

VTA's BART Silicon Valley Phase II Extension Project

Downtown-Diridon Community Working Group

September 21, 2021

Agenda

- Welcome and Introductions
- Follow-up Items
- Phase II Project Update
- Phase II Project Delivery Methods
- Look & Feel of the Stations
- Downtown San José & Diridon Station Access
- Community Engagement
- CWG Member Report Back
- Next Steps

Zoom Introduction

Communication Protocols:

- Meeting participants are on mute until unmuted by Host for Q&A
- There is a Q&A feature at the bottom of the screen for participants to type their questions in advance. You can “raise your hand” to be unmuted to speak.
- If you are calling in on a landline, please press *9 to “raise your hand” and we will unmute you when it is your turn to speak.
- We will devote up to 2 minutes per question/comment and keep comment related to agenda item.
- Please allow others an opportunity to speak before “raising your hand” again.



Upcoming Meetings – Downtown-Diridon

- Upcoming Downtown-Diridon CWG Dates
 - November 16, 2021, 4:00 PM
- VTA Board of Directors vta.org/about/board-and-committees
 - October 7, 2021, 5:30 PM
 - November 4, 2021, 5:30 PM
- VTA-BART Joint Meeting
 - October 16, 2021
- Kate will email alerts for other meetings, e.g. Board Workshops



Follow-Up Items

Joe Clayton, VTA



Follow-up Items: Downtown-Diridon

- Provide how VTA is coordinating tunnel and station design to ensure an easy connection - *VTA is coordinating tunnel and station design through integration meetings between the tunnel and station design teams. Passenger circulation is a key consideration.*
- Explain how VTA can award contracts without environmental clearance – *VTA's BART Phase II Project received environmental clearance in 2018 after circulating the Final SEIS/SEIR.*



Follow-up Items: Continued

- Share whether VTA's Disadvantaged Business Enterprises (DBE) / Small Business Enterprises (SBE) information was exposed in the recent data breach – *BSV databases were not affected by the cyber attack.*
- Share whether contracts include penalties for contractors/subs not complying with the Construction Transportation Management Plan (CTMP) – *The CTMP does not include any language on penalties. However, there are various Liquidated Damages for failure to achieve certain things, including compliance with the CTMP.*
- Share whether bonuses will be provided to Contractors if they complete work on time. – *VTA is considering a bonus for early completion of certain work but not for completing on-time.*



Questions



Phase II Update

Erica Roecks, VTA



Light Rail is Back!



- Orange Line service restarted on August 29
- Limited Green and Blue Line service restarted on September 4
- Blue Line service fully restored on September 12
- VTA employees working nearly around the clock to ensure the system is safe and in good working conditions
- Remember, please obey all warning signs, signals, and crossing gates!



Project Highlights

- Real estate acquisition process continues with negotiations underway for key properties required for project elements and field offices
- VTA and BART working together to finalize sign-off on Design Criteria/Requirement Manuals to be included in final procurement documents
- Cooperative Agreement #1 with Cities of San José, Santa Clara and Caltrans now executed
- VTA, FTA, and Project Management Oversight Contractor continue weekly coordination meetings



FTA's Expedited Project Delivery Update

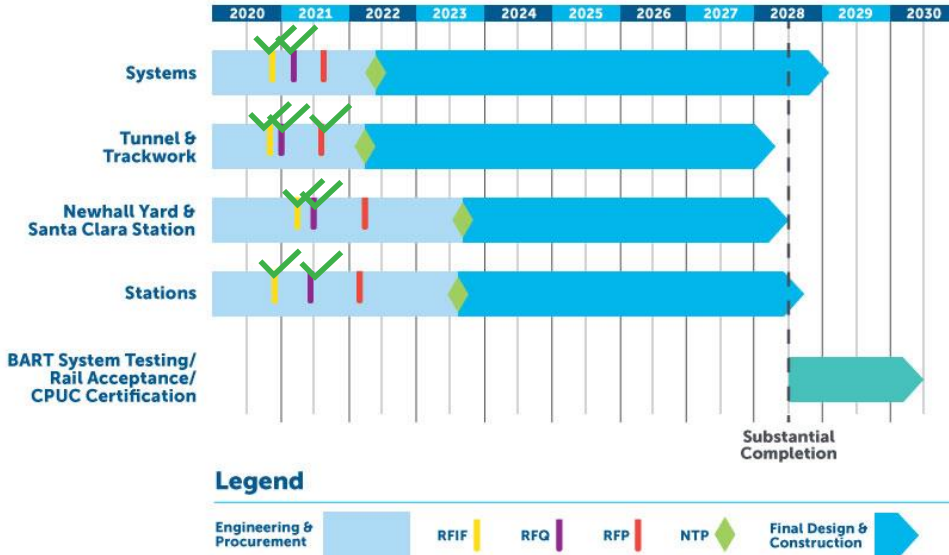
On July 28, 2021, the FTA's Executive Director advised VTA's GM/CEO on the following:

- VTA and Congress to concurrently receive FTA notification by September 2021 regarding project's application selection
- With project selection, VTA will receive full pre-award authority
- If FTA recommends a Letter of Intent, Congress will have a 30-day review period. If approved, VTA anticipates receiving a Letter of Intent from FTA by October



Contracting Updates

Framework to Completion



Requests for Qualifications (RFQ)

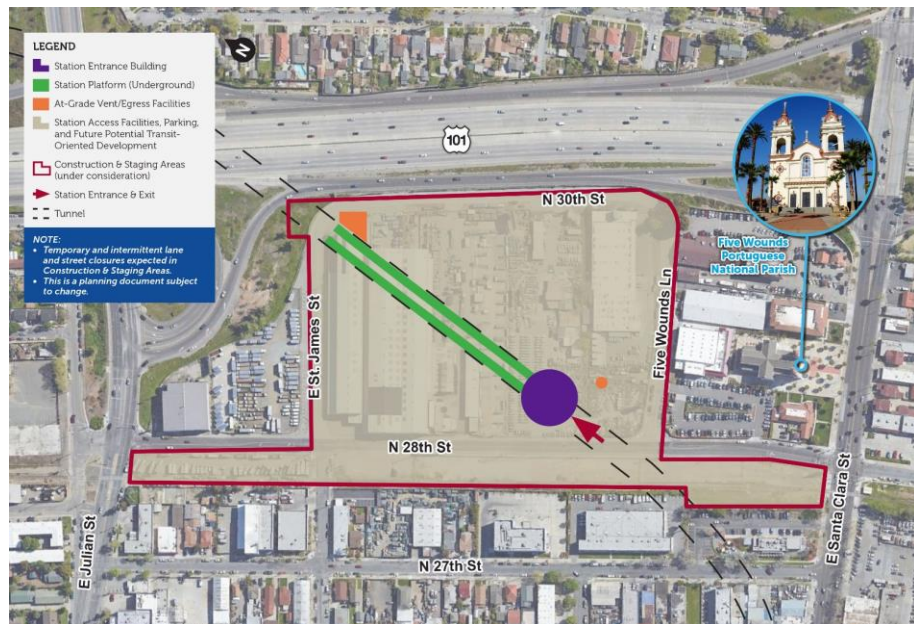
- Released **Tunnel RFQ** on Dec. 29, 2020
- Released **Systems RFQ** on Feb. 26, 2021
- Released **Stations RFQ** on June 29, 2021
- Released **Santa Clara & Newhall Yard RFQ** on Sept. 13, 2021

Requests for Proposals (RFP)

- Released **Tunnel Draft RFP** on July 28, 2021; **Final RFP** to be released in September
- Systems RFP** to be released Oct. 2021
- Stations RFP** to be released February 2022
- Santa Clara & Newhall Yard RFP** to be released March 2022



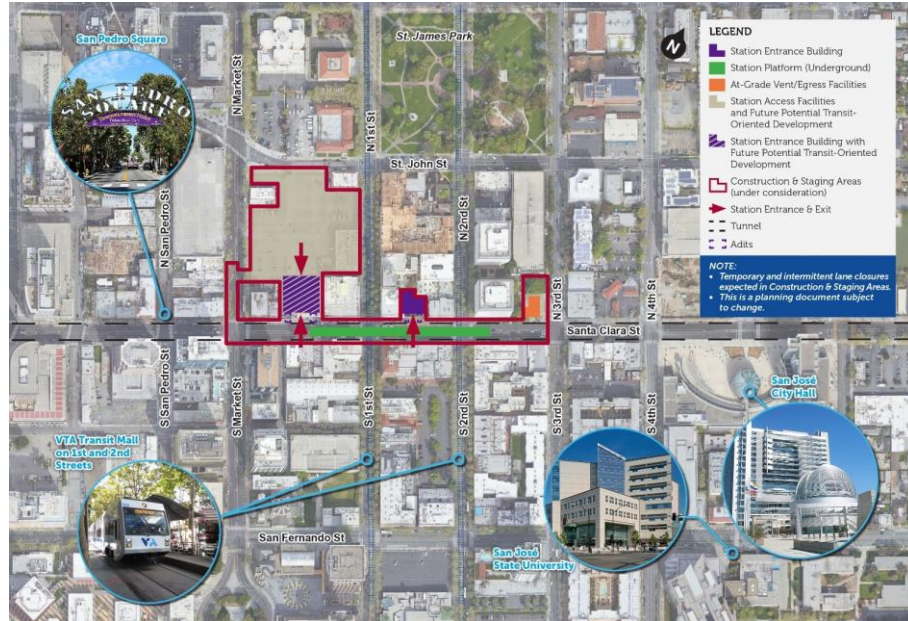
28th Street/Little Portugal Station



- 6,700 weekday riders anticipated by 2040
- Future connection to Five Wounds Trail
- Bike and vehicle parking will be provided



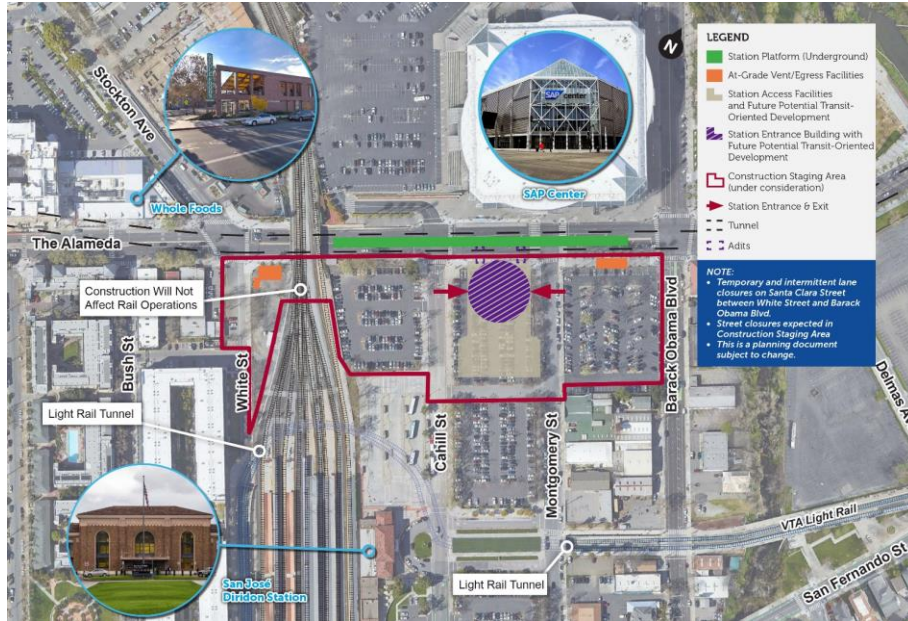
Downtown San José Station



- 27,900 weekday riders anticipated by 2040
- Bike parking will be provided and easy connections to VTA bus and light rail
- Within walking distance to SJSU and numerous restaurants and venues



Diridon Station



- 9,900 weekday riders anticipated by 2040
- Bicycle parking will be provided
- Adjacent to SAP Center, Downtown West, and the future Diridon intermodal station



Santa Clara Station



- 10,100 weekday riders anticipated by 2040
- Will have connection to Gateway Crossings and Santa Clara Caltrain Station
- Will include bike and vehicle parking
- Within walking distance to Santa Clara University, PayPal Park



Questions



Project Delivery Methods

R. John Caulfield, PE, GE
VTA's Contract Package 2 Project Manager



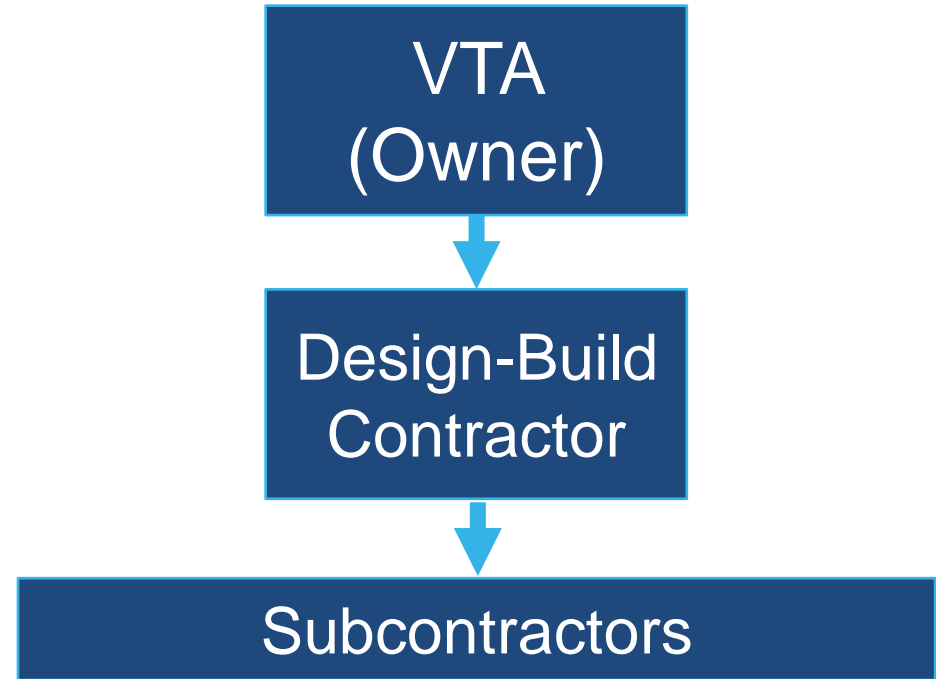
BSV Phase II Contracting Plan

Contract Package	Title	Delivery Method	General Scope*
CP1	Systems (Approx. contract value \$500M)	Design-Build (DB)	<ul style="list-style-type: none"> • All rail system elements
CP2	Tunnel & Trackwork (Approx. contract value \$2,500M)	Progressive Design-Build (PDB)	<ul style="list-style-type: none"> • Tunnel & trackwork • Mid-tunnel facilities • 28th Street/Little Portugal support of excavation • Utility relocations as required • Stations Support of Excavation & Connecting Adits
CP3	Newhall Yard & Santa Clara Station (Approx. contract value \$500M)	Design-Build (DB)	<ul style="list-style-type: none"> • Yard & Maintenance Facility • Line & track • Santa Clara Station • 500 space parking garage • Utility relocations as required
CP4	Stations (Approx. contract value \$500M)	Design-Build (DB)	<ul style="list-style-type: none"> • 28th Street/Little Portugal, Downtown and Diridon stations • 1,200 spaces parking (28th Street/Little Portugal Station) • Utility relocations as required
*Final scope elements under evaluation.			



Design-Build

- Combines architectural, design, and construction services into one contract:
 - Single-point of management
 - Simplified procurement but requires detailed scope of work, specification and performance criteria
- Cost competitive but driver is usually schedule as opposed to price
- Not a risk transfer tool
- Cost known for provided scope of work at contract award
- VTA involvement minimal after selection



Progressive Design-Build

- Similar to Design-Build but incorporates contractor involvement earlier. Ability to mobilize design efforts earlier
- Contractor selection primarily qualifications based
- VTA provides preliminary design and works with the contractor in collaborative process through the initial design phase and then construction
 - Avoids creating a design that is less feasible and/or more expensive to construct. Offers opportunities for design to cost
 - Cost is evaluated iteratively using transparent “open book” estimates
 - Maximizes innovation and progressive de-risking of the project



BSVII Progressive Design Build Process

Phase 1

- Progressive Design Build Contractor to collaborate with VTA, City of San José, and the community
- Advance preconstruction design (10% to 90%)
- Preconstruction activities, such as any additional geotechnical work and utility relocation
- Early work items such as Tunnel Boring Machine portal preparation and temporary power

Phase 2

- Progressive Design Build Contractor to provide proposal including construction cost, schedule, and risk mitigation proposals
- Complete design
- Progress construction to completion



Questions



Look & Feel of the Stations

Doug Moody, VTA

Peter Sokoloff, Foster & Partners



Where did the concepts presented to the public come from?



Design Review Committees (DRCs)

- A forum for community leaders and local government partners to provide input to VTA's BART Phase II project team for select visual elements of the stations.
- Monthly meetings between June and September 2021.
- The DRCs helped the project team shape the station look and feel elements that were shared broadly with the public for review and feedback.



DRC Working Group Members

Downtown San José

- Downtown Residents Association
- San José Downtown Association
- AIA Silicon Valley
- San José State University
- City of San José

Diridon

- Delmas Park Neighborhood Association
- San José Sharks
- SPUR
- City of San José



Station Look & Feel Elements

- **Station elements that are not part of the process:**
 - Layouts and configurations of core station components
 - Transit oriented development
 - Station access, entrance locations, and fare gates
 - Selection of public art
- **Station elements considered in the process:**
 - Customer visual experience
 - Palette of material finishes
 - Canopies/entrance areas
 - Areas for public art



Path of DRC Summary Report to CP4 RFP Release in first half of 2022

Finish Draft RFP

Internal review

City review

Finalize RFP

RFP release in the first half of 2022



An architectural rendering of a transit station. A large, flat, grey overhanging roof is supported by several white columns. Underneath the roof, many small figures of people are walking. The background shows a city street with a blue and yellow bus on the right, a white building with arched windows on the left, and a tall white tower in the distance under a blue sky with clouds.

DISCLAIMER

Video is for illustrative purposes only to provide insight into layout of core station components. Not all information in this video is current. Please see website and survey for current information on specific architectural finishes and to provide your feedback.

Primary Entrance

Santa Clara Road Pedestrian Street

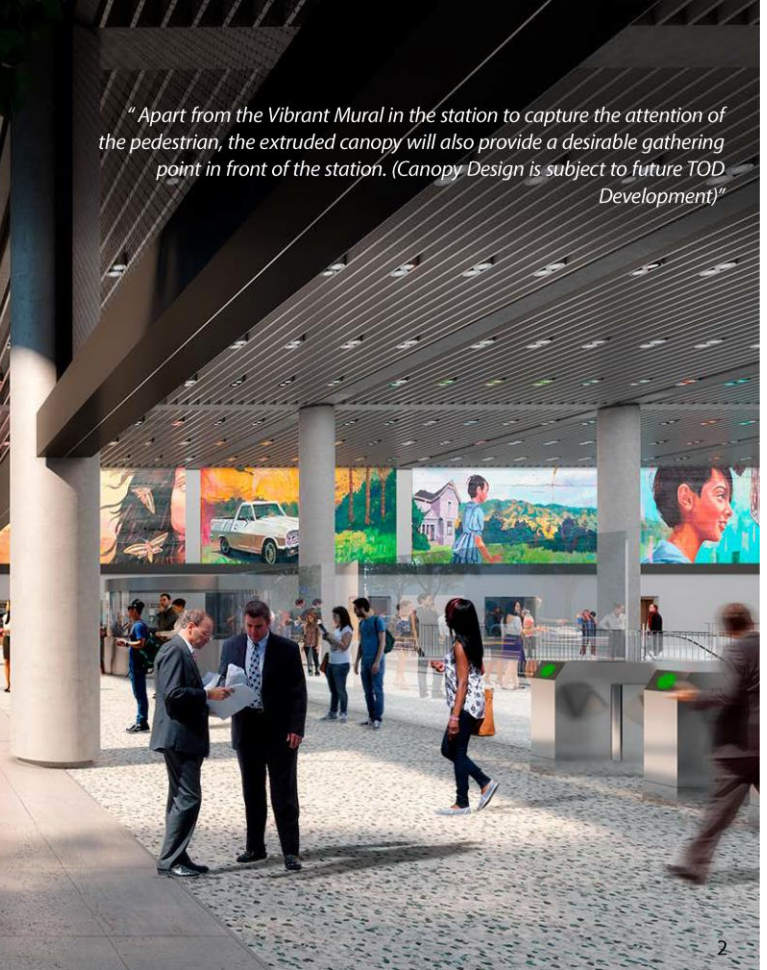
Seamless Interaction with the existing city streetscape

Disclaimer: Art shown for illustrative purposes only. Public art will be selected later.

Transit-oriented development at the stations is not part of this process; it is a companion effort to the BSV project being led by VTA Real Estate. For this reason, options for development above the stations are not shown.



"Apart from the Vibrant Mural in the station to capture the attention of the pedestrian, the extruded canopy will also provide a desirable gathering point in front of the station. (Canopy Design is subject to future TOD Development)"

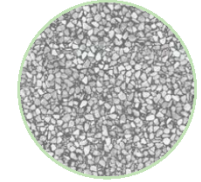
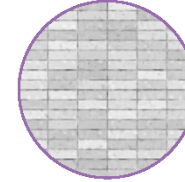
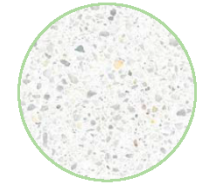
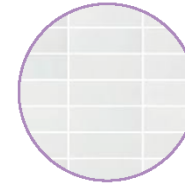


Architectural Finishes Options

- Look & feel - materials
- Floor and wall finishes
- Artwork placement

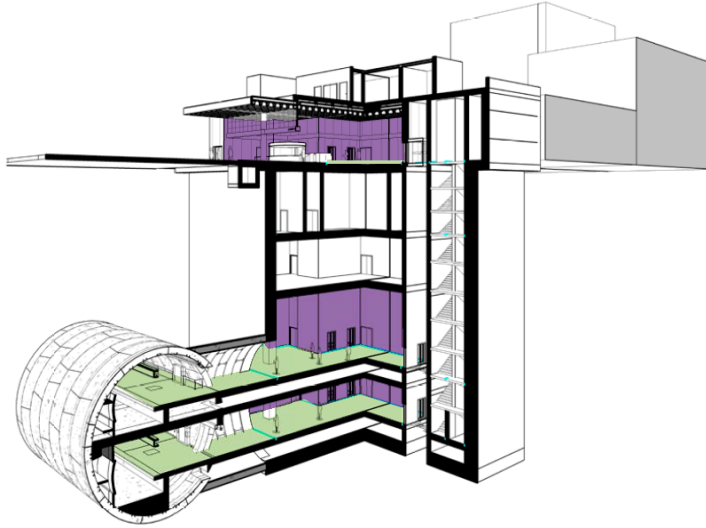


Walls
Flooring



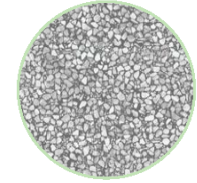
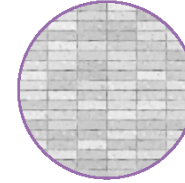
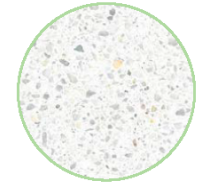
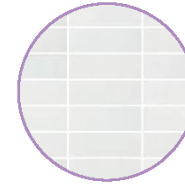
Architectural Finishes Options

Second entrance to mirror the aesthetic of the main entrance



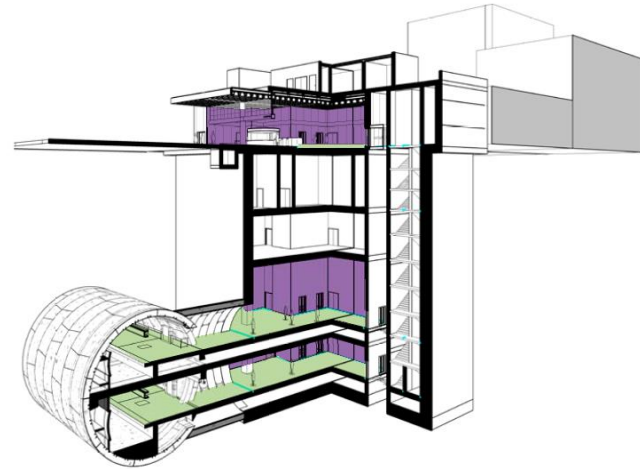
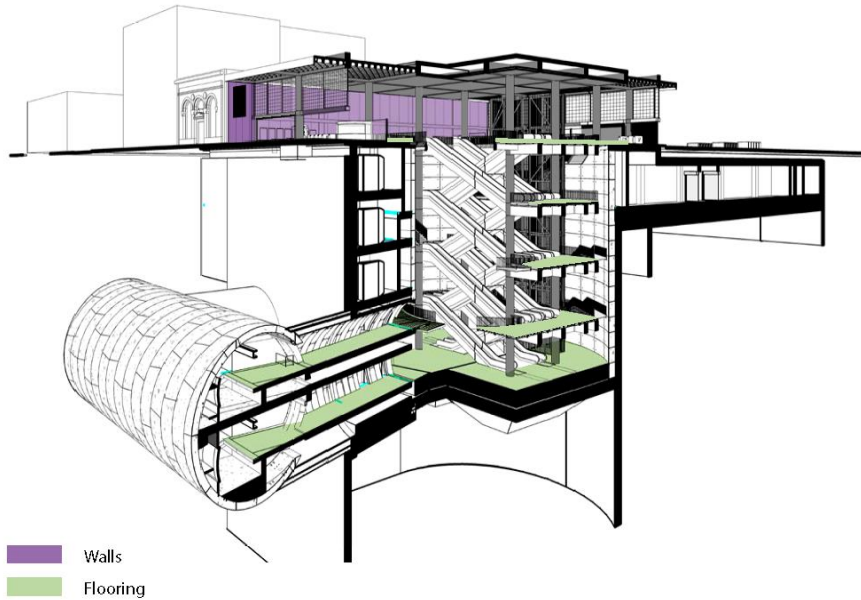
Walls
Flooring

- Look & feel - materials
- Floor and wall finishes
- Artwork placement



Architectural Finishes Options

- Look & feel - materials
- Floor and wall finishes
- Artwork placement



Primary Entrance

Santa Clara Street Pedestrian Street Approach

Art shown for illustrative purposes only. Art will be selected later.



**Secondary Entrance
Station Approach**

Art shown for illustrative purposes only. Art will be selected later.



Primary and Secondary Entrances

Station Approach

Mural inside the station and blending the frontage wall with adjoining building. Art shown for illustrative purposes only. Art will be selected later.



Frontage & Wall

Option A

Minimal approach by introducing single color stacked bricks at the frontage

Art shown for illustrative purposes only. Art will be selected later.



Frontage & Wall

Option B

Mixed brick colors can help the station blend in with adjoining buildings

Art shown for illustrative purposes only. Art will be selected later.



Frontage & Wall - Frontage Material
Santa Clara Street Primary Entrance View

Question: Should the frontage be single color bricks or mixed brick colors?



Option A - Single Color Bricks



Option B - Mixed Brick Colors

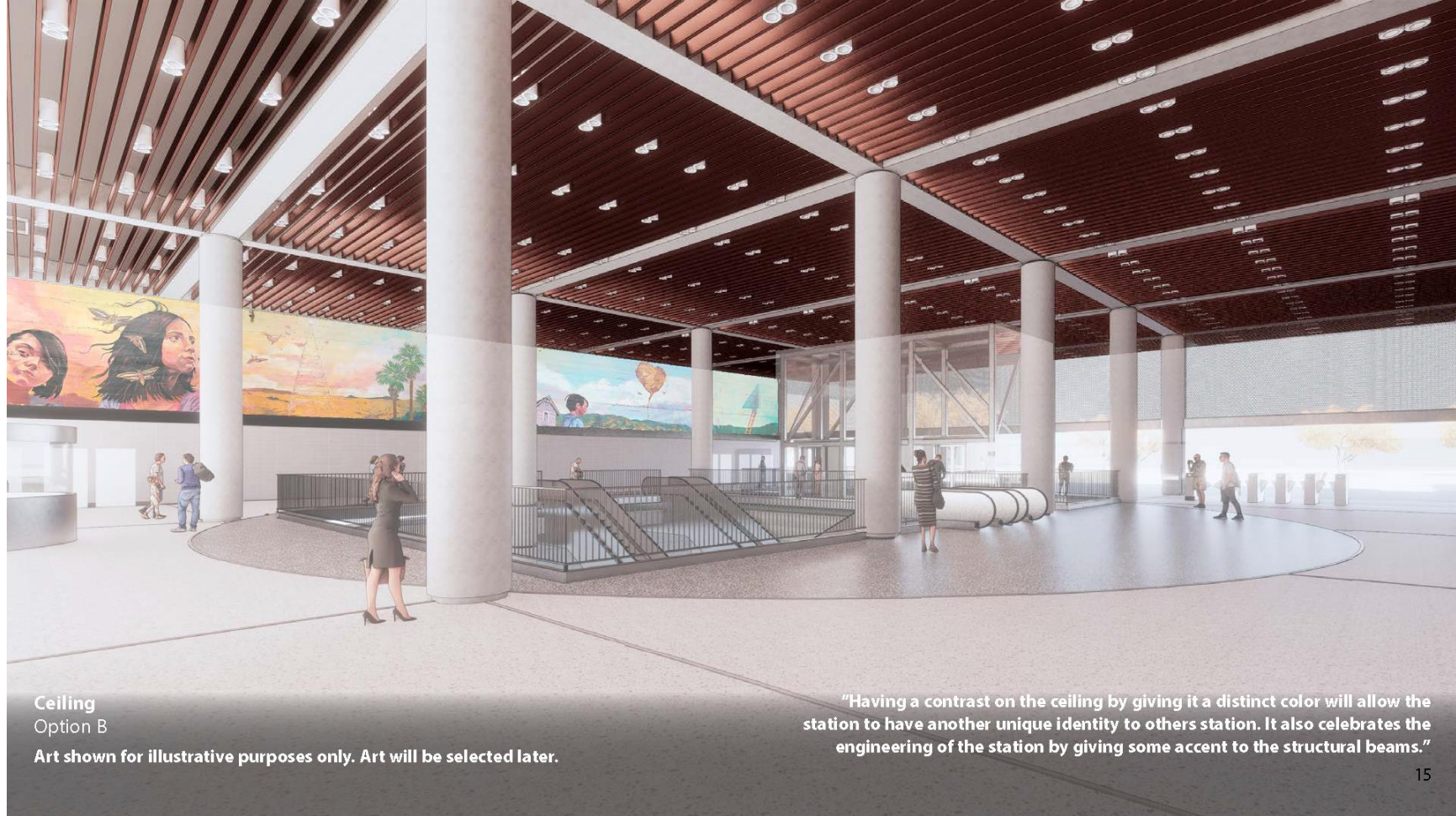


**Ceiling
Option A**

Disclaimer: Art shown for illustrative purposes only. Art will be selected later.

"Slatted aluminum design will allow more flexibility slotting in devices on the ceiling and ease of maintenance. In addition, this minimal ceiling design will not take away the attention away from the potential art integration in the station"

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Ceiling
Option B

Art shown for illustrative purposes only. Art will be selected later.

"Having a contrast on the ceiling by giving it a distinct color will allow the station to have another unique identity to others station. It also celebrates the engineering of the station by giving some accent to the structural beams."

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Ceiling - Minimal Design Approach

Station Interior View

Question: Which color do you prefer for the aluminum slat ceiling?



Option A - Grey color aluminum slats



Option B - Bronze color aluminum slats

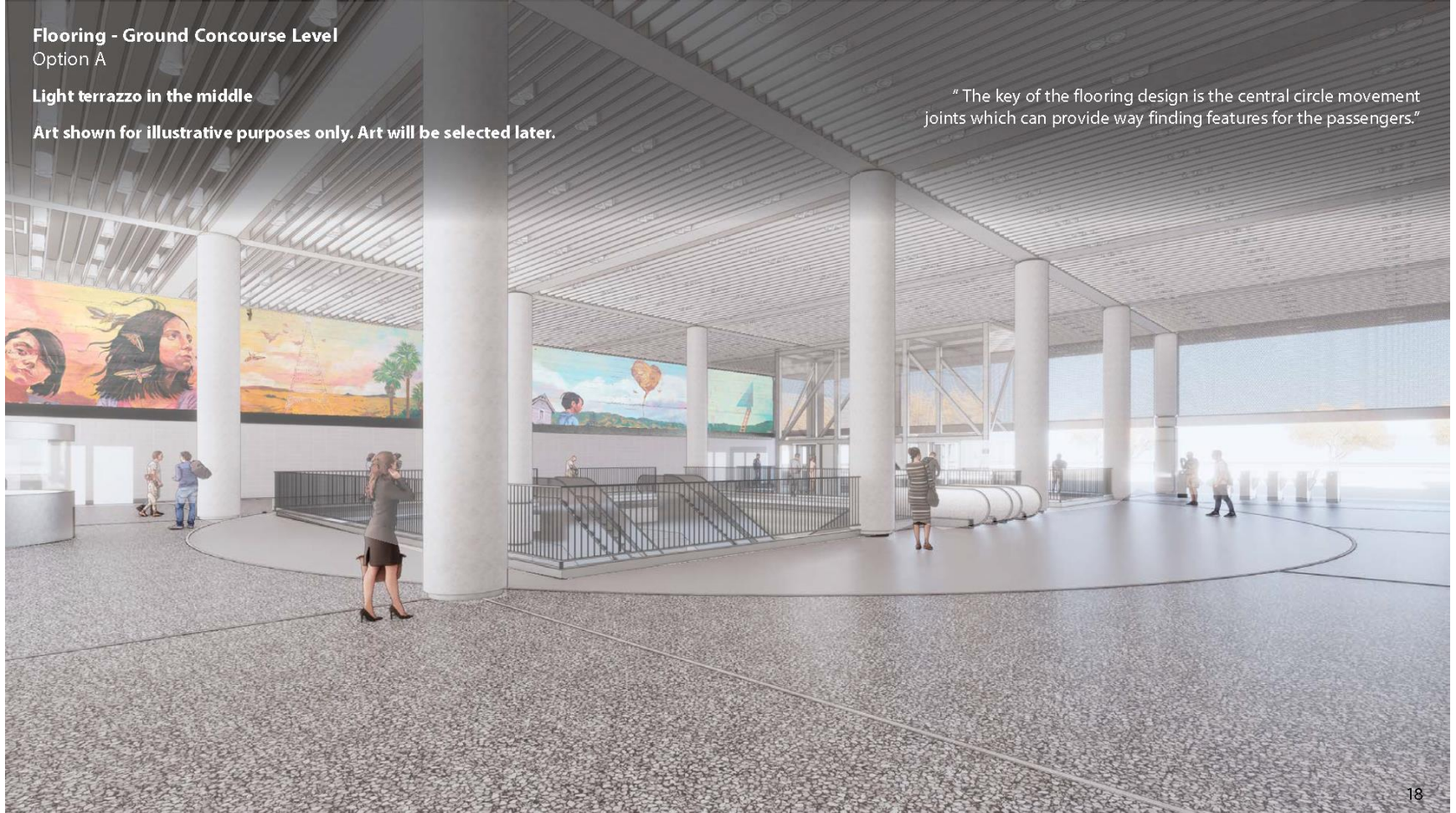
Flooring - Ground Concourse Level

Option A

Light terrazzo in the middle

Art shown for illustrative purposes only. Art will be selected later.

"The key of the flooring design is the central circle movement joints which can provide way finding features for the passengers."



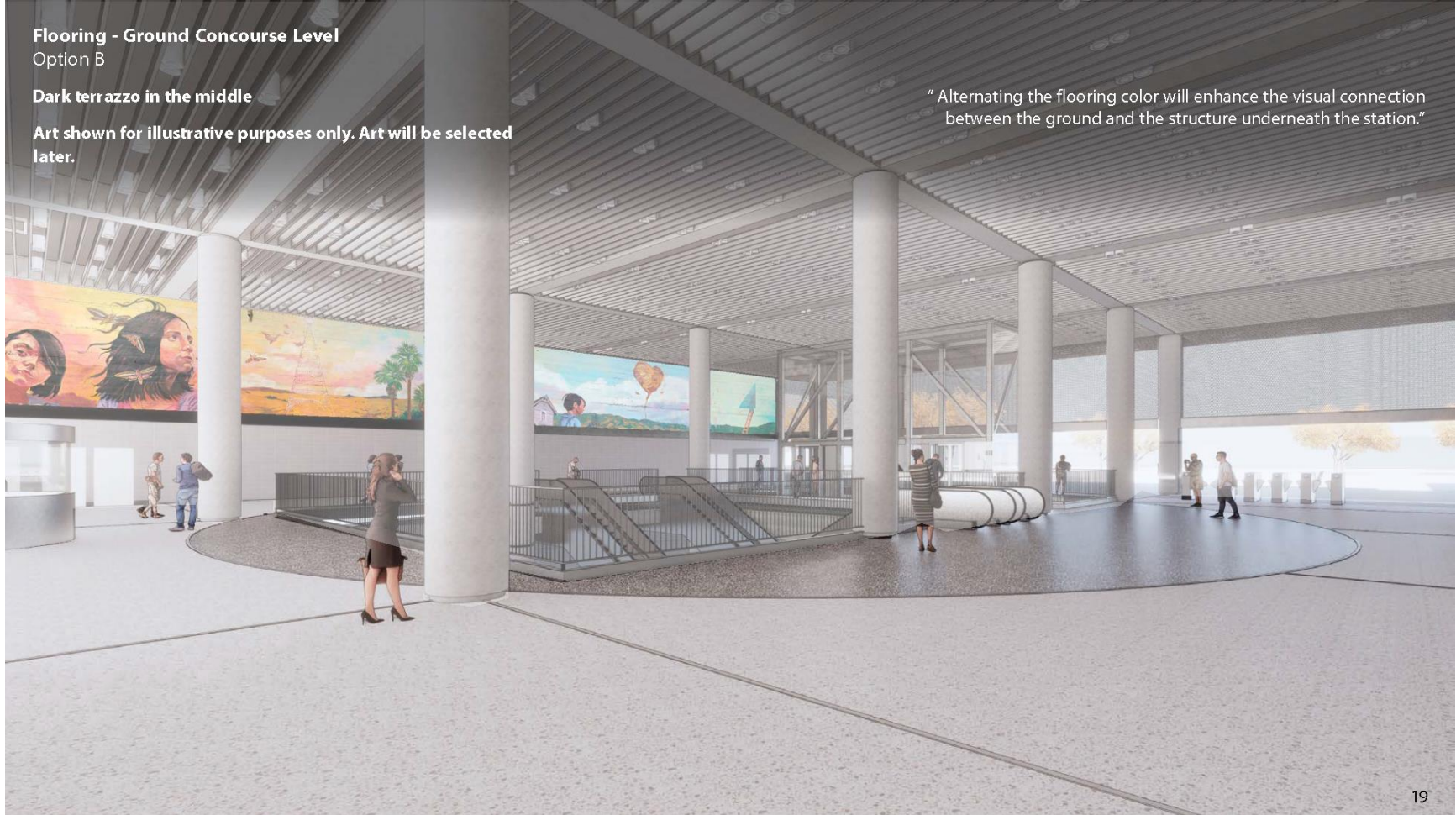
Flooring - Ground Concourse Level

Option B

Dark terrazzo in the middle

Art shown for illustrative purposes only. Art will be selected later.

"Alternating the flooring color will enhance the visual connection between the ground and the structure underneath the station."



Question: Which terrazzo finish do you prefer?



Option A - Light Terrazzo in the Middle



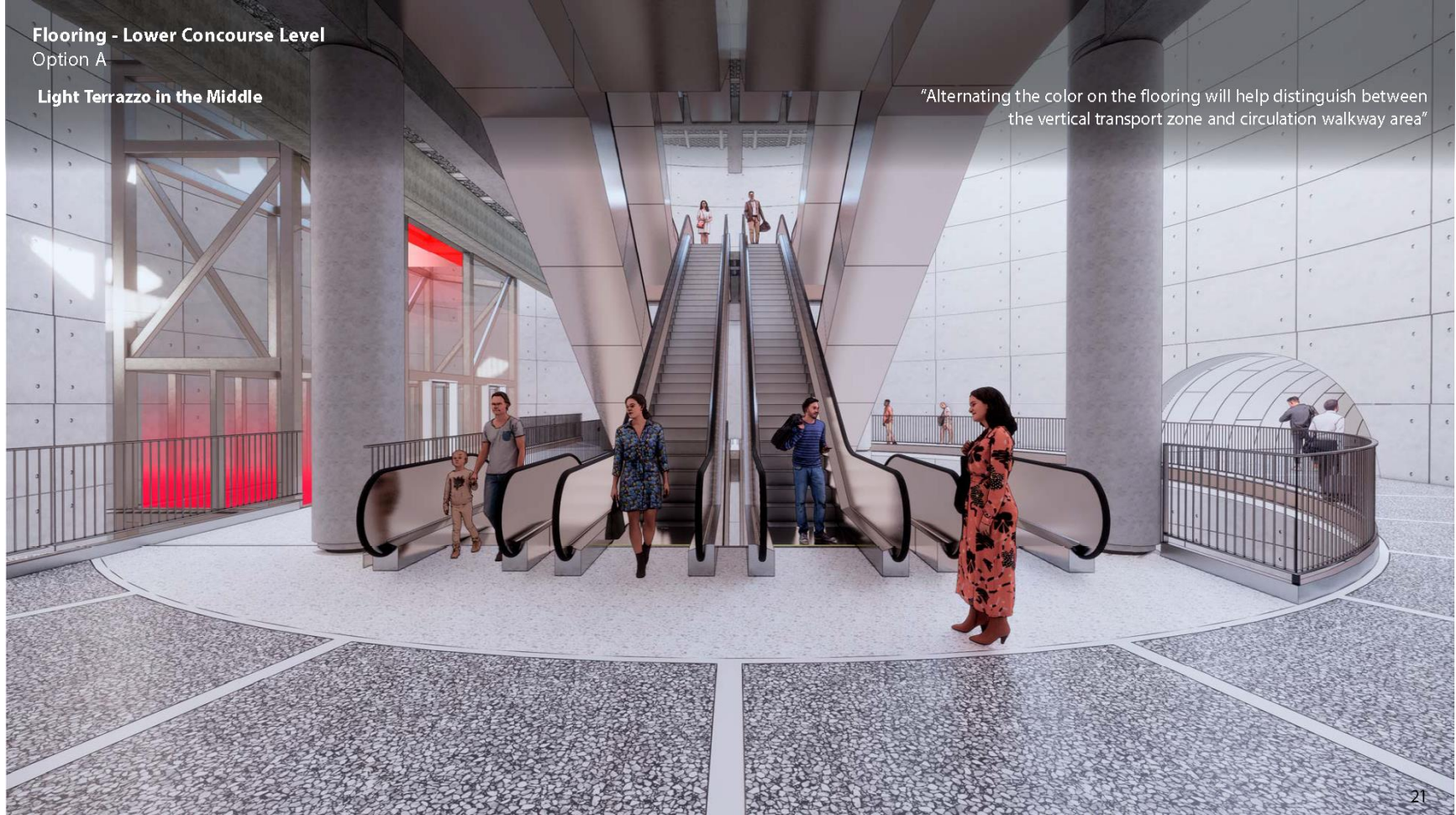
Option B - Dark Terrazzo in the Middle

Flooring - Lower Concourse Level

Option A

Light Terrazzo in the Middle

"Alternating the color on the flooring will help distinguish between the vertical transport zone and circulation walkway area"



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Flooring - Lower Concourse Level

Option B

Dark Terrazzo in the Middle

"Having the light terrazzo on the outer edge of the flooring will brighten up the underground environment"



Question: Which color terrazzo do you prefer?



Option A - Light Terrazzo in the Middle



Option B - Dark Terrazzo in the Middle

Secondary Entrance

Design Principles from Main Headhouse

Second entrance to mirror the aesthetic of the main entrance



**Mural inside the station and
blending tone of frontage wall
with adjoining building**



Slatted aluminum Ceiling



**Terrazzo with minimal movement
joint**

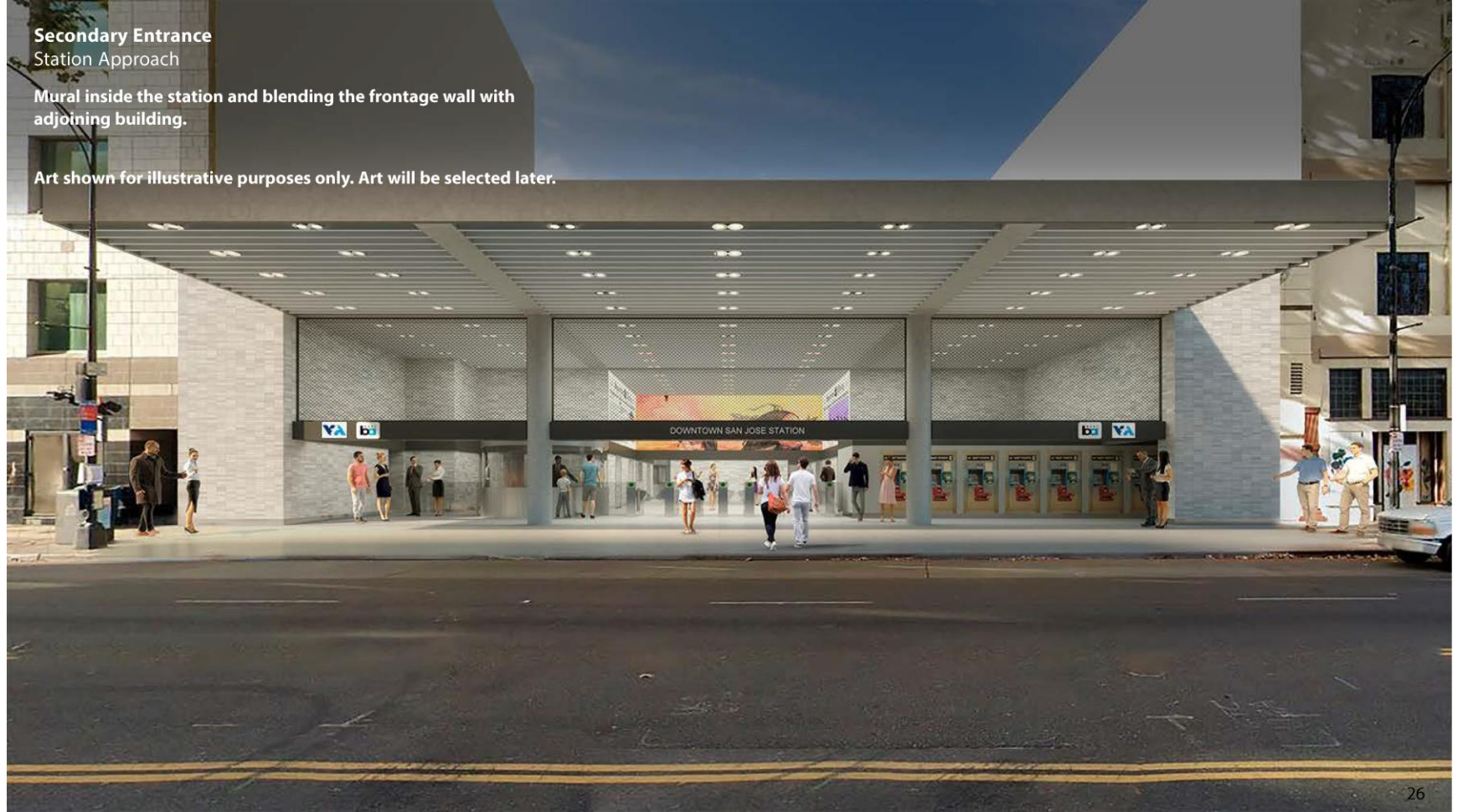


Stainless steel metalwork

**Secondary Entrance
Station Approach**

Mural inside the station and blending the frontage wall with
adjoining building.

Art shown for illustrative purposes only. Art will be selected later.



Secondary Entrance

Ticketing Area

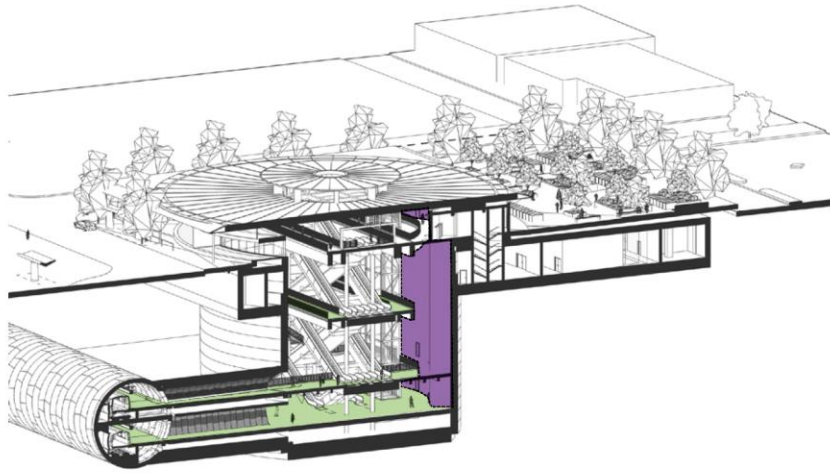
Aluminum Slatted Ceiling and Terrazzo Flooring

Art shown for illustrative purposes only. Art will be selected later.





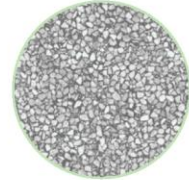
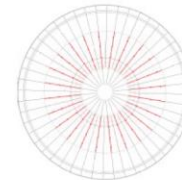
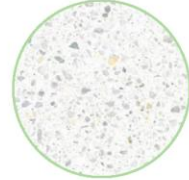
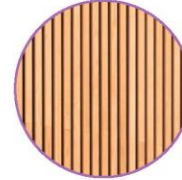
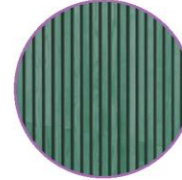
Architectural Finish Options



Walls
Flooring



- Look & feel materials
- Artwork placement
- Wall and floor finishes



**Diridon Station - Back of House (employee-only areas)
and Core Wall Finish**
Option 1

**Inclusion of local colors such as teal on the station walls to celebrate the
diversity and vibrance of the station's surrounding.**



**Diridon Station - Back of House (employee-only areas)
and Core Wall Finish**
Option 1

**Inclusion of local colors such as teal within the station walls celebrates the
diversity and vibrance of the station's surrounding.**



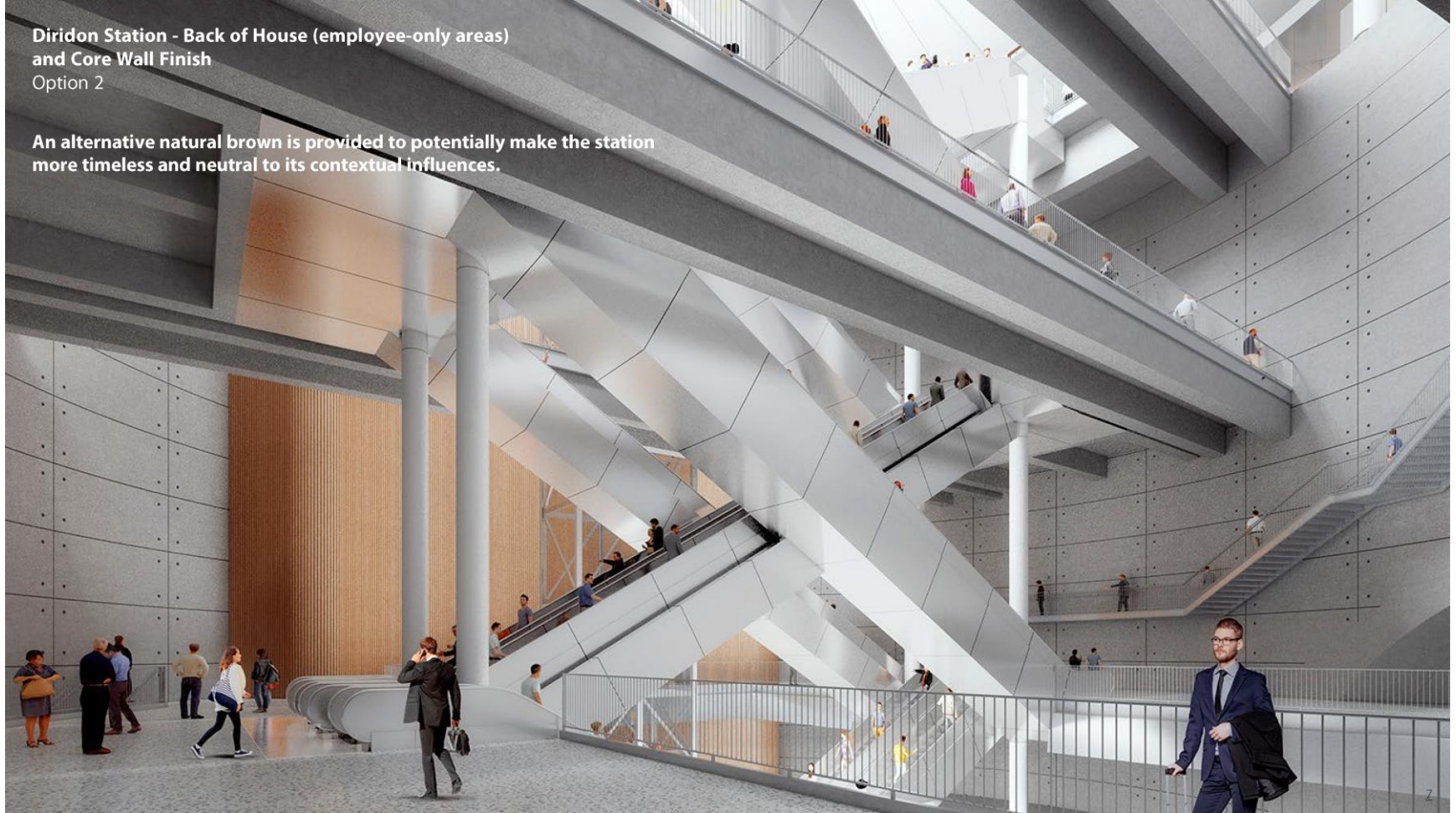
**Diridon Station - Back of House (employee-only areas)
and Core Wall Finish**
Option 2

An alternative natural brown is provided to potentially make the station more timeless and neutral to its contextual influences.



**Diridon Station - Back of House (employee-only areas)
and Core Wall Finish**
Option 2

An alternative natural brown is provided to potentially make the station more timeless and neutral to its contextual influences.

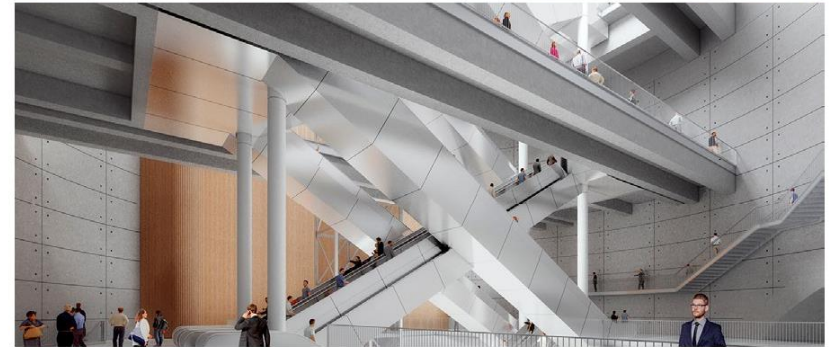


**Diridon Station - Back of House (employee-only areas)
and Core Wall Finish**

Question: Should the walls of the station be a teal color (inspired by the location of the station) or a more natural color such as brown?



Option 1 - Teal



Option 2 - Brown

Diridon Station - Flooring

Option 1

Lighter flooring in the station results in a brighter atmosphere for the passengers.



Diridon Station - Flooring

Option 2

Darker flooring makes wayfinding elements clearer for passengers, which makes it easier to navigate the station.



Diridon Station - Flooring

Question: Should the flooring of the station be a light terrazzo with dark engravings or darker terrazzo with lighter engravings?



Option 1 - Light Terrazzo, Dark Engraving



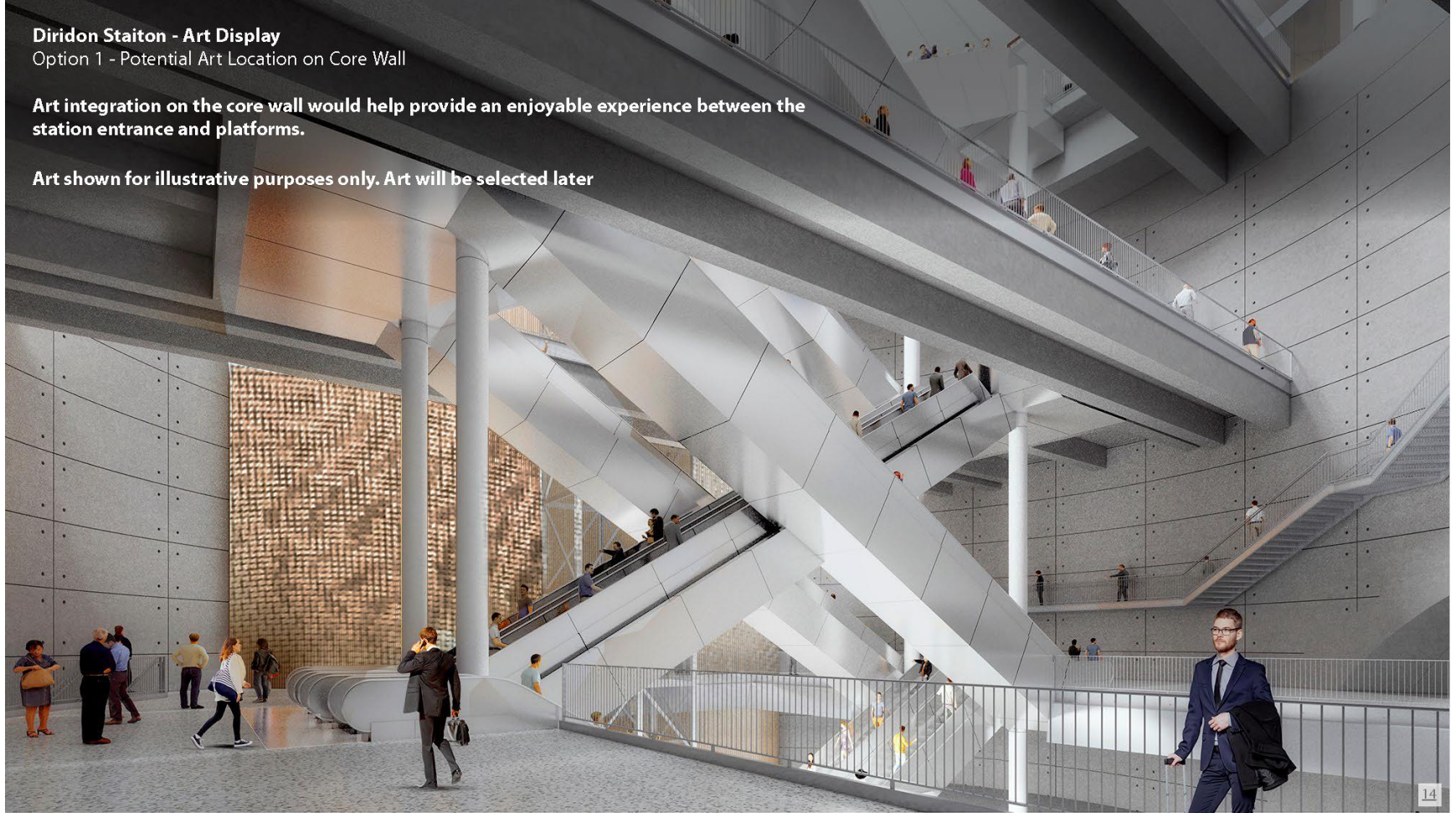
Option 2 - Dark Terrazzo, Stainless Steel Engraving

Diridon Station - Art Display

Option 1 - Potential Art Location on Core Wall

Art integration on the core wall would help provide an enjoyable experience between the station entrance and platforms.

Art shown for illustrative purposes only. Art will be selected later

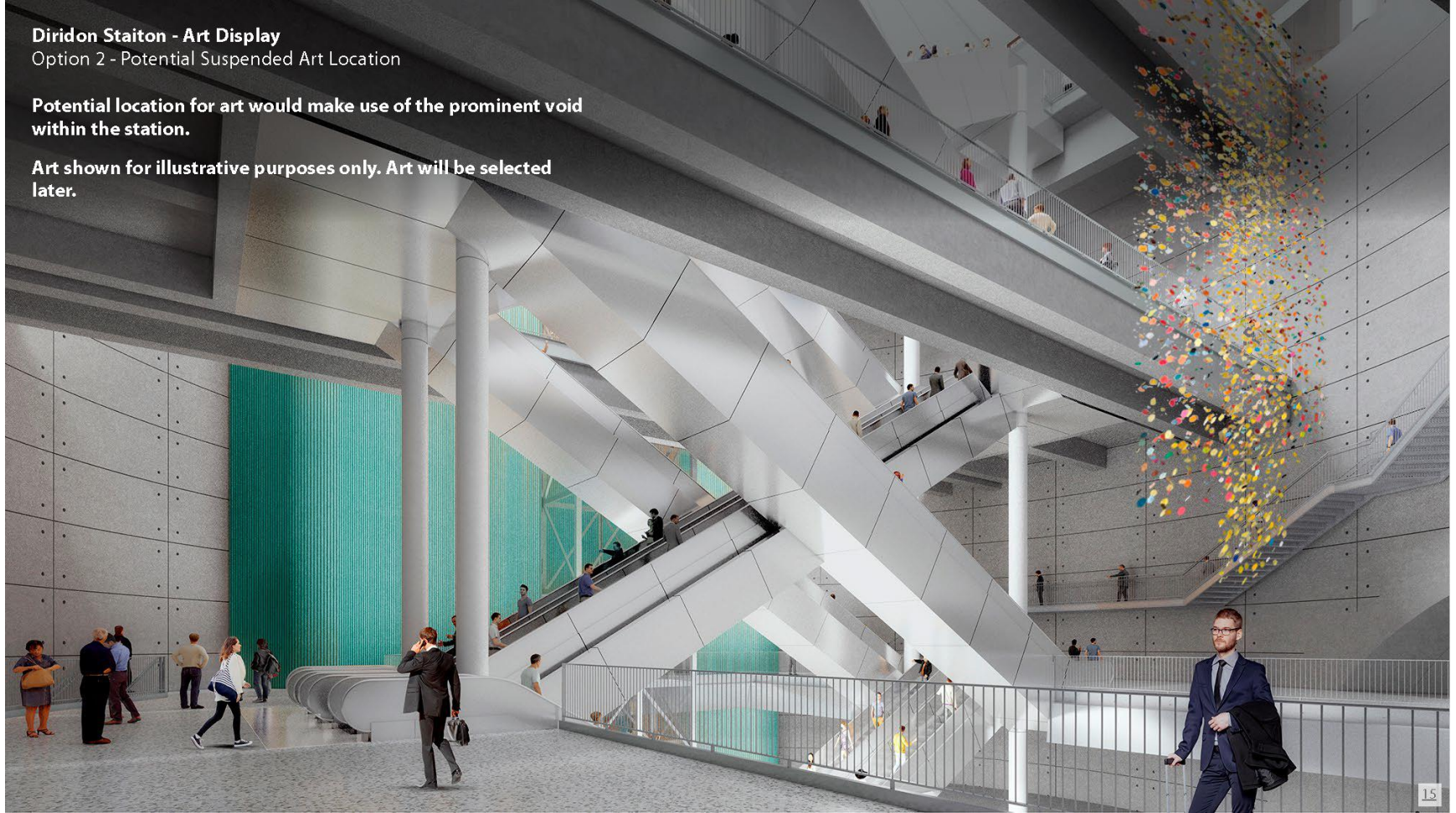


Diridon Station - Art Display

Option 2 - Potential Suspended Art Location

Potential location for art would make use of the prominent void within the station.

Art shown for illustrative purposes only. Art will be selected later.

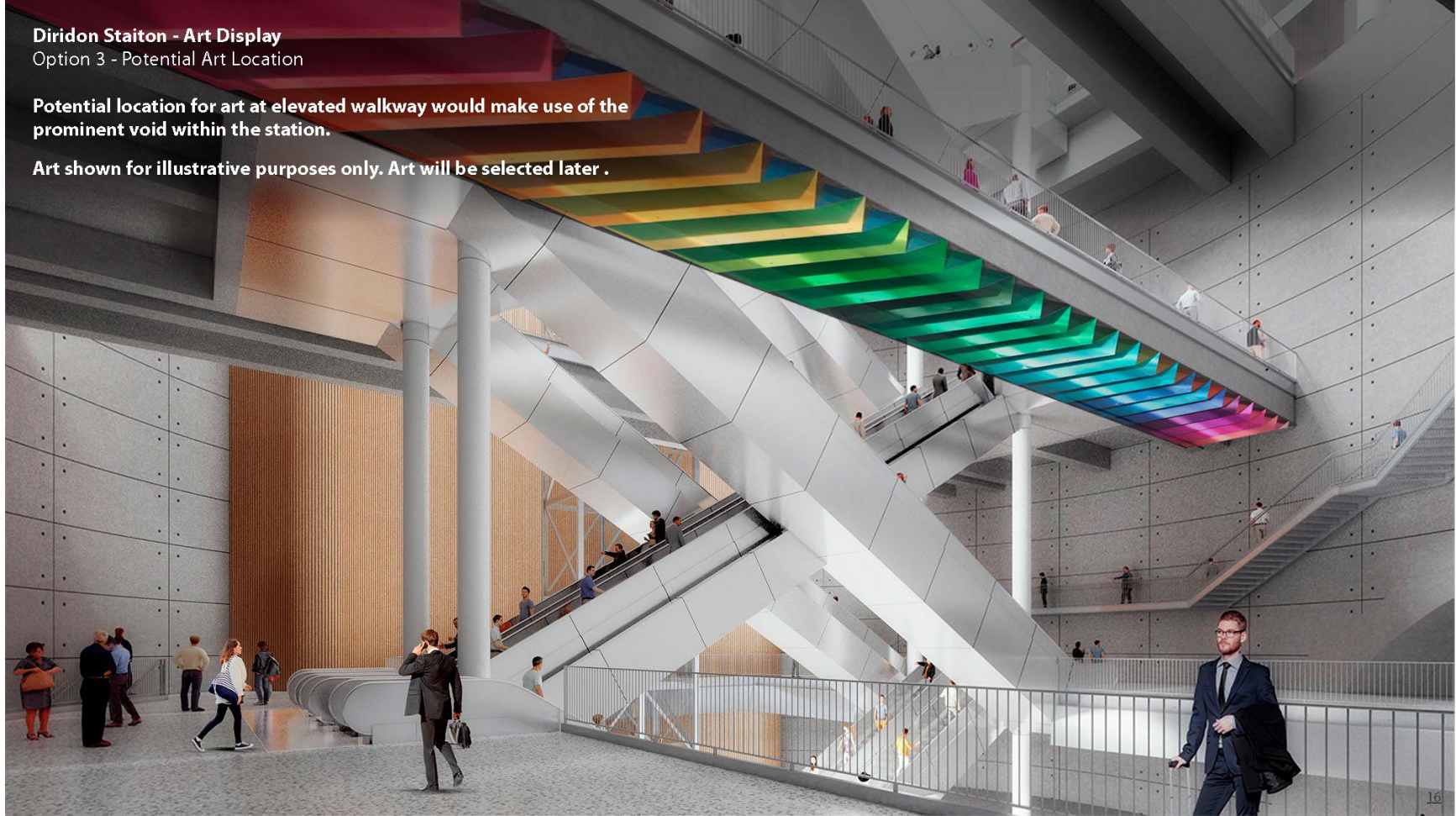


Diridon Station - Art Display

Option 3 - Potential Art Location

Potential location for art at elevated walkway would make use of the prominent void within the station.

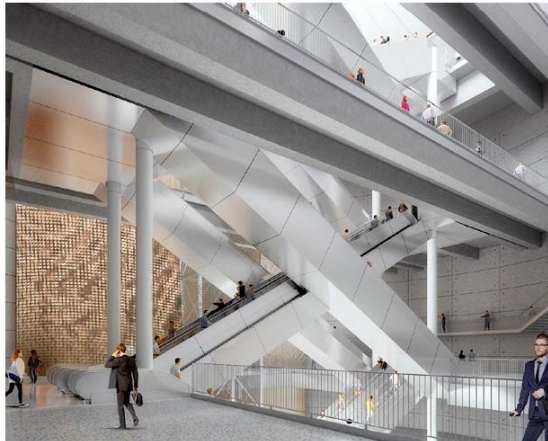
Art shown for illustrative purposes only. Art will be selected later .



Diridon Station - Art Display

Question: Should the core wall be the main location for possible future art integration, or should the void adjacent to escalators be considered an opportunity for possible future art integration?

Art shown for illustrative purposes only. Art will be selected later



Option 1 - Art Located on Core Wall



Option 2 - Suspended Art



Option 3 - Art at Elevated Walkway

Diridon Station - Standing Seam Roof

A cost effective and aesthetically pleasing solution that is easy to maintain



Community Engagement – Notifications

Notifications of Social Pinpoint community feedback platform and pop-ups to:

- VTA Board / Internal staff
- Cities of San José & Santa Clara
 - Council Offices
 - DRC Executive Members
 - Communications Staff
- DRC Working Group Members
- Community Working Group (CWG) members and larger email list
- Project-wide email list
- Social media



Community Engagement – Pop-ups

- Downtown San José Farmers' Market (Friday, September 10)
- Santa Clara Farmer's Market (Saturday, September 11)
- Alum Rock Village Farmers' Market (Sunday, September 12)
- Diridon Caltrain Station (Monday, September 13)
- Santa Clara Caltrain Station (Tuesday, September 14)



Community Engagement – Social Pinpoint Site

Interactive online platform that shares project information and collects community feedback on specific aesthetic station elements: <https://bit.ly/vtabsv2stations>



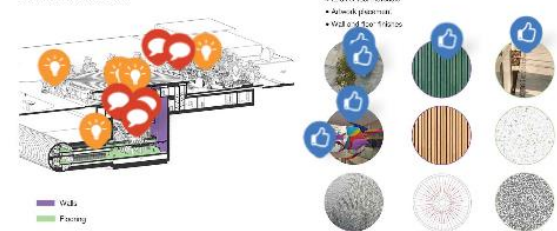
Architectural rendering of the Primary Entrance



Architectural rendering of the Secondary Entrance



Architectural finish options



Social Pinpoint Statistics

Unique Users

- **Homepage** 1,650+
- 28th/LP 270+
- Downtown 300+
- Diridon 220+
- Santa Clara 340+

Last updated 9/15/21

Feedback period closes 9/17/21

Comments

- 28th/LP 55+
- Downtown 65+
- Diridon 40+
- Santa Clara 60+

Survey Responses

- 28th/LP 60+
- Downtown 95+
- Diridon 75+
- Santa Clara 80+



How will feedback received be used?

- Summarized at the end of the process
- How feedback received has been, or will be, addressed will be posted on the website
- Updates at public meetings in late October / early November



Multiple Stations – Relevant Comments

- More greenery
- More shade, esp walkways and parking (where present) -- solar panels?
- Further include/integrate wayfinding
- More color and/or art, including on structural elements
- Include more strategies to retain stormwater
- Use sustainable materials
- Provide abundant places to sit
- Outside seating should not accommodate sleeping
- Recommendations for future considerations and processes to select art



DTSJ: Off-Topic Comments

Off-Topic Comments

- The distance the entrance is set back affects access/egress times

Response to Off-Topic Comments

The distance the entrance is set back affects access/egress times:

Setback at the station entrances allows for passenger queueing during rush hour while reducing conflicts with pedestrian flow along the sidewalk, or with pedestrians waiting for a bus outside the station. The location of the entrance does not impact overall access/egress times.



DTSJ: Relevant Comments

- The station should be more colorful
- Include/show space for musicians

Grey on grey will feel very dated in a few years. Adding some color and perhaps accents that point to the Spanish architecture of the city, the blue skies, the orange poppies, green hills of spring etc will make it far less monotone

💡 12 days ago

Like 👍+10Dislike 🗨

In London when there's a long walk between parts of the tube they have musician busking spots so there's still some sound and liveliness to the space plus it gives local artists exposure- if all the escalators are in a back and forth like this- some music would be nice

💡 12 days ago

Like 👍+3Dislike 🗨

Maybe change the colors as you go up or down to visually separate the layers the way CPMC in San Francisco does with each floor. Inside the hospital, each floor is themed to a natural element—earth, forest, water, light and air—with finishes, colors and the use of super graphics to reinforce the concept of that floor. Making such finishing choices could make it feel like a science or community space not just layers going down to a train

💡 12 days ago

Like 👍+10Dislike 🗨

Replace 3 of these with colors that tone in well with the gray. City Hall is the ugliest building in San Jose with little to no greenery outside. The hard gray with no relief causes glare and is a hostile environment for people, especially in the sun. Break it up with some color and living plants. The tiles for Little Portugal are lovely - find something like that for Downtown which gives a nod to our heritage. e.g. Stonelight Tile have casts of tiles from San Jose's original buildings.

💡 12 days ago

Like 👍+7Dislike 🗨

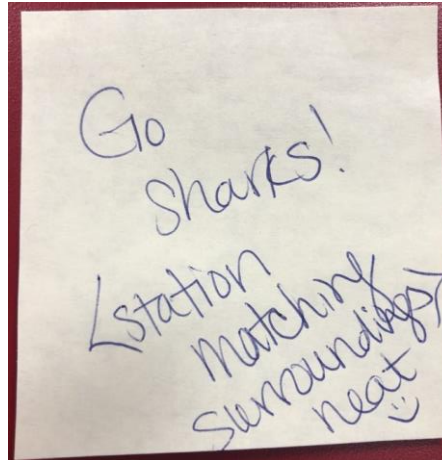


Diridon BART Station – Supportive Feedback

The design of this building is beautiful! Like something out of a mid-century fan's dream. Absolutely love this look.

👍 10 days ago

Like 👍+2 Dislike 👎-2



Diridon: Off-Topic Comments

Off-Topic Comments

- Preserve the historic Diridon Station depot

Response to Off-Topic Comments

VTA's BART Project does not impact the historic Diridon Station depot.



Diridon: Relevant Comments

- Provide options that can be integrated with future Diridon Intermodal Station
- Looks too similar to the 28th Street / Little Portugal station



Next Steps

- Summarize findings into a report to be included as a reference document in the Request for Proposal (RFP) package for design-build contractors for the stations
- Post report highlights and responses to public feedback on the project website
- Review RFP with City of San Jose
- Release RFP in first half of 2022



Questions

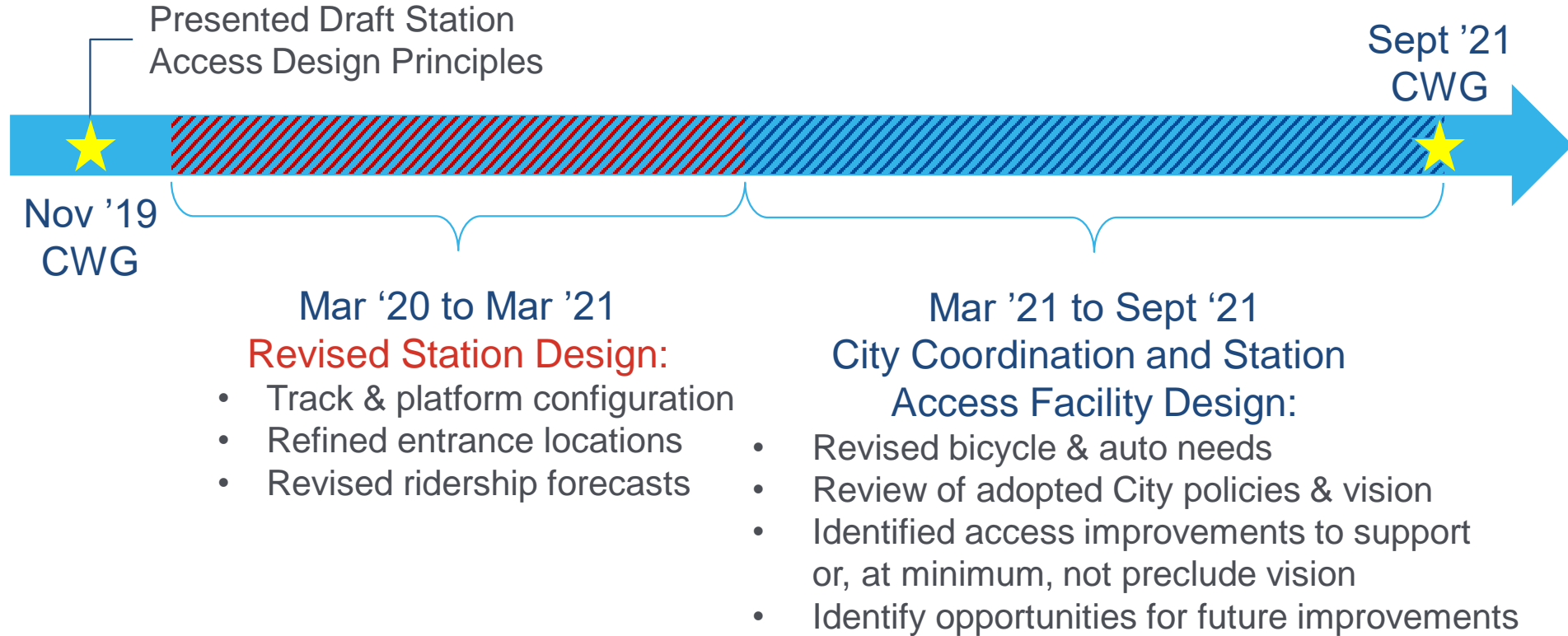


Downtown & Diridon Station Access

Erica Roecks, VTA



What have we done since 2019



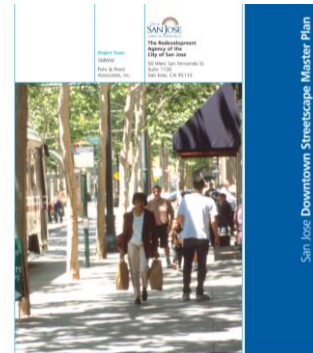
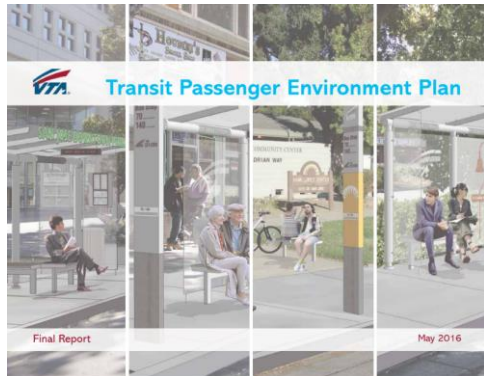
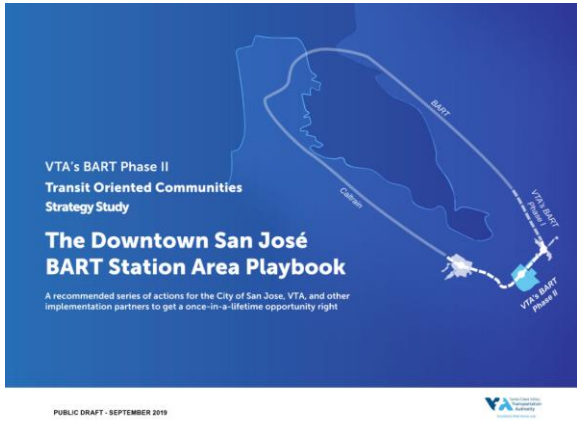
Ongoing City Coordination

- June-Present: Biweekly City coordination on design of City access facilities to:
 - Establish a shared understanding of basis of design
 - Confirm station area vision and discuss features for possible inclusion in BSVII Project
 - Identify processes for community and public review and feedback into major elements (e.g., Public Service Lanes along Santa Clara Street)
- Documenting access and circulation facilities in Basis of City Facility Design (CFD) memo
 - Will be included in CP4 RFP

Monday	Tuesday	Wednesday	Thursday	Friday
	29 CSJ Access & Circulatio...	30 CSJ Access & Circulatio...	1 CSJ Access & Circulatio...	2
	6 CSJ Access & Circulatio...	7 CSJ Access & Circulatio...	8 CSJ Access & Circulatio... SC Project Wide & Acce...	9
	13	14	15	16
	20 CSJ Access & Circulatio...	21 CSJ Access & Circulatio...	22 CSJ Access & Circulatio... SC Project Wide & Acce...	23
	27	28	29	30
	3 CSJ Access & Circulatio...	4 CSJ Access & Circulatio...	5 CSJ Access & Circulatio... SC Project Wide & Acce...	6



Planning Principles



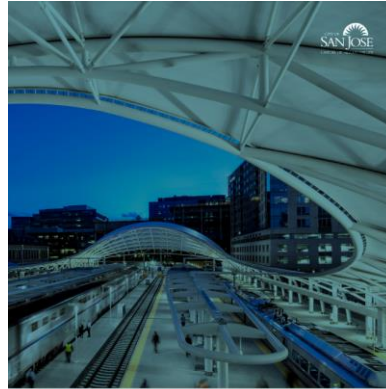
Planning Principles

Downtown West

Design Standards and Guidelines

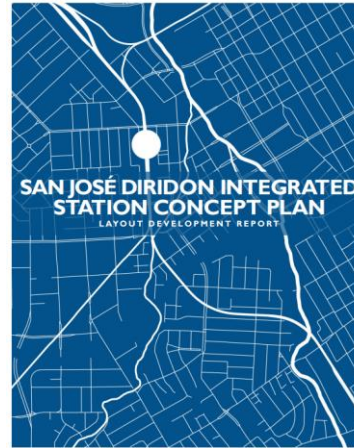
March 1, 2021

PUBLIC DRAFT
VERSION 2



DIRIDON STATION AREA PLAN

ADOPTED | MAY 25, 2021



CALIFORNIA High-Speed Rail Authority Caltrans SAN JOSE Valley Transportation Authority

Fall 2017



SAN JOSÉ BETTER BIKE PLAN 2025

October 2020



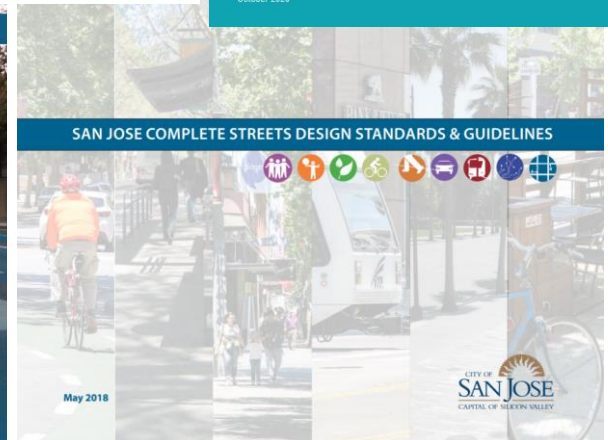
Final Report

May 2016



Final Plan
Santa Clara Valley Transportation Authority

Valley Transportation Authority
Solutions that move you.



May 2018

CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY



Station Access Priorities

Pedestrian Access

- Focus on pedestrian comfort and universal access

Bicycle Access

- Consider bicycle access routes and parking needs

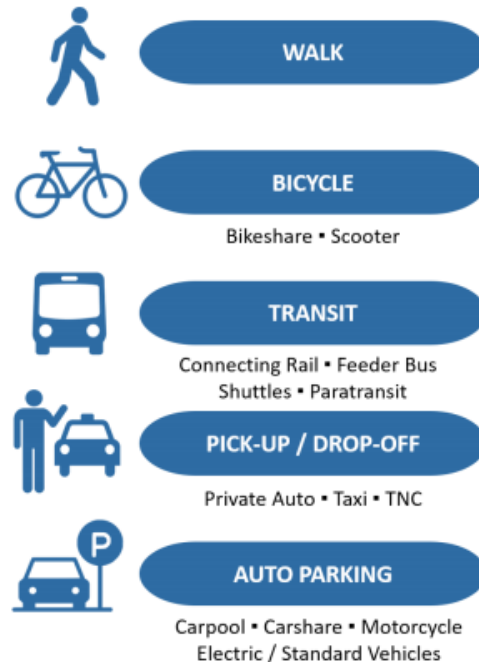
Transit Access

- Facilitate transfers to bus, BRT, Light Rail, commuter rail, etc.

Auto Access

- Reduced focus on auto access for urban core-type stations
- Accommodate ADA loading/unloading

VTA's Station Access Hierarchy



Additional Opportunities for Your Input

Framework to Completion



Legend

Engineering & Procurement

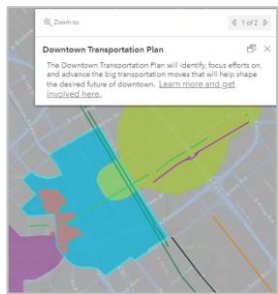
RFIF

RFQ

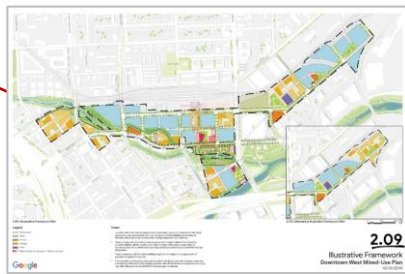
RFP

NTP

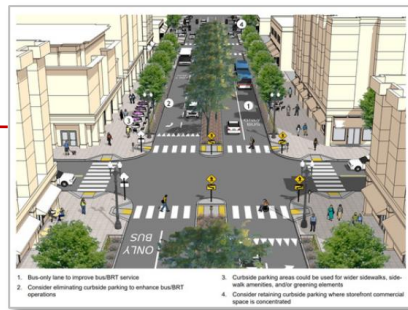
Final Design & Construction



*Downtown Transportation Plan
(commenced early 2020) &
En Movimiento (adopted early 2021)*



*Google/Downtown West
Coordination (ongoing)*



*Santa Clara Street
Public Service Lanes Study
(commencing early 2022)*

Next Steps

- November CWG – update on access/circulation
- City and Agency review of Draft Request for Proposals (RFP)
- Release RFP for Contract Package 4
- Coordination between BSV, Contractor, VTA, and City on final design
 - City and VTA-led planning efforts including public engagement



Questions



Community Engagement

Gretchen Baisa, VTA



Business Resource Program Goals



Ensure business visibility and access during construction



Provide marketing and technical assistance to businesses near construction areas



Meet VTA's environmental commitments for BSVII



Ensure business support is commensurate with impacts



Support businesses as they prepare for opportunities provided by BSVII



Progress Made to Date

JCL Consultants have done the following since June 2021:

- Review of Project information
 - 2018 Final SEIS/SEIR
 - Small Business Resource Study
 - Construction Education & Outreach Plan
- Small business interviews along the corridor
- Small Business Task Force meetings (June & September)
- Briefings with City of San José Office of Economic Development
- Interviews with LA Metro and Orange County Transit Authority

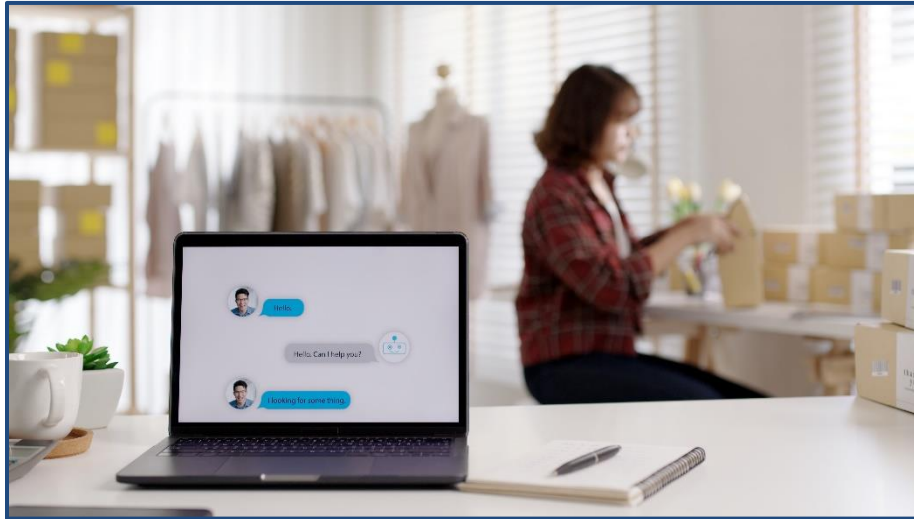


Business Resource Program Draft Recommendations



Note: Additional business support to be considered once construction means and methods defined by contractor

Virtual Business Solution Center



Establish a Virtual Business Solutions Center (VBSC) to build up the capacity of small businesses during construction:

- Partner with well-established local service provider(s)/CBO to deliver services to businesses
- Provide individualized, one-on-one technical support and assistance
- Use diverse, multilingual, door-to-door outreach approach
- Develop a robust web portal for 24/7 on demand access to information, tools, and resources



Signage & Wayfinding



In close coordination with VTA Marketing, develop branding and designs for an engaging and vibrant outdoor wayfinding and signage campaign.

- Develop public-facing branding and logo
- Use local business images, landmarks, and art
- Maximize VTA-assets; staging areas, sound walls, and buildings
- Create and manage content calendar to plan and track activity



VTA-Sponsored Shop Local Marketing Campaign



Public-facing marketing campaign designed to increase walk-in traffic and exposure for local retail businesses. Activities include VTA sponsored social media advertisements, coupon promotions, and fun community events to promote businesses. Campaign follows the path of construction, focusing resources on areas heaviest impacted.

- Customer facing website & business directory; newsletter
- Digital advertising: web banners, eblasts, streaming radio; targeted by location, language, age, demographics
- Targeted social media ads: Facebook, Instagram, YouTube, Pandora, Spotify, other
- Video series and professional photography

Additional Business Support

Evaluate if additional business support resources are necessary once Progressive Design Build Contractor has determined construction means, methods, and phasing after Notice to Proceed is issued in April 2022.

- Meet with Progressive Design Build to analyze the intensity and duration of anticipated impacts
- Research potential funding sources
- Compile a list of qualified local Community Development Financial Institutions (CDFI)
- Present research and analysis to the VTA Board - Summer 2022



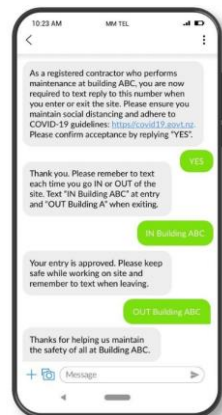
Contract Specifications Update

- In preparation for construction and in response to business feedback, the BSV Outreach Team has written contract specifications in the following areas:
 - Early notification about construction activities
 - Construction outreach coordination
 - Additional outreach staff
 - Signage and wayfinding
 - Incident rapid notification
 - Project hotline, email, and stakeholder management
 - Beautification and aesthetic treatment of construction fencing



Additional Outreach Efforts

- MyVTA (SMS alerts)
- Website update
- Fact sheets
- Milestone event planning
- Tabling at community events



Save the Date for Public Meetings!

- 4 virtual meetings to be held in late October and early November
- Meetings will be held in English, Spanish, Vietnamese, and Portuguese
- Meeting dates to be determined by upcoming milestones
- Register for notification at www.vta.org/bart



We Want to Meet with You!

- Later this fall, please invite us to your organization's meetings so we can inform your networks of all the project updates we shared with you all today!



Questions



CWG Member Report Back



Report Back

- Adina Levin *Friends of Caltrain*
- Alan Williams *Campus Community Association (Naglee Park)*
- Bert Weaver *Delmas Park Neighborhood Association*
- Carol Austen *Shasta / Hanchett Park Neighborhood Association*
- Charlie Faas *San José State University*
- Chris Morrissey *Arena Authority*
- Dana Grover *Horace Mann Neighborhood Association*
- Derrick Seaver, *San José Chamber of Commerce*
- Elizabeth Chien-Hale *Downtown Residents Association*
- Fred Buzo *SPUR*
- Jeffrey Buchanan *Working Partnerships USA*
- Jim Goddard *Sharks Sports & Entertainment*
- Larry Clark *Alameda Business Association*
- Miha Babalai *California Walks*
- Scott Knies *San José Downtown Association*



Next Steps

- Next CWG meeting:
November 16, 4:00 PM, Virtual Meeting
 - CWG Member Report Backs
 - Phase II Update
 - Station Access
 - Community Engagement
 - Station Area Update
- Action Items