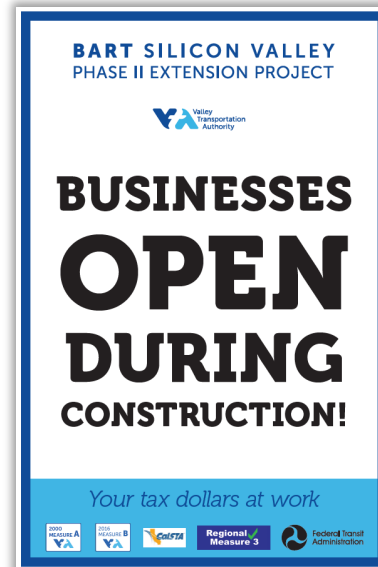


- Branded marketing campaign to help encourage foot traffic to local businesses
- Key aspects:
 - Social media campaign and website
 - SLM signage (e.g., poster, banner)
 - Marketing assistance
 - Local vendor list
 - VTA pop-up events
 - Promotional

Signage and Wayfinding



- To increase visibility and awareness that businesses are open
- Encourage foot traffic
- Signage locations identified for install by Contractor and VTA



Signage and Wayfinding Examples



Interior 'Car Card' Bus Ads

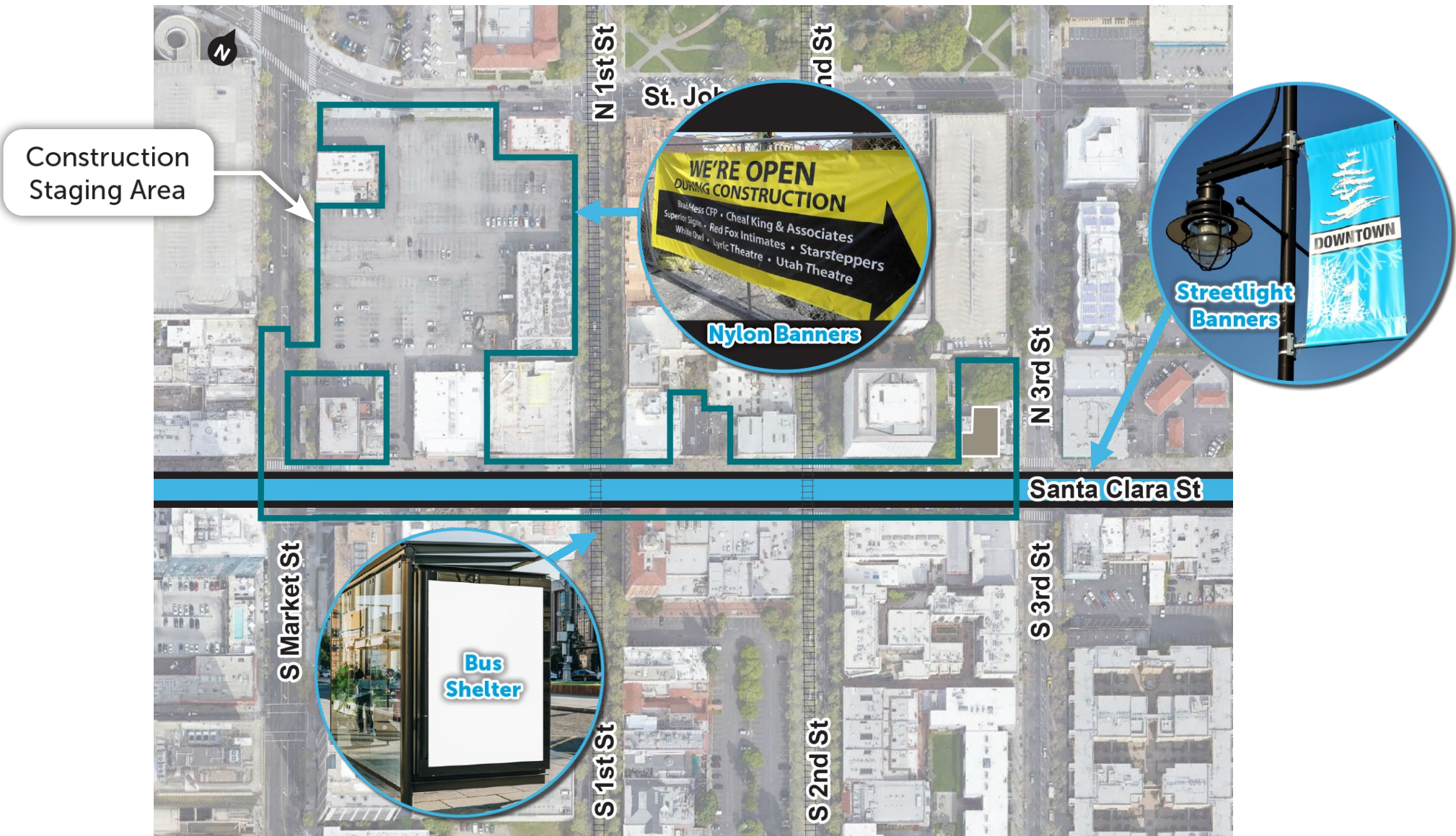


Nylon Banners



Storefront Window Clings/Posters

Signage and Wayfinding Example Locations



Small Business Resource Connections and Support



- Referral list of small business organizations
- VTA-sponsored open-house
- Web-based training events



Source: SCORE Business mentorship and training



Direct Financial Assistance



- Funds will be available to support eligible small businesses that meet the criteria
- Eligibility to apply:
 - Meets definition of small business
 - Adjacent to above-ground construction and staging areas (e.g., stations, portal, ventilation facilities)
 - Experiences at least 1 month of continuous disruption to access (i.e., stationary disturbances related to project construction)

Disruptions



- Tiered assistance based on at least 1 month of continuous disruption to access
 - Award amount is based on duration of disruption up to a max amount
 - Applications reviewed by VTA or third-party to verify eligibility and disruption has occurred



- Serve as a conduit between VTA and business owners
- Regularly visit businesses and foster relationships before and during construction
- Be multilingual to communicate project information and business concerns

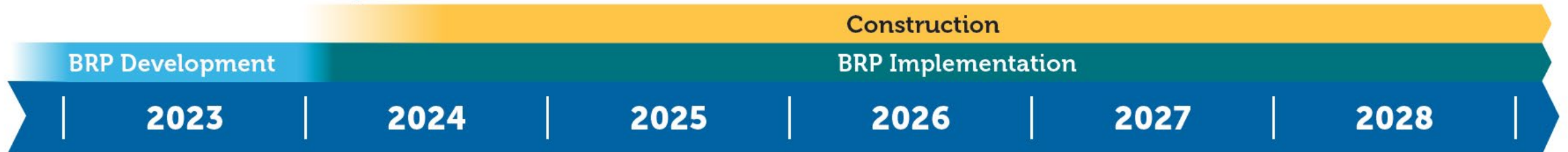


Source: Valley Metro South Central Community Office

BRP Program Look Ahead



Early Construction Activities at the Stations



Based on preliminary schedule for planning purposes



Next Steps

Upcoming BRP Briefings



5/16/23

Downtown-Diridon Community Working Group Meeting

5/17/23

28th Street/Little Portugal Community Working Group Meeting

5/18/23

Santa Clara Community Working Group Meeting

6/1/23

VTA Board of Directors Meeting

Upcoming Milestones



- Shop Local Marketing slogan and branding
- Print signage to be ready for install
- Finalize and publish project website
- Confirm eligible businesses for DFA and SLM
- Finalize referral list (CBOs)
- Program implementation with construction



Feedback on CBO List



Open Discussion