

# VTA's BART Silicon Valley Phase II Extension Project

Small Business Task Force

June 29th, 2021



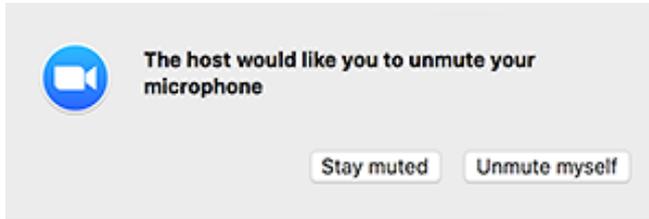
# Agenda

- Welcome and Introductions
- Phase II Project Update
- Summary of Small Business Resource Study
- Introduce JC Lacey & Business Resource Program
- Listening Session
- Next Steps

# Zoom Webinar Attendee Controls

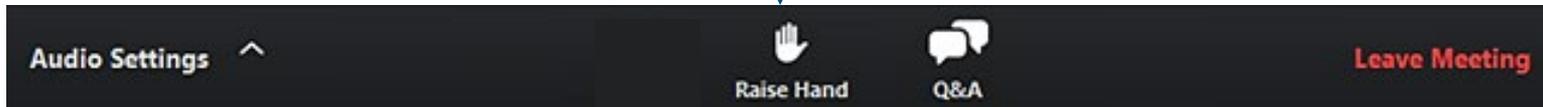
**Audio Settings** (only visible if the host hasn't granted you permission to talk): Change your [audio settings](#). You can also click the upward arrow (^) next to change your speaker.

**Unmute/Mute:** If the host gives you permission, you can unmute and all participants will be able to hear you talk. If the host allows you to talk, you will receive this notification - **click "unmute myself"**



**Raise Hand:** [Raise your hand](#) in the webinar to indicate that you want to make a comment.

**Question & Answer:** Open the Q&A window, allowing you to ask questions. The hosts can either reply via text in the Q&A window or answer your question live.



# Phase II Project Update

Gretchen Baisa, VTA



# June Highlights

- VTA's application for federal funding accepted by FTA on May 15, 2021
  - Response expected by September
- VTA, FTA and their Project Management Oversight Consultant (PMOC) continue coordination meetings
  - Technical workshops held in May
- Real estate acquisition process continues with negotiations underway for key properties required for station and mid-tunnel facilities
- VTA and BART working together to complete Design Criteria/Requirements Manuals to be included with procurement documents
  - Undergoing final reviews and sign-offs
- Cooperative agreements with Cities of San Jose, Santa Clara and Caltrain completed
  - City of San José – June 8<sup>th</sup> City Council meeting
  - City of Santa Clara – planned August City Council meeting



# City of San José Engagement

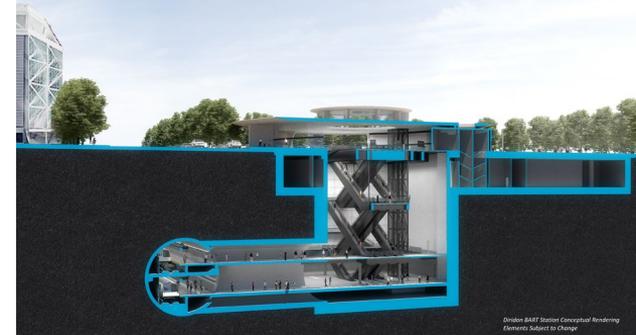
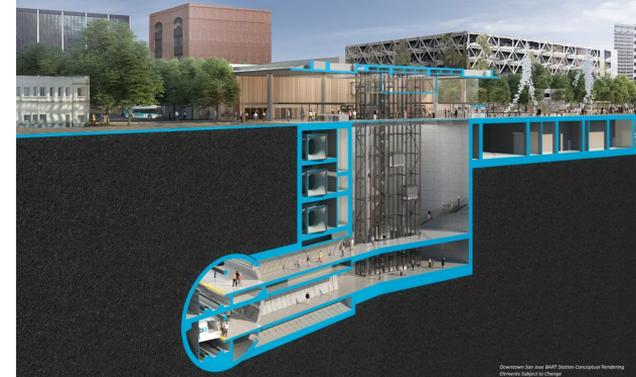
To prepare City of San José staff to review and comment on cooperative agreements and contract packages, VTA held technical workshops with City staff in winter 2021.

- **Station Elements and Access Workshops** – Topics included construction approach, station configuration, and station access
- **Tunnel, Portals, & Mid-Tunnel Facilities Workshop** – Topics included an introduction on tunnels, shafts, and portals, tunnel construction safety, and mid-tunnel facilities (MTFs)

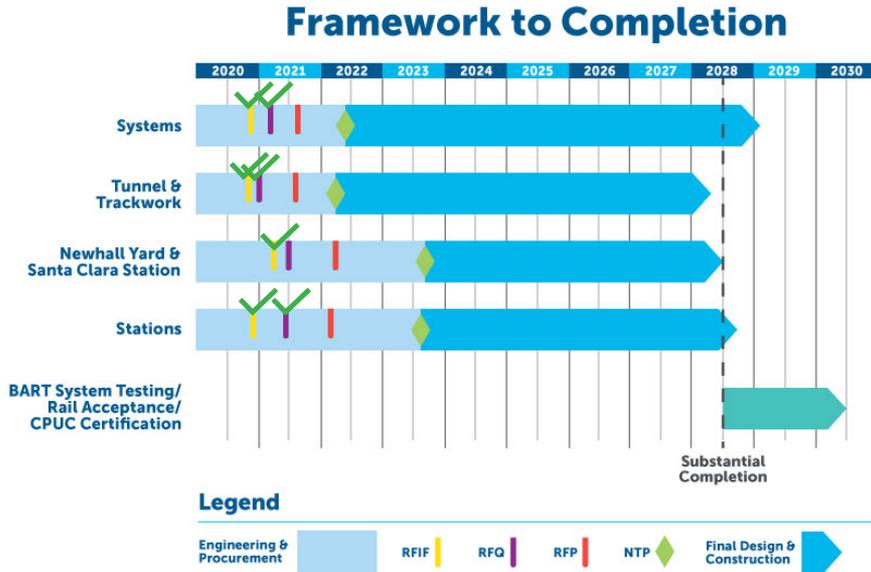
VTA is also preparing various City Facility Design Memos to create a shared understanding and ultimately an agreement regarding layout of BSV access facilities within City's jurisdiction and to inform upcoming RFPs.



*\*Station cross sections subject to change*



# Contracting Updates



## Requests for Industry Feedback (RFIF) ✓

- Released **Tunnel RFIF** on Sept. 16, 2020
- Released **Systems RFIF** on Oct. 16, 2020
- Released **Stations RFIF** on Nov. 20, 2020
- Released ***Santa Clara Station & Newhall Yard RFIF*** on March 3, 2021

## Requests for Qualifications (RFQ)

- Released **Tunnel RFQ** on Dec. 29, 2020
- Released **Systems RFQ** on Feb. 26, 2021
- Released ***Stations RFQ*** on June 29, 2021
- Santa Clara & Newhall Yard RFQ*** to be released August 2021



# Questions



# Small Business Resource Study Summary

Joe Clayton, VTA

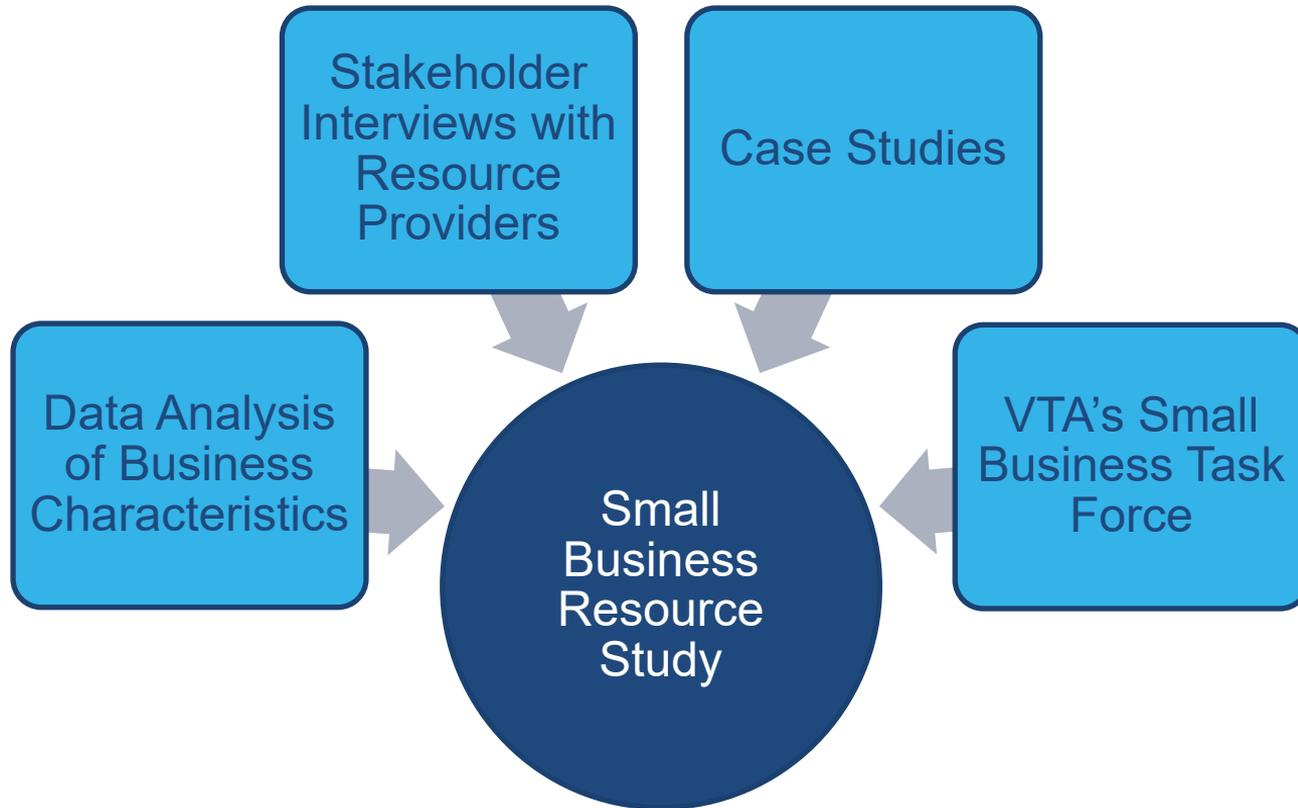


# Small Business Resource Study - Goal

- Proactively prepare for VTA's BART Phase II Project construction
- Identify how businesses may be affected during construction, what assistance may be helpful, and how assistance could be provided
- Inform development of Business Resource Program



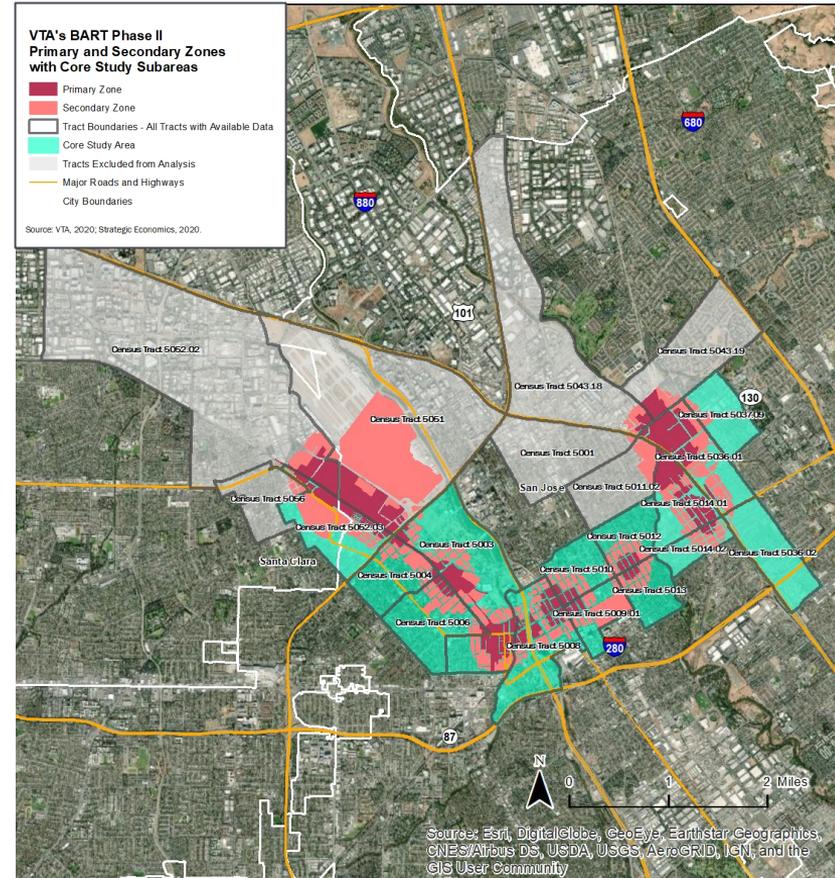
# Small Business Resource Study Inputs



# Study Zones

Collected and analyzed business data in three areas:

- **Primary Zone** (500 feet radius around construction staging areas)
  - Encompasses area where construction impacts are more likely to occur
- **Secondary Zone** (area between 500 feet and 1,320 feet from construction staging areas)
  - Encompasses area where indirect construction impacts may occur
- **Core Study** (Census tracts that generally overlap with Primary and Secondary Zones)



# Business Characteristics – 28<sup>th</sup> St / Little Portugal Station

- 22% of Core Area Study businesses located here
- Largest sector is Education, Healthcare, and Social Assistance (75%)
  - Second largest is industrial (7.5%)
  - Third largest is retail (4.7%)
- 39% growth in number of businesses between 2014-2019
- Added 2,300 jobs between 2014-2019
- Higher concentration of small businesses than other station areas
  - Industrial, automotive-related, retail, and personal services most common small businesses



# Business Characteristics – Downtown & Diridon



- 74% of businesses in the Core Study Area are here
- Largest sector is technology and other office-based firms (36%)
  - Second largest is education, healthcare, and social services (33%)
  - Third largest is retail, accommodation, and food services (20%)
- 10.5% growth in number of businesses between 2014-2019
  - 21% increase in number of small businesses
- Added 43,000 jobs between 2014-2019 (96% of all job growth in the Core Study Area)

# Business Characteristics – Santa Clara

- 4% of businesses in the Core Study Area are here
- Largest sector is hotels and restaurants (25%)
  - Second largest is Information and Professional, Scientific, and Technical Service (23%)
  - Third largest is education, healthcare, and social services (22%)
- Industrial businesses make up larger share of businesses here than in the two other subareas
- 0% growth in number of businesses between 2014-2019
- Lost 7,000 jobs between 2014-2019



# Stakeholder Interviews

- Conducted interviews with 12 groups in fall 2020 with representatives from organizations that provide a variety of services, including:
  - Small business technical and legal assistance providers
  - Philanthropies providing financial support to small businesses
  - Chambers of commerce
  - Public agencies in San José supporting small business development



# Key Takeaways from Stakeholder Interviews



**Support should be provided by trusted community partners** who know business owners' needs and already have established relationships



**Resources need to be available in languages spoken in the community**, especially Spanish, Vietnamese, and Portuguese



Many small businesses are figuring out an online presence and **may need additional technical support, especially web support**



**Financial documentation is a barrier** to accessing loans



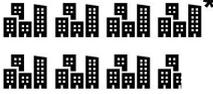
Small businesses **need significant one-on-one technical support** to prepare and submit applications for assistance



Highlighted that **access to capital is critical** need for many small businesses



# Case Studies

	Type	Time Frame	Businesses	Assistance
			 = 100	
<b>LA Metro</b> <i>Crenshaw/LAX</i>		<b>2014-2020</b>	 *	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Construction Relations Team</li> <li>• Business Solution Center</li> <li>• Business Interruption Fund</li> </ul>
<b>LA Metro</b> <i>Regional Connector</i>		<b>2015-2022</b>	 *	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Construction Relations Team</li> <li>• Business Interruption Fund</li> </ul>
<b>LA Metro</b> <i>Purple Line Extension</i>		<b>Ongoing-2023</b>	 = 8,318*	<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Construction Relations Team</li> <li>• Business Interruption Fund</li> </ul>
<b>Metropolitan Council</b> <i>Green Line</i>		<b>2010-2011</b>	 *	<ul style="list-style-type: none"> <li>• Construction Relations Team</li> <li>• Technical</li> <li>• Forgivable Loan Program</li> </ul>
<b>Valley Metro</b> <i>Gilbert Road Extension</i>		<b>2016-2019</b>		<ul style="list-style-type: none"> <li>• Marketing</li> <li>• Business Assistance Coordination</li> <li>• Property Tax Relief</li> </ul>

\* Small business count adjacent to alignment



# Key Takeaways: Best Practices



Establish technical assistance and outreach programs **one year in advance** of construction work



If funding is provided, establish **clear eligibility requirements** to set appropriate expectations



Create broad **partnerships with philanthropy, nonprofit, utilities, and other public agencies** to provide more support



Provide **clear information** in appropriate languages about the documentation needed to apply for assistance and for all construction related communication



Prior to program implementation, **define goals and metrics of success** to track program effectiveness



Full-time, **on-the-ground business liaisons** are key for developing relationships with small businesses and tracking their issues and concerns



# Questions or Comments



# Business Resource Program Development

JC Lacey, JCL Consulting

Jon McDuffie, JCL Consulting



# Project Team

CONSULTING  
GROUP

J | C | L



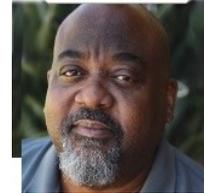
JC Lacey, *Principal / Project Lead*

- Transportation, Stakeholder Engagement, Public Policy



Jon McDuffie, *Project Manager*

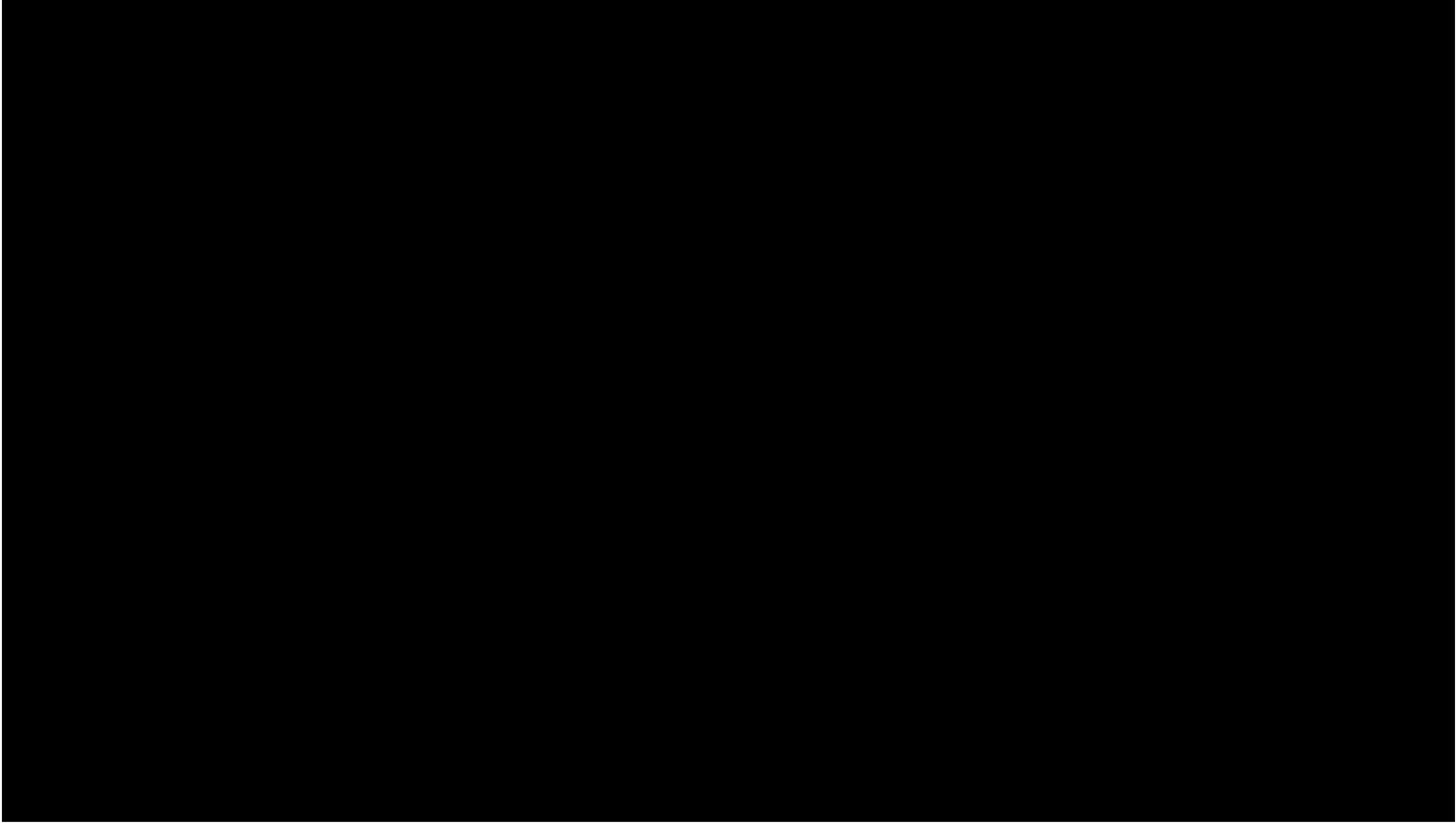
- Emergency Management, Crisis Communications, Public Policy



Matt Tanner, *Project Coordinator*

- Banking, Business Continuity, "Brick-and-Mortar" Operations





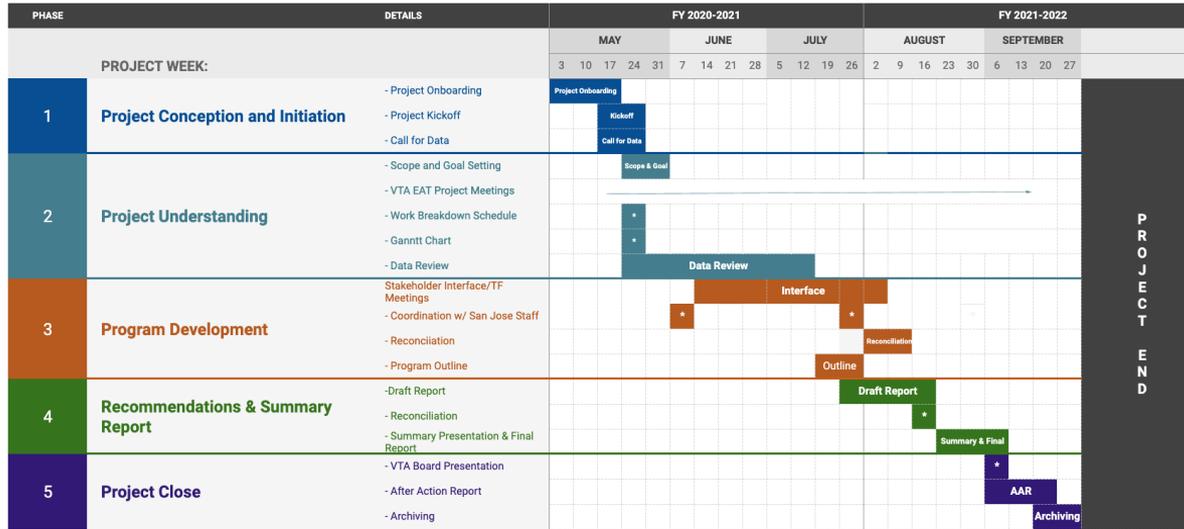
# Program Examples



DOWNTOWN SANTA ANA



# Program Development



1. Project Concepts, Objectives, & Initiation
2. Project Understanding
3. Program Development
4. Recommendations & Summary Report



# Discussion



Small Business  
Environment

Measurable & Anecdotal



Assistance Programs

Availability & Utilization



Outreach & Awareness

"Can you hear me now?"

# Next Steps



# Next Steps



- Small Business One-on-One Interviews
- Follow-Up Discussions
  - Small Business Task Force
  - Local Government
- Draft Report & Recommendations
- Presentation to VTA Board

# Thank You!

Feel free to contact JC and Jon with additional information.

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Jon McDuffie – [jmcduffie@jclconsulting-group.com](mailto:jmcduffie@jclconsulting-group.com)

