

VTA's BART Silicon Valley Phase II Extension Project

Alum Rock/28th Street Community Working Group

February 6, 2019

Mexican Heritage Plaza
1700 Alum Rock Ave
San José, CA 95116

**BART Silicon Valley Phase II
Extension Project**



Agenda

- Follow-Up Items & 2019 Work Plan
- Status Updates
- Phase II Update
- Construction Education and Outreach Plan
- Diridon Station Integrated Concept Plan
- Transit Oriented Development Strategy & Access Planning Studies Update
- Next Steps

Role of the CWG

- Be project liaisons
- Receive briefings on technical areas
- Receive project updates
- Build an understanding of the project
- Collaborate with VTA
- Contribute to the successful delivery of the project

Your Role as a CWG Member

- Attend CWG meetings
 - Bring your own binder (BYOB)
- Be honest
- Provide feedback
- Get informed
- Disseminate accurate information
- Act as conduits for information to community at large

Role of the CWG Team

CWG Team Member	Role
Eileen Goodwin	Facilitator
Gretchen Baisa	Primary Outreach Contact
Jill Gibson	Phase II Planning Manager
Oswaldo Meneses	Technical Lead
Charla Gomez	City of San José – Planning Liaison
Brian Stanke	City of San José – DOT Liaison

Upcoming Meetings

- CWG Dates

(<http://www.vta.org/bart/upcomingmeetings>)

- April 17, 2019, 4:00 – 5:30 PM
- June 12, 2019, 4:00 – 6:00 PM
- September 11, 2019, 4:00 – 6:00 PM
- November 13, 2019, 4:00 – 6:00 PM

- VTA Board of Directors

(<http://www.vta.org/get-involved/board-of-directors>)

- February 7, 2019 – 5:30 PM
- March 7, 2019 – 5:30 PM
- April 4, 2019 – 5:30 PM

Follow-Up Items

**BART Silicon Valley Phase II
Extension Project**



Follow-Up Items

- VTA staff will update CWG members when station naming is an item on a future VTA Board agenda.
- VTA staff will update CWG members tonight with new information on the project's funding plan.
- November CWG meeting notes contained an update on the Mabury Interchange.
- November CWG meeting notes contained information on leading pedestrian intervals within the City of San José.
- VTA staff emailed out 2019 City Council and VTA Board rosters on 1/21/2019.

Status Updates

**BART Silicon Valley Phase II
Extension Project**



Status Updates

- Phase II Planning of Real Estate Acquisition
- Federal Involvement and Related Issues
- Construction Activities

Phase II Update

Jill Gibson, VTA

Paul Hetu, VTA

**BART Silicon Valley Phase II
Extension Project**



Phase II Update

- Measure B Update
- Station Naming
- General Engineering Consultant (GEC)
- Project Funding
- Field Investigations

Station Naming Update

- Councilmembers Peralez and Carrasco with Mayor Liccardo recommended VTA consider 28th Street/Little Portugal as the formal name for the future BART station at the Rules and Open Government Committee on 2/6/2019.

GEC – Background

Project Organization Chart



GEC – Scope

Design

- Develop design in accordance with final contracting plan
- Integrate all design scope

Review

- Review and evaluate alternate concepts submitted during construction procurement
- Review design-build progress and final design submittals

Support

- Support design changes during construction
- Support systems integration testing and commissioning

Coordinate

- Coordinate infrastructure transition to BART/City
- Ensure timely as-built (i.e. blueprint) documentation

Project Funding Strategy – Update

Projected Local & State Funds:

\$4.186 Billion

- 2000 Measure A Sales Tax \$1.0 Billion
- 2016 Measure B Sales Tax \$1.5 Billion
- Local Measures Revenues to fund financing and escalation costs¹ \$0.4 Billion
- Regional Measure 3 \$0.375 Billion
- State Transit & Intercity Rail Capital Program \$0.750 Billion
- State Traffic Congestion Relief Program \$0.161 Billion

Projected Federal Funds:

\$1.395 Billion

- FTA Expedited Project Delivery

Projected Funding:

\$5.581 Billion²

¹ Financing costs assumed to be available from 2000 Measure A and/or 2016 Measure B.

² Funding strategy to cover project capital costs, unallocated contingency, and financing costs during construction. Funding strategy will be updated as project advances.

Field Investigations in Major Project Areas

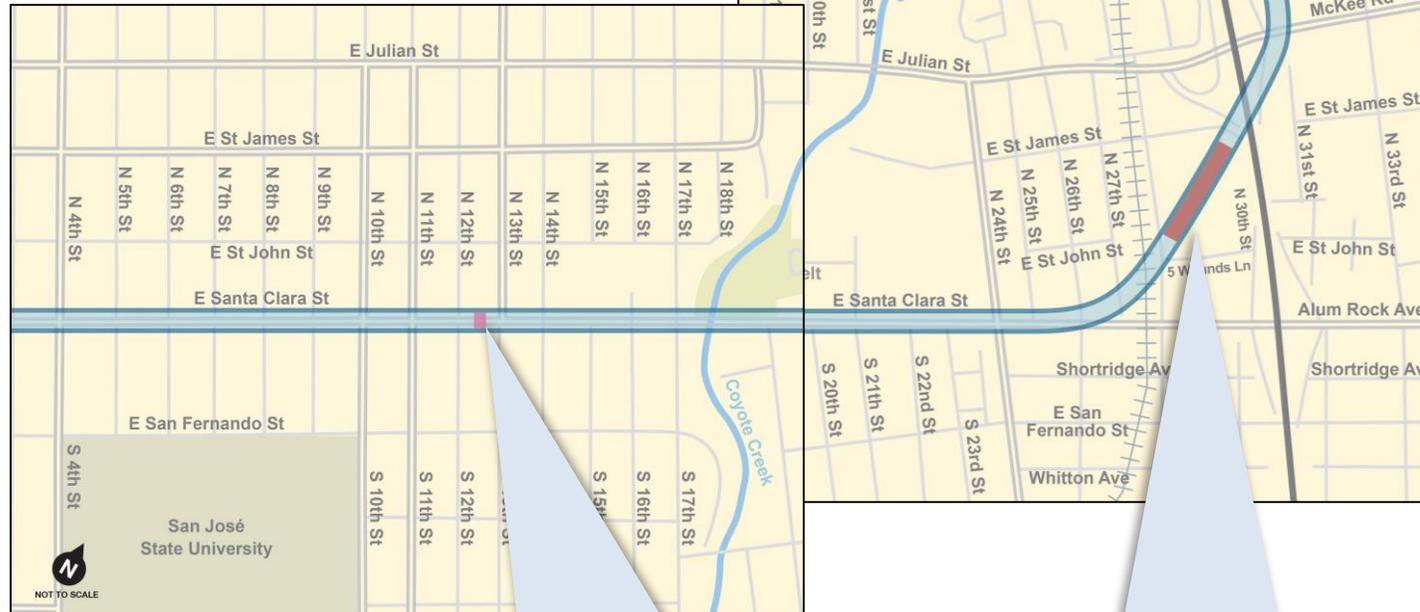


Field Investigations



East Portal Area

- Started: Mid-November 2018
- Completed: Late December 2018



13th Street Ventilation Facility Area

- Started: Early December 2018
- Expected Completion: Summer 2019

Alum Rock/28th Street Station Area

- Started: Late November 2018
- Expected Completion: Summer 2019

Questions?

Construction Education & Outreach Plan (CEOP)

Gretchen Baisa, VTA

Jill Gibson, VTA

**BART Silicon Valley Phase II
Extension Project**



CEOP

- Community Meeting Participation
- General Outreach Activities
- Small Business Marketing and Assistance Program (MAP)
- Small Business Assistance Study

Community Meeting Participation

- Coordination with City and internal stakeholders
- Community Presentations:
 - January 16: San José Downtown Association Commercial Property Owners
 - January 17: San José Downtown Association Historic District
 - February 2: Shasta Hanchett Park Neighborhood Association
 - February 21: 13th Street Neighborhood Action Coalition (NAC)
 - April 18: Alameda Business Association
 - On the horizon: VTA-hosted community meetings to be held in Santa Clara, Downtown/Diridon and Alum Rock/28th Street areas in early spring

General Outreach: November – January

- Digital: Email newsletters, social media, website postings
- Door to door outreach for all field work
- Mailing and stakeholder outreach for fieldwork

CEOP – Five Focus Areas



Business Resources – Small Business MAP



Small Business Marketing and Assistance Program (MAP)

Marketing Support

- Support marketing campaigns
- Provide wayfinding

Technical Support

- Provide assistance to identify resources, such as Small Business Administration, prior to preconstruction and construction activities
- Mentorship Program/consulting

Supported by Engagement & Outreach

- Interview business to understand needs and concerns
- Partner with local nonprofits
- Notify project progress and impacts
- Communicate procedures and requirements to receive assistance
- Task force

Small Business Assistance Best Practice Examples



Purple Line – LA Metro, Los Angeles, CA

- Art Program Campaign
 - Metro Art Presents Series
 - Art Tours
 - [Animated video tour of extension](#)
- EAT, SHOP, PLAY Business Marketing Campaign *Highlights the ways the community can Eat at local restaurants, Shop at local retail stores and Play at local destination.*
 - YouTube Video featuring M Day Spa on Wilshire Blvd
 - https://www.youtube.com/watch?v=n0_J81VZI5I



Northwest Valley Extension – Valley Metro, Phoenix, AZ

- METRO MAX Rewards Program
 - Monthly discount program
 - Marketing and advertising to support businesses
 - Videos and social media campaign
 - 4,000 followers, 500,000+ monthly views

Small Business Assistance Best Practice Examples



2nd Avenue Subway – New York MTA

- **Project Tours**
 - Over 1000 individuals
 - Lead by MTA Capitol Construction CEO
- **Community Information Center**
 - Hands on custom innovative displays
 - Museum quality interpretation and visuals
 - Feature exhibit “The People Behind the Project”
 - Staffed five days a week, one Saturday a month



2nd Avenue Subway – New York MTA

- **Shop 2nd Ave Marketing Campaign**
 - Daily specials
 - Attract foot traffic to corridor
 - Partnership with Chamber of Commerce
 - Enhance branding of 2nd Ave
 - Development of mobile app

Small Business MAP Timeline



Small Business Assistance Study – Purpose

- VTA is in the process of procuring a study that provides recommendations for how to efficiently and equitably provide technical and financial assistance to businesses affected by construction
 - Single-bore tunnel reduces construction impacts, but unexpected events are always possible.

Small Business Assistance Study Objectives

Profile various existing technical and financial assistance program models from major transit projects

Conduct interviews with businesses to determine the business environment and business needs during construction

Define business eligibility criteria and create revenue baseline methodology to gauge construction impacts

Report recommendations for consideration to the VTA Board

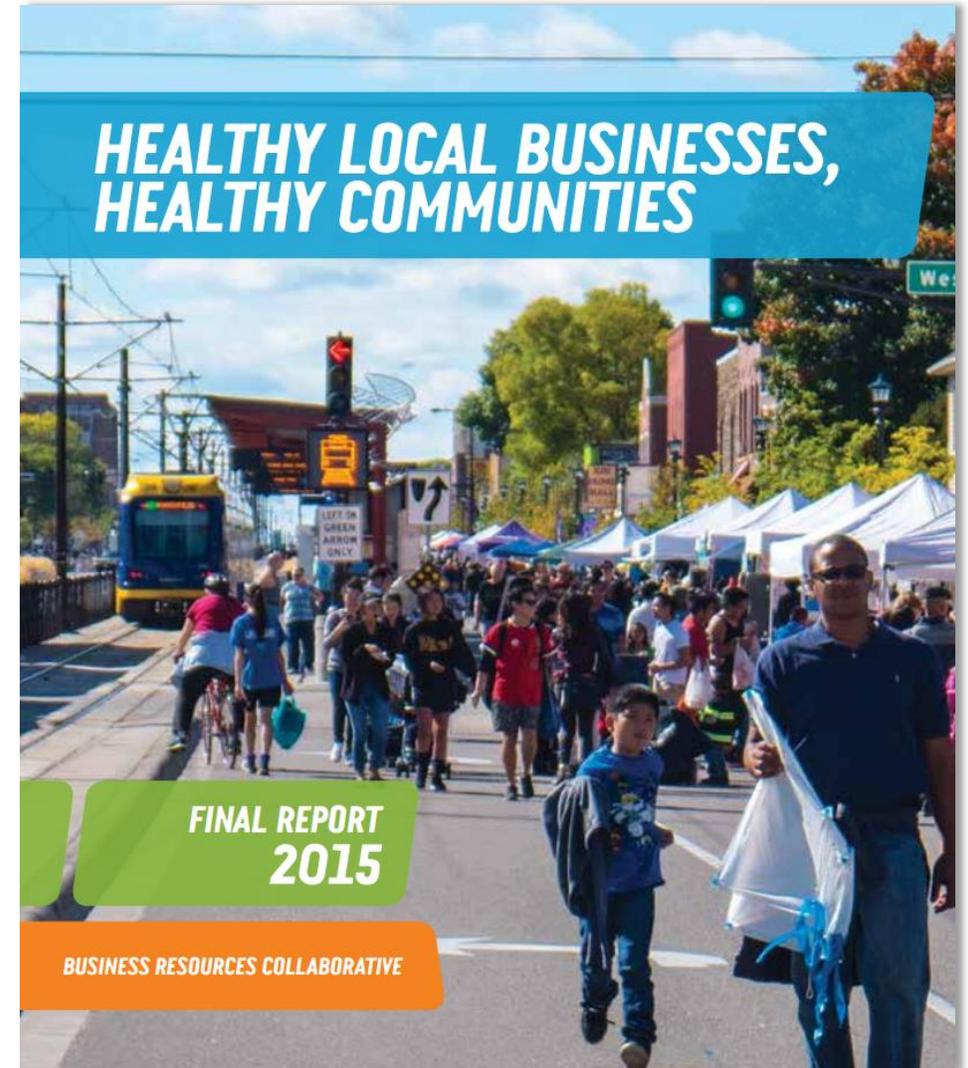
Questions that will be Considered

- **Impacts:** How will construction impact businesses?
- **Support Services Provided:** What types of small business support services are needed? What has worked elsewhere?
- **Measuring and Proving Impact:** What are the metrics and criteria for proving construction impacts?
- **Program Eligibility:** How will program eligibility be defined?
- **Program Funding:** Where will funding come from? How much is needed?
- **Program Management:** Who will manage and administer the assistance program?
- **Measuring Program Effects:** What metrics should be used to measure program efficacy?

Case Study: Minneapolis - Saint Paul, MN

Business Resources Collaborative (2008-2014)

- Transit Project: 11 mile street-level light rail between Minneapolis and Saint Paul
- Construction Duration: 3 years (2010-2013)
- Major construction impacts: reduced sidewalk access, extensive street closures, and lost street parking
- Established Business Resources Collaborative
 - Group of business coalitions, nonprofits, and local governments (*note: transit agency not involved*)
 - Provided financial, technical, and marketing support to small businesses
- Results: \$2.8 billion invested, 13 net businesses, 4,459 new market rate housing units, and 2,375 new or preserved long-term affordable housing units



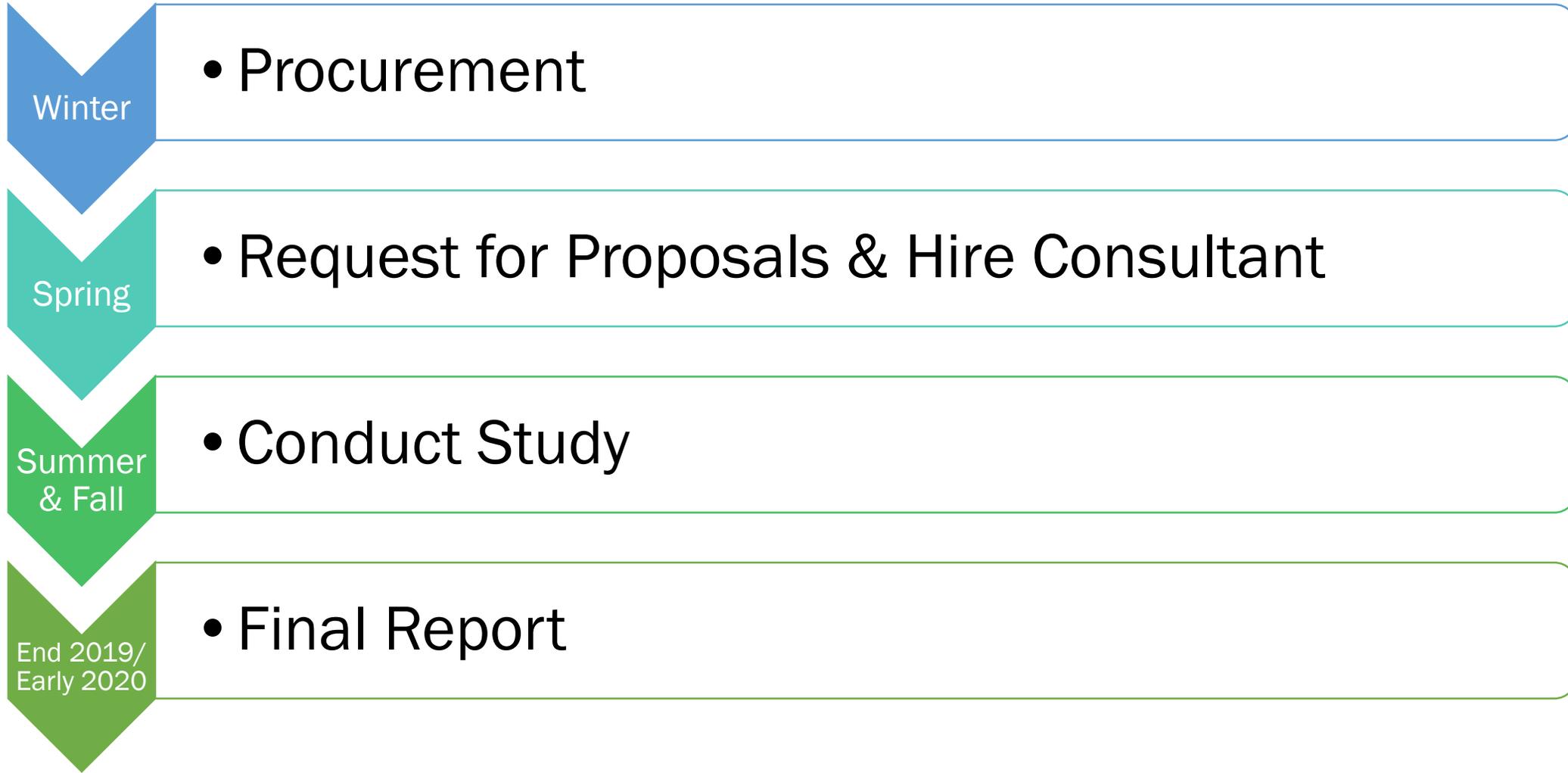
Case Study: Los Angeles, CA



LA Metro's Business Interruption Fund (2014 – present)

- Transit Projects: 8.5 mile street-level light rail, 9 mile subway, and 1.9 mile subway
- Construction duration: Started 2014 – present
- Major construction impacts: extensive street closures
- LA Metro established Business Interruption Fund (BIF)
 - LA Metro Board approved \$10 million/year for BIF
 - Qualifying “mom and pop” businesses are eligible to receive a maximum grant of \$50,000/year
 - Grants cover operating expenses, such as rent/mortgage, utilities, and insurance
 - Funds administered by Pacific Coast Regional Small Business Development Corporation
- Results (so far): 82% of businesses remain open 2 years after award, 87% of clients satisfied

Timeline



Questions? Feedback?

San José Diridon Station Integrated Concept Plan

Dennis Kearney, VTA

**BART Silicon Valley Phase II
Extension Project**



Philosophy for the Future Station

The vision is to deliver a world-class transportation hub that provides seamless customer experience for movement between transit modes within the station and into the surrounding neighborhoods and Downtown.



JPAB Summary – 1/31/19

- Questions/Comments Included:
 - Ability to build above tracks
 - Track placement to east/west
 - Definition of the planning envelope/study area
 - Ensure access from all sides of station
 - Don't under design/don't skimp on design elements
 - Parking
 - Maintaining community engagement
- Next JPAB meeting: April 25, 2019

Concept Plan



The Concept Plan will establish:

Seamless connections between transportation modes

A harmonious relationship between the station and surroundings

An effective organizational structure to deliver the vision

Key Concept Plan Objectives

Physical Objectives



A Multi-modal, Integrated, and Human-centered Station



The Station as Catalyst for the Urban Environment



The Station as a Destination



A Compelling Vision for the Future of the Diridon Station



A Futureproof, Flexible, Adaptive, and Innovative Station

Operational Objectives



Partnership Organization

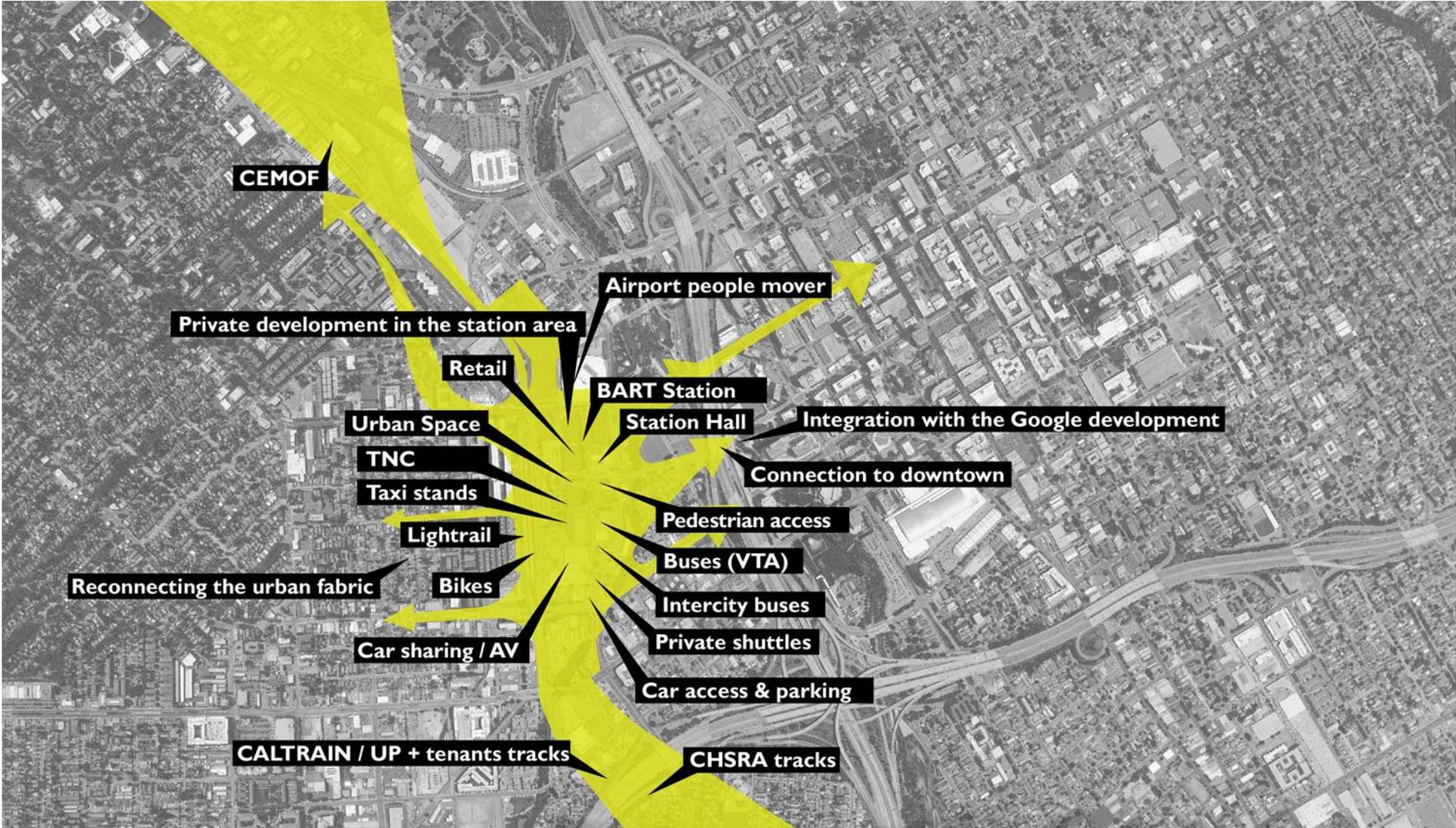


Internal & External Stakeholder



Funding Objectives and Risk Management

Station and Surroundings



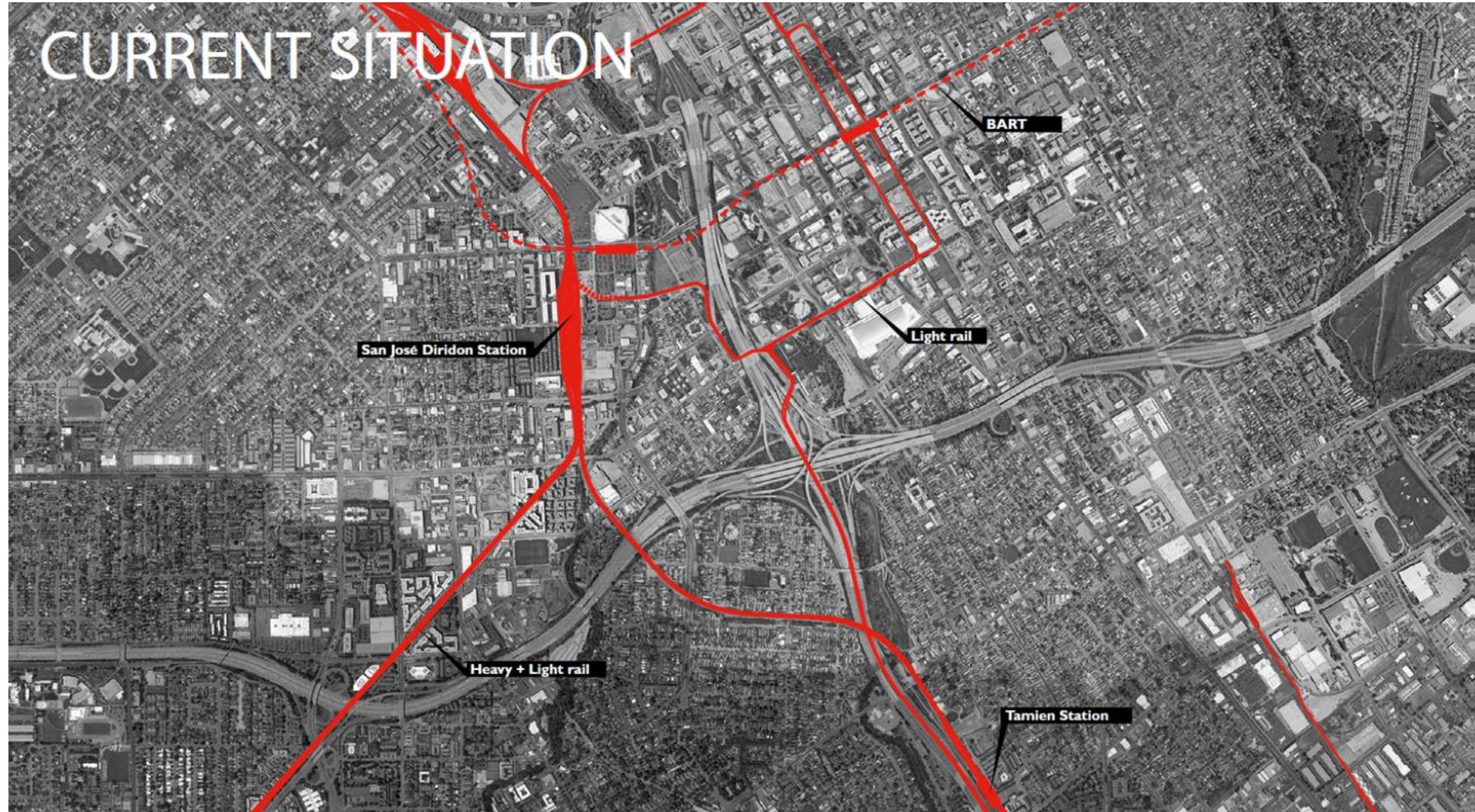
What's Included in the Concept Plan?

- ✓ Track configuration
- ✓ Spatial configuration of the Multimodal Hub
- ✓ Urban integration
- ✓ Position of Bus Stops, Light Rail, Taxis, TNCs, Vehicles, etc.
- ✓ Intermodal transfer
- ✓ Station Access
- ✓ Basis for evaluation

- ✗ NOT: Architectural Vision
- ✗ NOT: Detailed Engineering
- ✗ NOT: Atmosphere, Colors, Materials, Look & Feel

Track Configuration

- Physical Infrastructure
- Integration w/Surroundings
- Alignment w/ Caltrain Business Plan



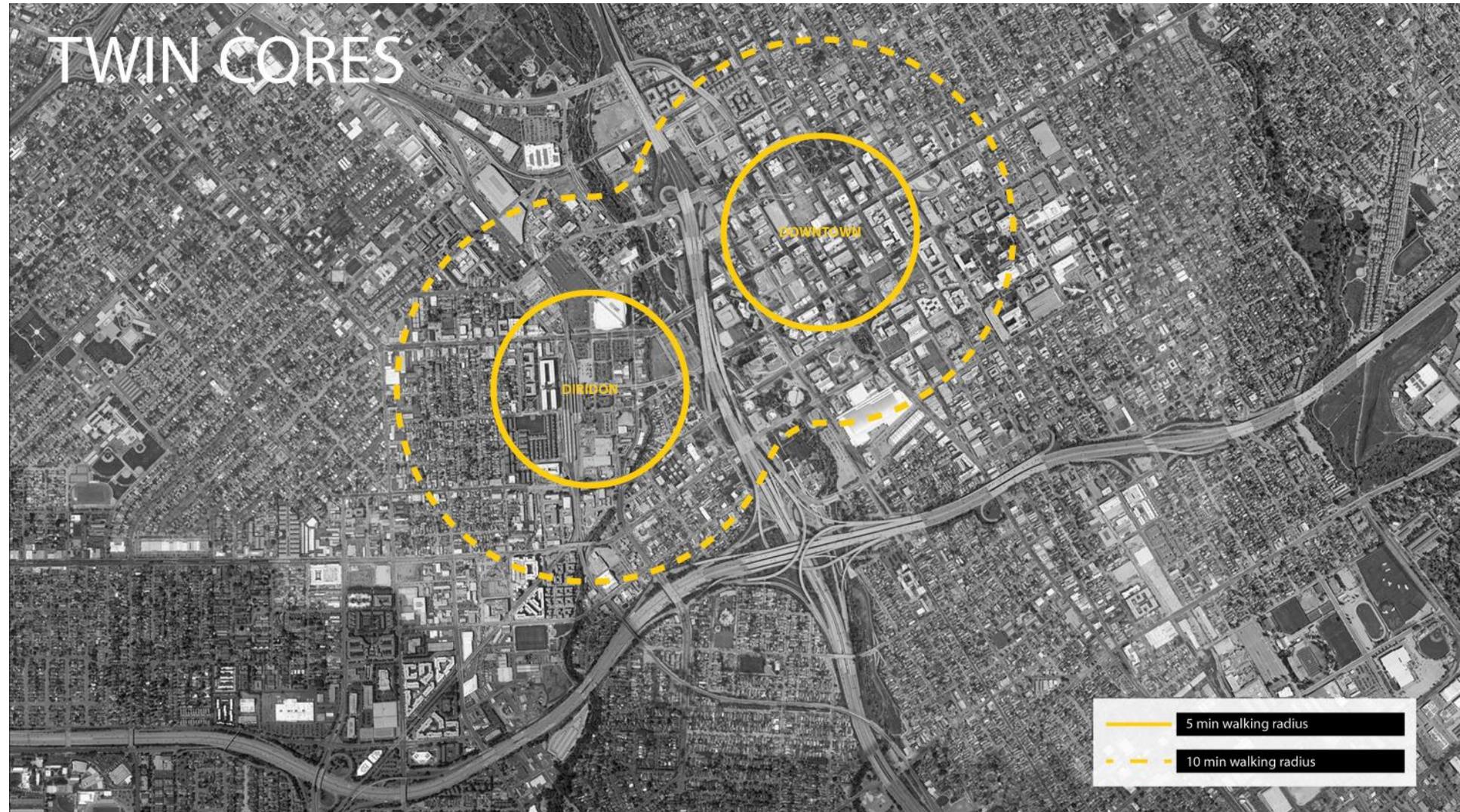
Station Configuration

- Horizontal Location
- Balanced Integration
- Easy, seamless connections



Urban Integration

- Physical Surroundings
- Connections & Pathways
- Barriers



Community Engagement Strategy

The Partners Developed an Outreach Strategy. Objectives Include:

- **Inform and educate** the public about the project and decision-making process
- Encourage **active public participation** by a broad range of the community
- **Gather feedback** for the Partner Agencies to consider during preparation of the Concept Plan
- Foster a **sense of pride** and collective ownership in the ultimate vision established by the Concept Plan

Completed Outreach Activities

- October 18, 2018: Presented to the City's Diridon Station Area Advisory Group
- December 10, 2018: Community Kick-off Meeting
- Supported SJSU Master's of Urban Planning capstone class project on Diridon Station, which included focus groups of community leaders, an interactive event on Dec. 1, and final report and presentation
- Updated www.diridonsj.org with information on the Concept Plan
- Maintaining email list to provide updates



Emerging Themes from Community

- The station needs to work well for the **passenger**
- The station should reflect the **cultural diversity** of San José -- design, art, accessibility, public spaces, and amenities
- The station should be **easily accessible** from anywhere in the city -- with a focus on pedestrian connectivity and access
- The station should function as a **community hub 24/7**

Upcoming Outreach Activities

Future Outreach Focus:

- Elements, evaluation criteria, and trade-offs
- Scenario Evaluation and Single Preferred Option

➤ Next Community Meeting:
March/April 2019

Anticipated engagement activities: Community meetings, online/mobile feedback mechanisms, pop-ups, presentations to advisory groups, conversations with transit riders and other stakeholders, etc.

Key Milestones/Tentative Timeline – Phase I



Next Steps

- Joint Policy Advisory Board – *April 25, 2019*
- Narrow to 3 Concept Scenarios – *Spring 2019*
- Public Engagement, Consulting the Community – *Ongoing*
- Concept Plan Update at April 2019 CWGs

For more information: www.diridonsj.org

Questions?

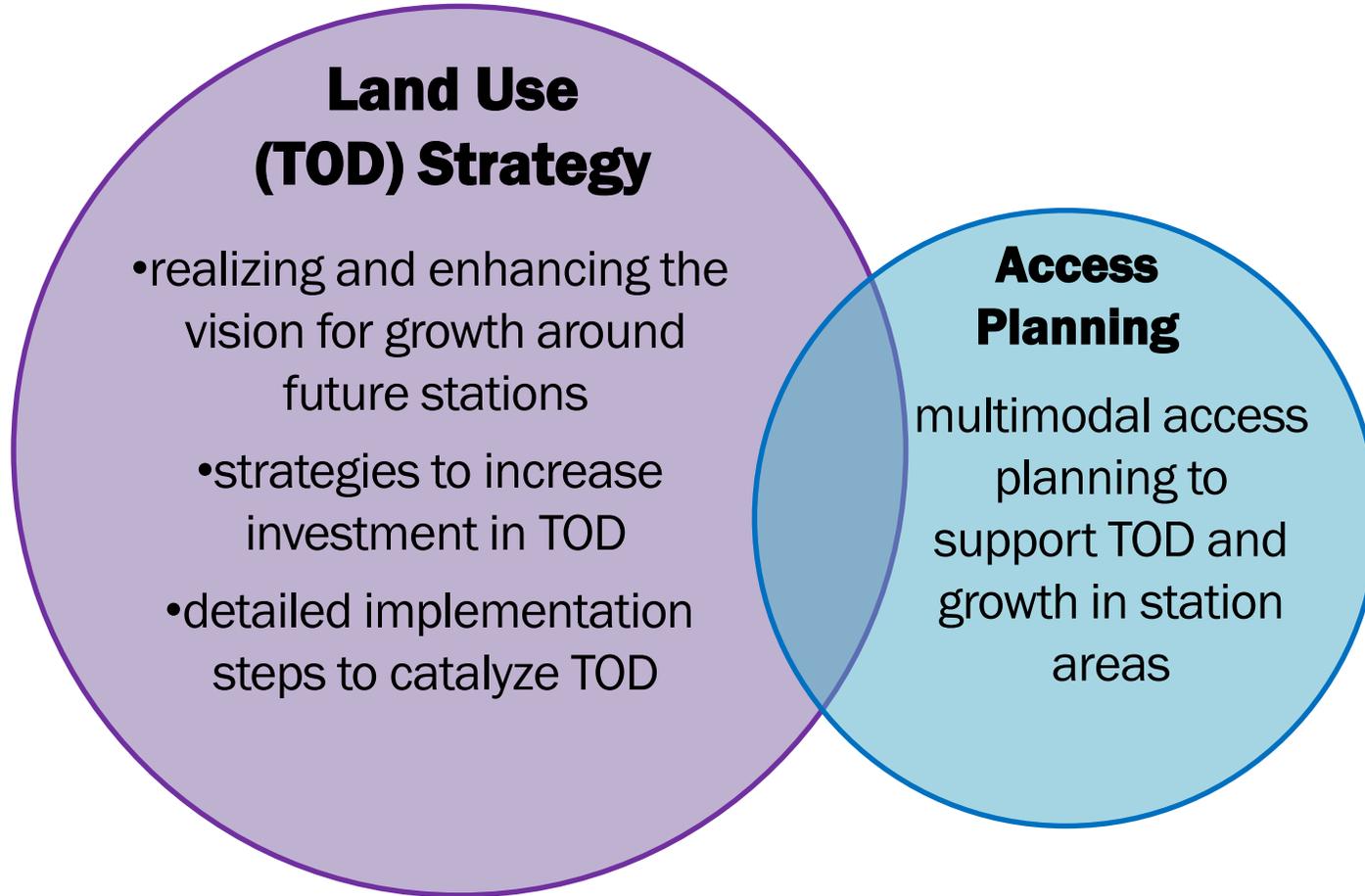
Transit-Oriented Development Strategy & Access Planning Studies

Adriano Rothschild, VTA

**BART Silicon Valley Phase II
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TOD Strategy Study

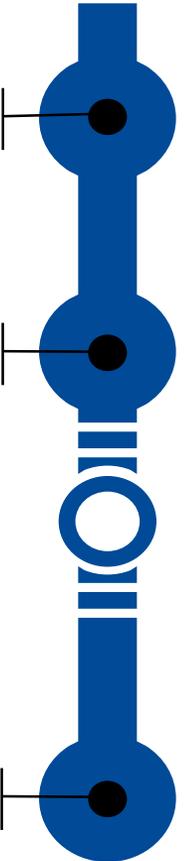


Alum Rock/28th
Street Station

Downtown San
José Station

*Diridon Station
(Separate Effort)*

Santa Clara
Station



Kick-off: January 2018

Estimated Completion: Summer 2019

Study Phases and Timeline

background conditions

Jan.-May 2018

- review previous planning efforts and existing conditions
- **“what is good TOD?”** – April CWG workshop
- **“background conditions”** – June CWG workshop

corridor opportunities & constraints

Mar.-Sept. 2018

- identify opportunity sites and station area access needs
- develop TOD prototypes and identify TOD potential
- evaluate development capacity and TOD barriers
- **“opportunities and constraints”** – September CWG workshop

implementation strategies & tools

Oct.- June 2019

- **“overcoming TOD barriers”** – November CWG workshop
- strategies to create a market for TOD
- guidelines for public and private improvements
- **“plan for strategy implementation”** – February CWG
- **“TOD strategies and policy recommendations”** – April CWG

final report

Apr.- June 2019

- compile findings and recommendations
- distribute draft final report to CWGs
- present implementation strategies to city councils
- **“final recommendations”** – June CWG



City and Agency Engagement

- City collaboration is essential for Study's success
 - monthly coordination meetings with City staff
 - City, BART, and VTA staff involved in Technical Advisory Group

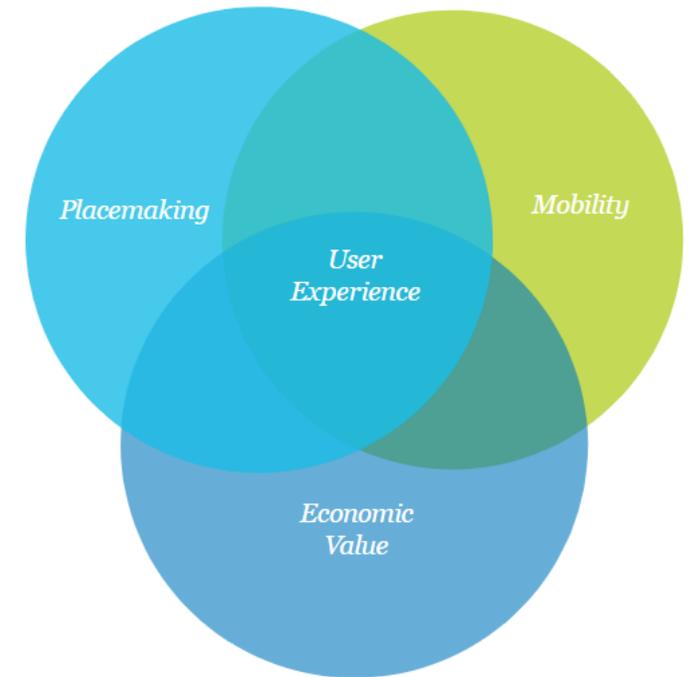


Challenges for Realizing TOD Potential

- **Regulatory constraints** on development
- **Parking requirements** and demand
- **Short- to mid-term market demand conflicts with long-term vision for TOD**
- **Major capital improvements** necessary for access and infrastructure to support development
- **Risk of displacement** of existing small businesses and households
- **Multiple demands on existing and potential new funding sources**

Study Outcome

- provide a “path to TOCs playbook” that includes guidance for cities to realize Transit-Oriented Communities (TOCs) around each BART Station
 - **land use and zoning recommendations** to support balanced, 24-hour places
 - **development guidelines** for creating pedestrian-friendly environments
 - prioritized **infrastructure and access improvements** to serve Transit-Oriented Communities
 - **policies that facilitate** good Transit-Oriented Development
 - **financing tools** for implementation



Engagement in 2019

How CWG members can participate

educate & create awareness

Winter – Spring 2019

- public & stakeholder engagement
- City and agency partner coordination
- VTA Board briefings and presentation
- City Council study sessions

preview & test strategies

Spring – Summer 2019

- preview TOD strategies to public & stakeholders
- City and agency partner coordination
- refine TOD strategies and finalize “path to TOCs playbook” for each station

present strategies

Summer – Fall 2019

- present to VTA Board – **call to action!**
- present to City Councils – **call to action!**
- support City in implementation of TOD strategies

circulate information shared online and through social media

invite us to present at your community meetings
provide feedback and buy-in on strategies

attend and provide support for strategies at VTA Board and City Council meetings

...Next on
Alum Rock/
28th Street
CWG

TOD STRATEGIES AND POLICY RECOMMENDATIONS

Join us as we preview strategies and policy
recommendations that will guide growth around
your station

When: Wednesday, April 17, 2019
5:30 - 6:30 pm

Where: Mexican Heritage Plaza
1700 Alum Rock Avenue, San José

PUBLIC INVITED

Questions?

Next Steps

Eileen Goodwin, Facilitator

**BART Silicon Valley Phase II
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Next Steps

- Next CWG meeting:
Wednesday, April 17, 2019, 4:00 – 5:30 PM
Mexican Heritage Plaza, 1700 Alum Rock Ave, San José, CA 95116
 - Status Update
 - Phase II Update
 - Construction Education & Outreach Plan
 - Diridon Station Integrated Concept Plan
 - Transit-Oriented Development Strategy & Access Planning Studies Update
 - Real Estate Update
- TOD Strategies and Policy Recommendations Workshop 5:30-6:30 PM
- Action Items