

# VTA's BART Silicon Valley Phase II Extension Project

VTA's Small Business Task Force Meeting

March 4, 2024



# Welcome Small Business Task Force!

## Agenda

- Welcome & Introductions
- BSV Phase II Update
- BRP Recap
- Feedback & Discussion
- Next Steps



- Bernice Alaniz, Director of External Affairs
- Brent Pearse, Planning and Engagement Manager
- Clarence Eng, External Affairs Team
- Rachel Hennessy, External Affairs Team



# Introductions

Rachel Hennessy, BSV EAT

# Member Introductions



- **Larry Clark**, *Alameda Business Association*
- **Connie Alvarez**, *Alum Rock Santa Clara Street Business Association*
- **Alma Burrel and Jahmal Williams**, *Black Leadership Kitchen Cabinet*
- **Omar Torres**, *City of San José – District 3*
- **Vic Farlie**, *City of San José – OED*
- **Hope Cahan**, *County of Santa Clara*
- **Chris Patterson Simmons**, *East Santa Clara Business Association*
- **Jesus Flores**, *Latino Business Foundation*
- **Walter Wilson**, *Minority Business Consortium*
- **Mimi Hernandez**, *Prosperity Lab – new member!*
- **Vacant**, *San José Chamber of Commerce*
- **Nate LeBlanc**, *San José Downtown Association*
- **Helen Masamori**, *SBDC Silicon Valley/Hispanic Chamber of Commerce*
- **Dennis King and Connie Madrigal**, *SBDC Silicon Valley/Hispanic Chamber of Commerce*
- **Sammuel Washington**, *Silicon Valley Black Chamber of Commerce*
- **Christian Malesic**, *Silicon Valley Central Chamber of Commerce*
- **Jim Chinh Nguyen**, *Silicon Valley Small Business Development Center Vietnamese American Satellite*
- **Nancy Kieu Nga Avila**, *Silicon Valley Vietnamese American Chamber of Commerce*
- **Nicole Doña**, *Team San Jose – new member!*



# BSV Phase II Update

Bernice Alaniz, VTA

# VTA's BART Silicon Valley Phase II Extension



- 6-Mile Extension of BART Service
- 5-mile single-bore tunnel, 1-mile at-grade
- Storage Yard & Maintenance Facility

- 4 New BART Stations
- 3 street level entry / underground platforms
- 1 at ground level







# VTA & BART Partnership



*Santa Clara County is not part of the BART district. A Comprehensive Agreement and an Operations and Maintenance Agreement provide a framework for the partnership.*

## Santa Clara Valley Transportation Authority (VTA) Responsibilities

-  Pay all costs associated with the extension
-  Contracting/Procurement
-  Construct to applicable BART/industry standards, codes, and regulations
-  Retain ownership of infrastructure

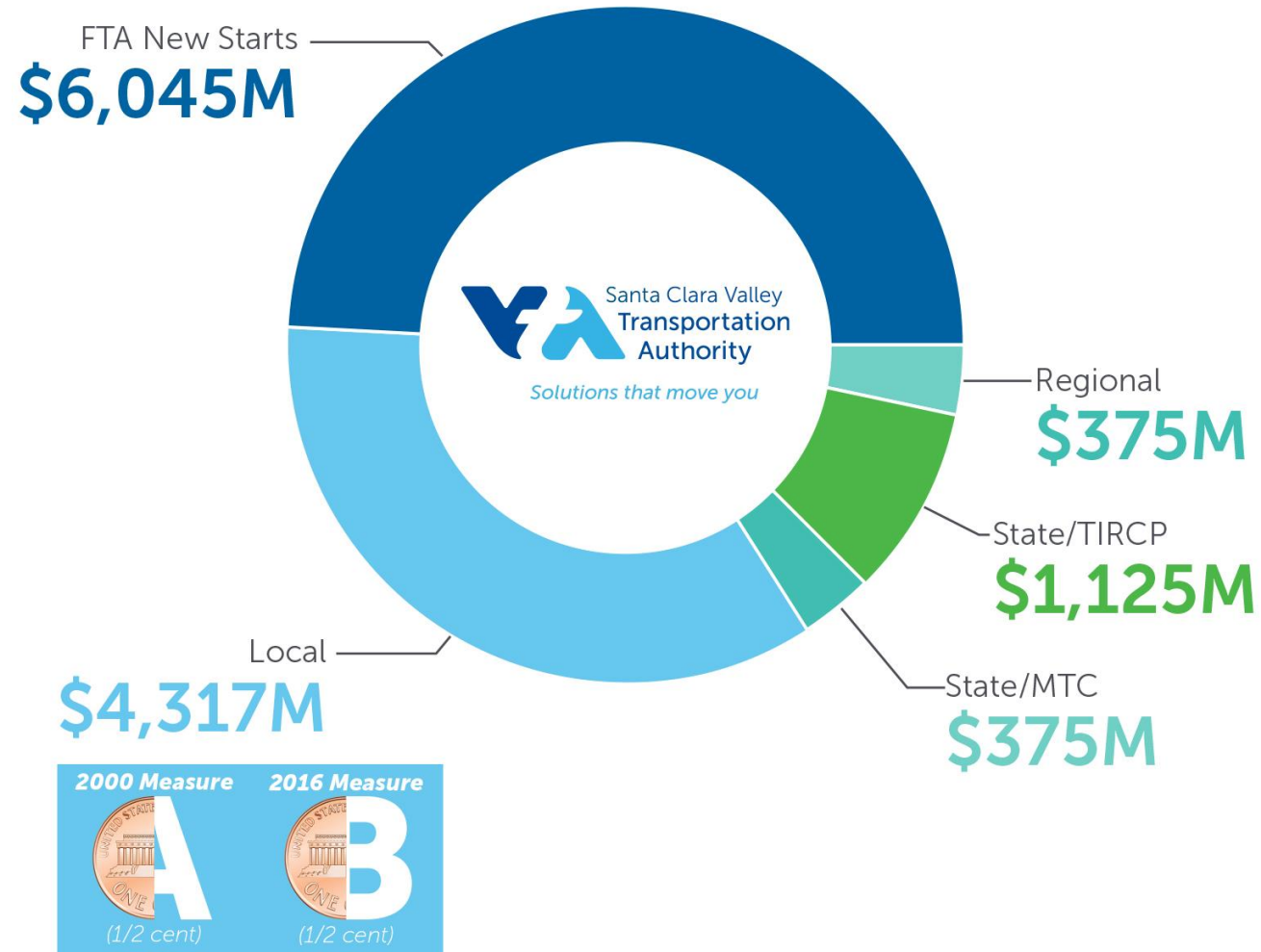
## Bay Area Rapid Transit (BART) Responsibilities

-  Technical assistance
-  Operations
-  Maintenance
-  Service Planning

*An integrated VTA and BART team, the Rail and System Organization (RSO) has been established and is responsible for developing project specific requirements defining the applicable BART, federal, state, and local industry standard.*



# Funding Sources Under FTA New Starts

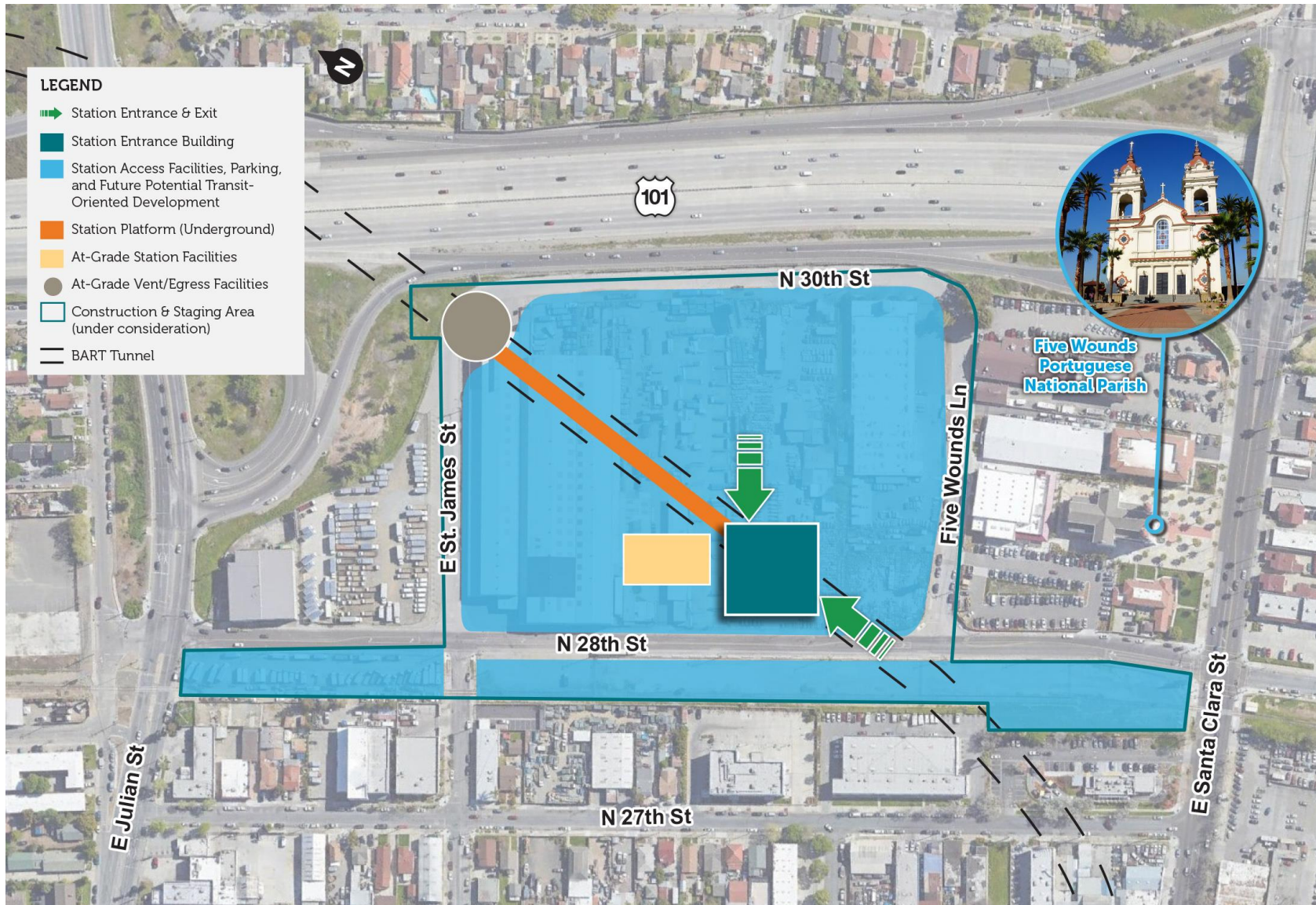


# BSV Phase II Schedule



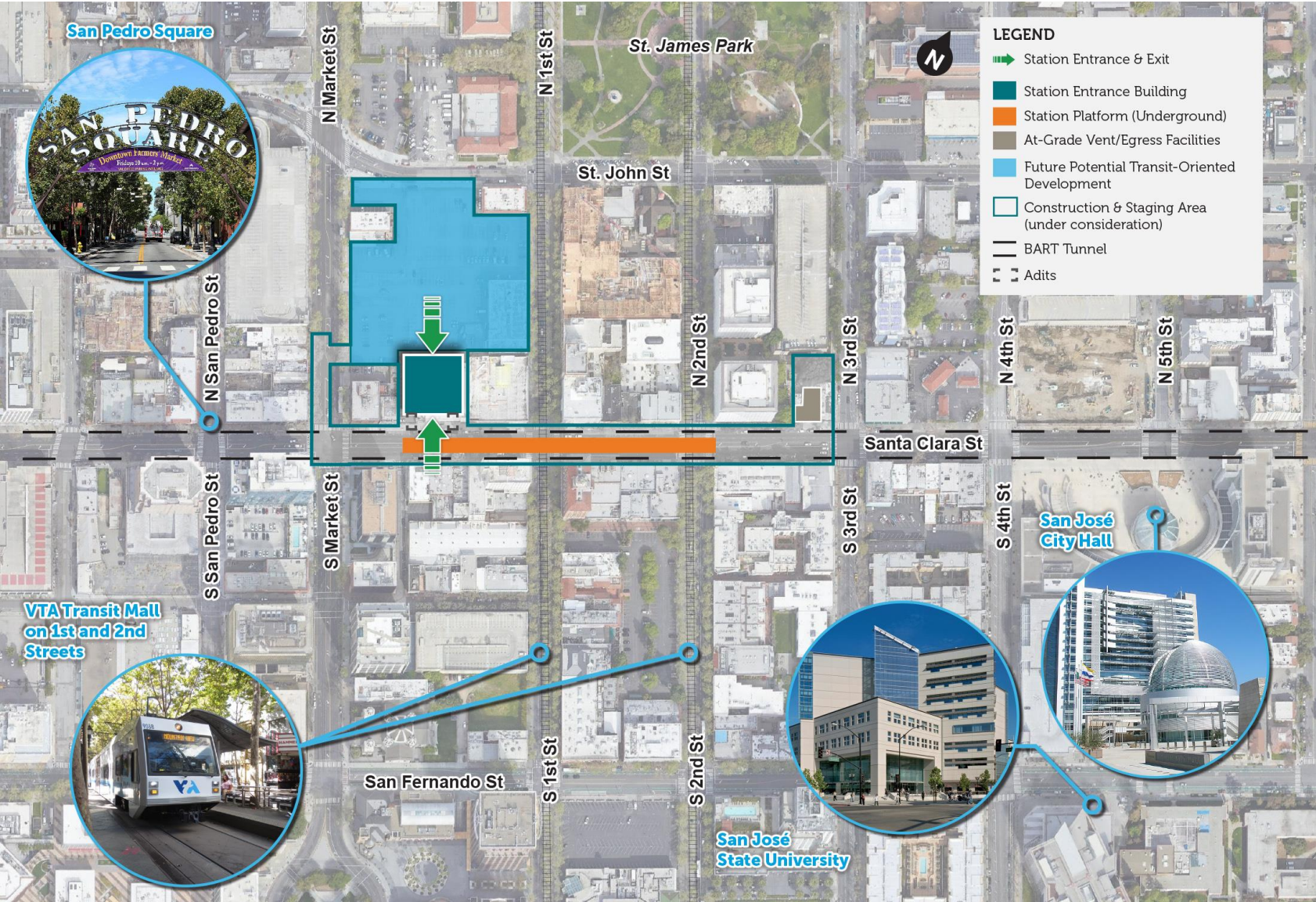
*Based on preliminary schedule for planning purposes.*

# 28th Street/Little Portugal BART Station



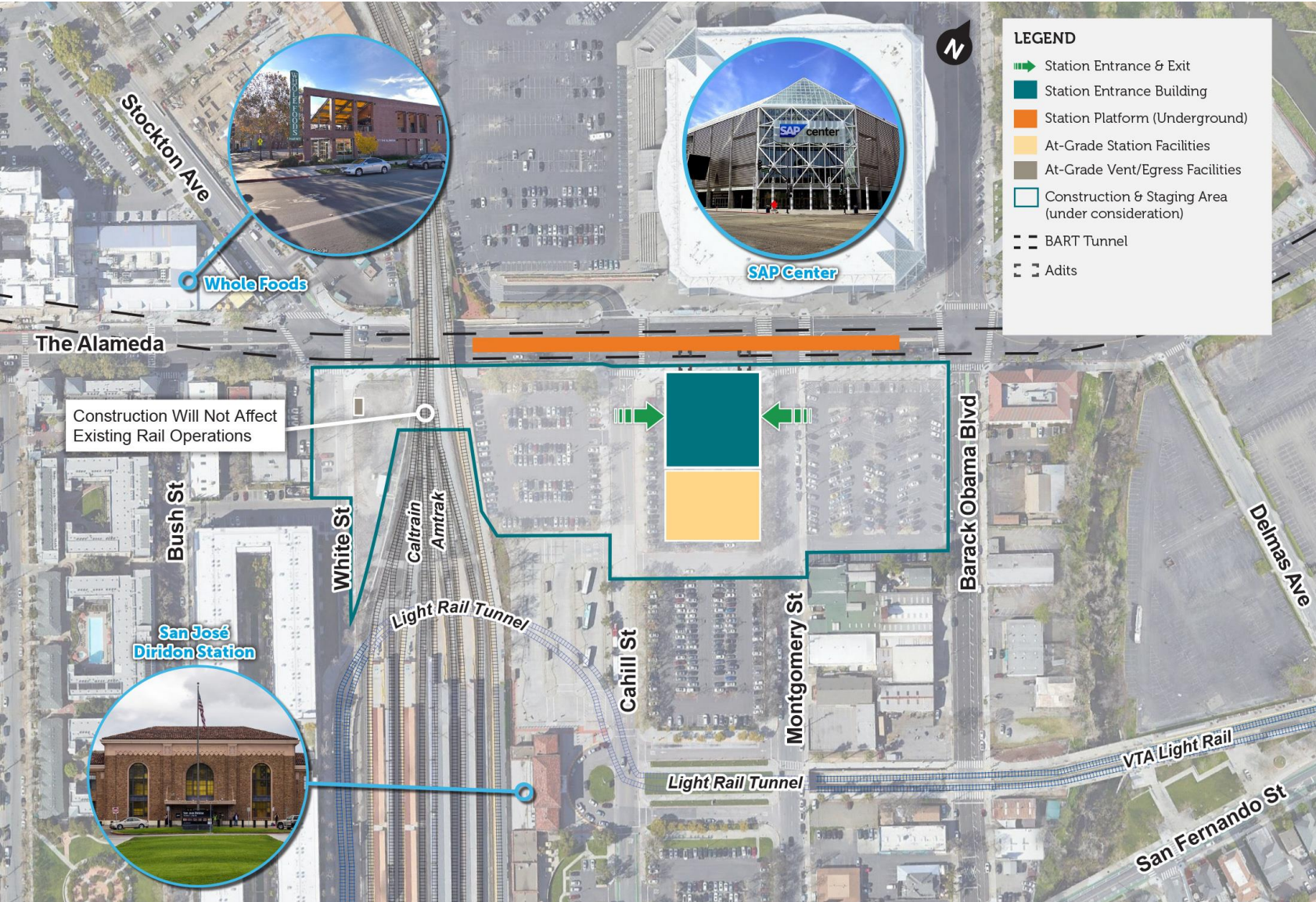
CURRENT as of March 2024 – FOR DISCUSSION ONLY

# Downtown San José BART Station



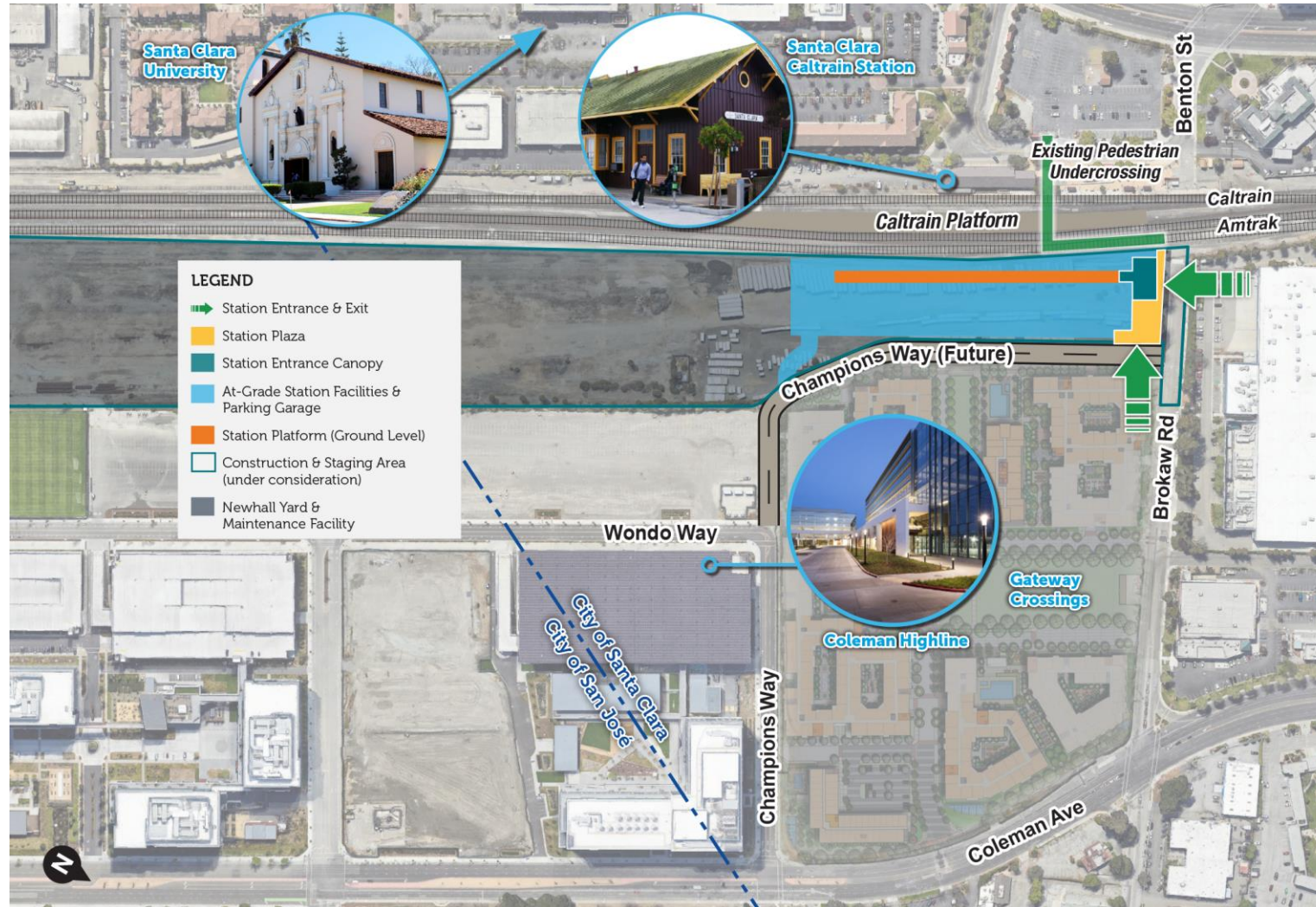
CURRENT as of March 2024 – FOR DISCUSSION ONLY

# Diridon BART Station



Construction Will Not Affect Existing Rail Operations

# Santa Clara BART Station





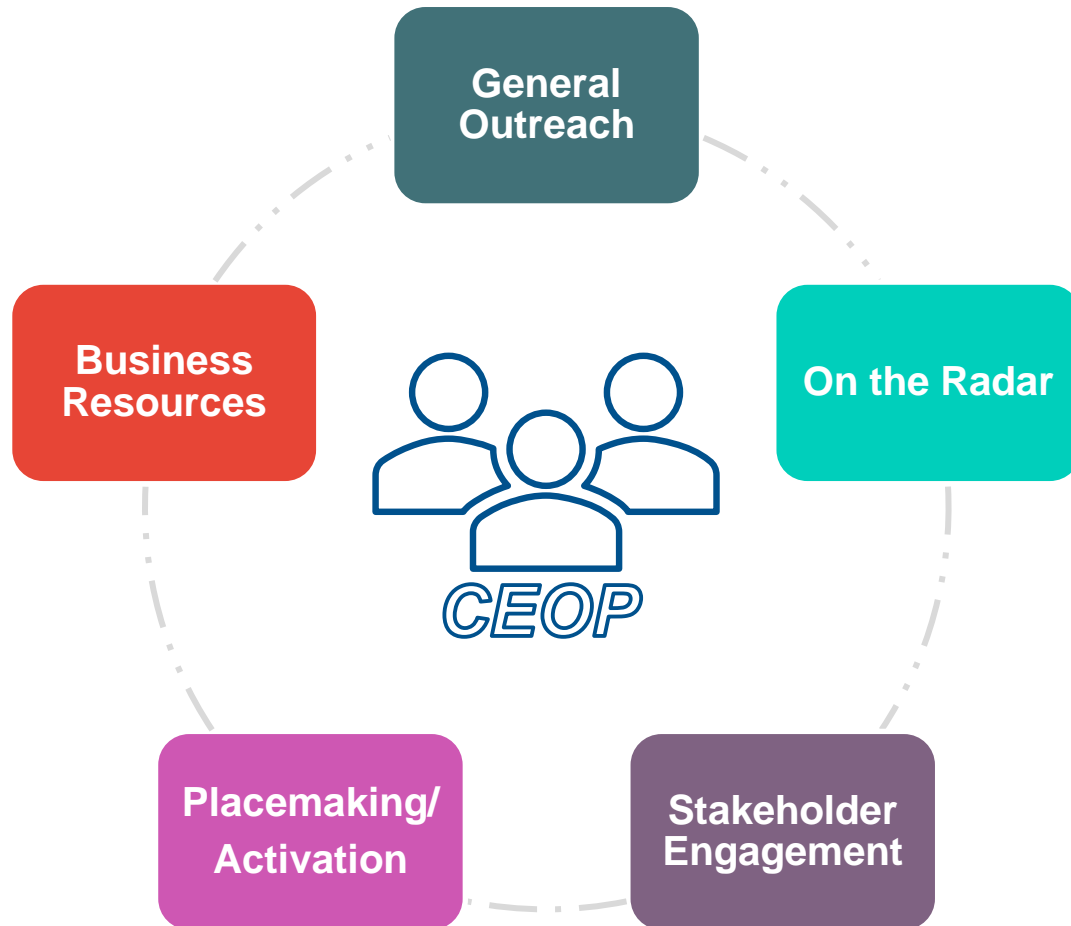
**Construction Education and Outreach Plan (CEOP):** communication during construction between VTA, cities of San José and Santa Clara, and the public



**Construction Transportation Management Plan (CTMP):** coordinate circulation and access needs within and around the construction areas for all transportation modes



**Emergency Services Coordination Plan (ESCP):** coordinate with local emergency services to minimize impact to emergency service routes and response times due to construction activities



## Five Elements

- **General Outreach** – Raise visibility along the alignment and beyond about major milestones & activities in planning, design and construction
- **Stakeholder Engagement** – Build relationships with those most touched by the project
- **Business Resources** – Support during construction
- **Placemaking/Activation** – Enhance access and awareness during construction
- **On the Radar** – Coordinate with other projects in area on messaging and communications





# Business Resource Program Recap

Bernice Alaniz, VTA

# Program Purpose and Criteria



- Purpose of the Business Resource Program (BRP) is to support small businesses during major construction
  - \$3M annual budget
- A small business is defined as a:
  - Local business with up to 35 employees that holds an active business license
- Innovative single-bore tunneling method to minimize street level impacts and business interruption



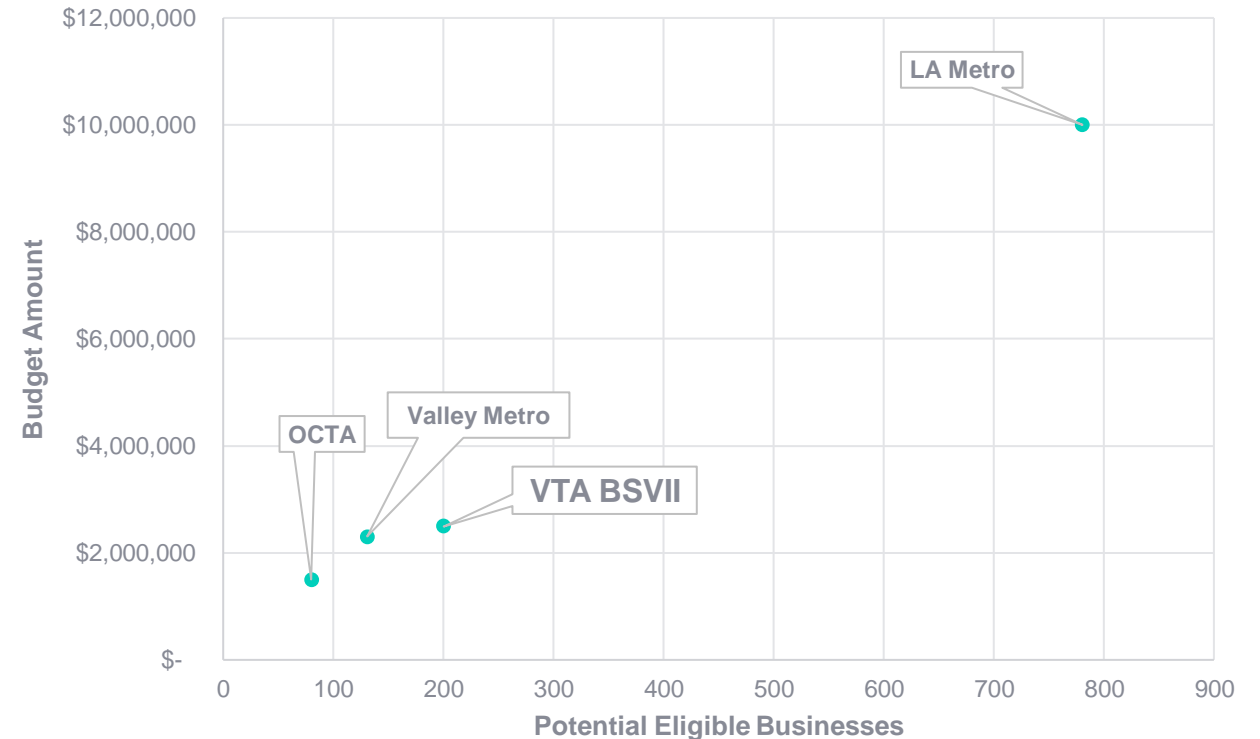
# Program Development



Developed and informed by

- Economic analysis
- Interviews
- Survey of small businesses
- Lessons learned (i.e., Alum Rock BRT)
- Community Working Groups
- Case studies (i.e., LA Metro, Valley Metro, OCTA)
- VTA's Small Business Task Force

Total Budgets for Direct Financial Assistance (DFA)



Maximum amounts per business:

- LA Metro - \$50,000
- OCTA - \$10,000
- BSVII - \$10,000
- Valley Metro - \$9,000

# Task Force Meeting History



## Past Task Force meetings

- **November 2019** – Kick-Off
- **October 2020** – Task Force distributes Small Business Resource Survey
- **June 2021** – BRP draft overview and Task Force initial input
- **September 2021** – BRP revisions overview
- **October 2022** – BRP draft overview and specific Task Force input on elements
- **May 2023** – Task Force input on CBO list
- **March 2024** – Task Force input on engagement and implementation strategies

## What we heard

- VTA to be proactive with outreach
- VTA to make Direct Financial Assistance (DFA) as accessible as possible for businesses
- VTA to partner with CBOs to leverage local resources
- And more!

# Business Resource Program Elements



## Signage & Wayfinding

**BUSINESSES OPEN DURING CONSTRUCTION**

OnPoint Camera • Limitless Accounting • Café Mocha  
Fitness Center • Food Creation • Sandwich Spot

**Shop Local Marketing** is a VTA sponsored program that provides business media and marketing assistance during the BSV Phase II construction. Make sure to check out the **Preferred Vendor List** to see how you can support local!

## Shop Local Marketing (SLM)

Source: Valley Metro Deals and Discounts

Source: SCORE Business mentorship and training

## Small Business Resource Connections & Support

Source: Valley Metro South Central Community Office

Source: LA METRO Small Business Report Highlight

## Direct Financial Assistance (DFA)

# Direct Financial Assistance (DFA) Details



- VTA-provided financial assistance to eligible small businesses
  - \$3M per year (average): 80% DFA and 20% other BRP elements and administration
  - Provides ease of access for base grant funding
  - Attest to loss and confirmation of impact



- 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
- Operate out of local project field offices



Source: Valley Metro South Central Community Office

# Program Refinements



- Completed Program refinements following VTA Board of Directors June 2023 informational update
  - Implementation
  - DFA
- Brochure outlines the Business Resource Program

**FACT SHEET:**  
VTA'S BSVII BUSINESS RESOURCE PROGRAM

**What is the Business Resource Program (BRP)?**  
VTA's BART Silicon Valley Phase II Extension (BSVII) Project Business Resource Program (BRP) is a proactive effort to support the local small business community and provide targeted resources during Project construction. The purpose of the BRP is to enhance small business resiliency, encourage foot traffic to businesses that rely on "walk-in" clientele, support businesses through technical guidance and marketing assistance, provide grant funding to assist businesses during construction-related disruptions, and create positive community benefits beyond the Project itself.

The BRP was developed under the Construction Outreach Management Program (COMPM) to reduce construction-related transportation impacts on the community and meet environmental commitments outlined in the Project's state and federal environmental clearance documents.

**What Does the BRP Entail?**

- 1. Shop Local Marketing (SLM)** is a branded marketing campaign that provides signage and wayfinding, posters, social and digital media promotional posts, business spotlights, a Local Vendor List, and more. Various types of signage will be installed throughout the Project alignment that promotes Eat, Shop, Local and displays a QR code to provide further information on participating businesses, current deals, and how the small business community can be supported.
- 2. Signage & Wayfinding** provides a variety of physical signs installed throughout the Project alignment to direct people to the location of participating businesses, as well as delineate roadway and sidewalk access, detour routes, and pertinent Project information based on construction. Types of signage includes streetlight banners, nylon construction fencing banners, bus stop ads, and window clings for participating businesses.
- 3. Small Business Resource Connections & Support** leverages existing community resources through partnerships with community-based organizations (CBOs). These CBOs will regularly host workshops, education programs, webinars, and trainings that provide resources on a wide variety of business assistance including:
  - Access to capital
  - Technical support and training
  - Marketing and promotional
  - Partnerships with business resource providers (private and public)
  - Business managementVTA sponsored networking events and pop-ups such as lunch meetups and SLM Nights will be hosted in partnership with business associations to spread awareness to the community. A CBO list of resources and a calendar of affiliated workshops will be provided and updated regularly.

There are no eligibility requirements for receiving a copy of the CBO list, calendar, or other resources available on the BRP webpage. To be eligible to participate in VTA-sponsored events, small businesses must meet the definition of a small business.

- 4. Direct Financial Assistance (DFA)** provides financial assistance to eligible businesses that experience documented business disruptions by Project construction activities. Disruptions refer to but is not limited to blocked access, vehicular lane closures, crosswalk closures, sidewalk closures, parking restrictions or temporary removal, advertisement, and signage obstruction. The maximum total annual grant amount is \$10,000 (if satisfies eligibility requirements).

Project Funding Source

Continued on back

**VTA's BART Silicon Valley Phase II Project**  
February 2024

**VTA'S BSVII BUSINESS RESOURCE PROGRAM**

**How Do Businesses Receive BRP Resources?**  
Businesses that meet the small business definition and meet the additional criteria outlined below are eligible to opt-in or apply for any of the BRP elements. The application forms can be found on the Project website, from the Business Liaison Team, or at any of the Project field offices. For the purposes of the BRP, a "Small Business" is defined as:

- For profit, locally owned, business with 35 or fewer full-time employees
- Having an active business license in the City of Santa Clara or City of San Jose

**Shop Local Marketing (SLM) and Signage & Wayfinding**

- Sign a waiver approving VTA's use of images, logos, and/or business name(s) on signage.
- Business is not a non-qualifying category.<sup>1</sup>
- Business operates from a physical storefront located within approximately 500 feet of above-ground construction and/or CSA activities.<sup>2</sup>

**Direct Financial Assistance (DFA)**

- Consistent with the definition of a small business.
- Operates from a physical storefront located adjacent to above-ground construction and/or CSAs.<sup>3</sup>
- Business experienced disruption to business access and/or operations due to Project construction activities for a period of at least two weeks for minimum grant award and no less than 6 months annually for maximum grant award.

Eligible Small Businesses may submit a DFA application on the BRP webpage. The Business Liaison Team will review and process DFA applications.

**When Will the BRP Launch?**  
Implementation of the BRP will begin before major construction and consist of reaching out to eligible small business in close proximity to the Project to inform them about the Program, SLM, Signage & Wayfinding, and Small Business Resource Connections & Support will be implemented during early preparatory and construction activities and Direct Financial Assistance (DFA) will begin when major construction starts at the station areas. Construction information and schedule by station area can be found on the Project Website.

**Who Can I Contact to Receive More Information?**  
A Business Liaison Team will serve as the primary point of contact and regularly visit participating businesses to respond to questions and concerns. The Team will be available for in-person visits at the Project field offices during established office hours or by appointment.

VTA's Business Liaison Team can be contacted for further information by calling the Project hotline or by email at [vtabar@vtabv.com](mailto:vtabar@vtabv.com). For additional information on the BRP, its benefits, and application processes, please visit the BRP webpage on the Project website and follow us on social media.

<sup>1</sup> Businesses such as liquor stores, adult stores, tobacco/alcohol shops, ammunition/gun stores, among other classes of advertising prohibited by VTA's Advertising Policy.

<sup>2</sup> Business operates from a physical storefront located approximately 500 feet of a defined BSVII construction area (i.e., Santa Clara Station and Hewlett Yard Maintenance Facility, Division Station, Downtown San Jose Station, or 28th Street/Little Portugal Station).

<sup>3</sup> Business operates from a physical storefront located adjacent to a defined BSVII construction area (i.e., Santa Clara Station and Hewlett Yard Maintenance Facility, Division Station, Downtown San Jose Station, or 28th Street/Little Portugal Station).

**VTA's BART Phase II Hotline**  
(408) 321-2345  
(408) 321-2330 TTY

**VTA's BART Silicon Valley Phase II Project**  
February 2024

## BRP Brochure



# Business Resource Program Schedule





# Feedback & Discussion

Rachel Hennessy, BSV EAT



# Next Steps

Bernice Alaniz, BSV EAT



## Spring 2024

- VTA's BSV Phase II Steering Committee – February 2024
- VTA Board of Directors Meeting – March 2024
- Launch website with Program details and collateral

## Summer 2024 – Implementation

- Promote to the public via VTA events, website, and social media
- Conduct door-to-door knocking and target businesses to opt-in
- Circulate opt-in forms in multiple formats and languages
- Engage with Community Based Organizations (CBOs)
- Implement Business Liaison Team

*Construction Outreach will be happening concurrently*



- March 7th at 5:30pm
- Agenda Item 7.4
  - Board Action: Authorize up to \$3 million per year (up to a maximum of \$15 million) in local funding for the implementation of the Small Business Resource Program (BRP) during major construction of VTA's BART Silicon Valley Phase II (BSVII) Extension Project.
- Stay up to date with VTA's ongoing efforts
- General BSVII Project Update



Scan the QR code to watch the Board of Directors Meeting!

