

VTA's BART Silicon Valley Phase II Extension Project

VTA's Small Business Task Force

October 25, 2022



Meet the Team Here Today



Bernice Alaniz
BSV Director of External
Affairs



Marcy Kamerath
BSV External Affairs



Doug Moody
BSV External Affairs



JC Lacey
JCL Consulting Group



Quincy Miller
BSV External Affairs



- Introductions
- Phase II Project Overview
- Business Resource Program Draft Recommendations
 - Task Force Input on Shop Local Marketing
 - Task Force Input on Small Business Development
- Next Steps and Open Discussion

VTA Task Force Members



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



Phase II Overview

Bernice Alaniz

VTA's BART Silicon Valley Program



Phase I Extension

- 10-mile extension
- 2-stations
- BART service started in 2020

Phase II Extension

- 6-mile extension (5-mile subway)
- 4-stations
- 2 Mid-Tunnel Facilities
- Storage Yard & Maintenance Facility



Ringling the Bay with fast, frequent transit

Phase II Project



6-Mile Extension of BART Service

Single-Bore Tunnel

- 5-mile subway tunnel
- 1-mile at-grade

4 New BART Stations

- 3 underground platforms with above-ground station entrance buildings
- 1 at-grade platform

2 Mid-Tunnel Facilities

Newhall Yard & Maintenance Facility



Project Benefits



Annual reduction of carbon footprint the equivalent of a forest the size of Oakland, CA



Elimination of 3.9 million auto trips every year in support of CA 2030 climate goals



Connecting 1.7 M transit-dependent riders to resources every year



VTA buses will continue to serve **44,000 weekday riders** during construction



Providing equitable transit for low-income communities



Activation of station sites and streets that **foster walkability, vibrancy, activity, and cultivate a sense of community**



Intermodal connection to commuter, intercity, light rail, and regional bus service



Limited disruption and impact to local businesses as a result of single-bore construction methodology



2 M people in Santa Clara County will gain access to → **3.5 M Bay Area Jobs**



An average travel **time savings of 30 minutes** for a 50-mile commute

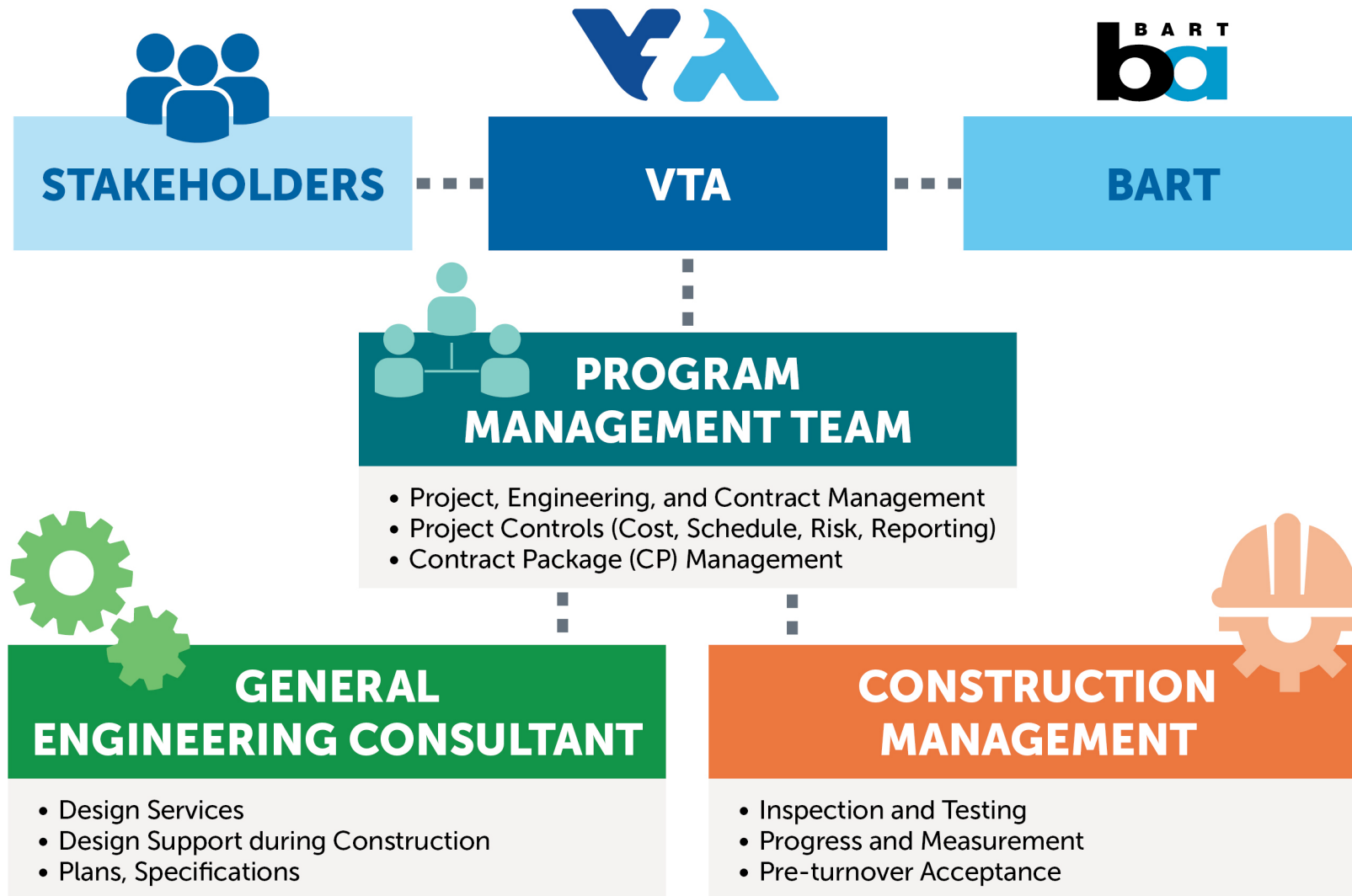


60 M sq ft of new development and housing



5,600 student riders (San Jose State University/Santa Clara University) are projected to use the system daily

Program Delivery Organization





Continuing:

- Preliminary Engineering
- Federal funding process
- Real Estate Acquisition
- Procurement & contracting
- Develop CP2 Specific Construction Transportation Management Plan

Beginning in 2023:

- Early Construction Activities - West Portal site preparation, Tunnel Boring Machine manufacture, transport and assembly
- Advance design



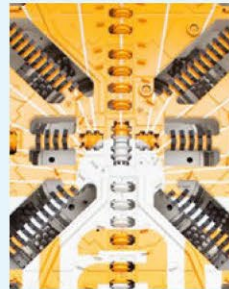
Tunnel & Trackwork (Contract Package 2)



Pressurized Tunnel Boring Machine (TBM):



TBM methods must match ground conditions



Creates tunnel as it removes soil, rocks, and debris (together known as 'muck') and progresses through the alignment

Tunnel Segmental Lining:



Made up of pre-cast segments. Segments will be stored at Newhall Yard and transported into the TBM.



The TBM puts segments in place and seals to create the tunnel.

TBM Backup Systems:



Support tunnel construction and during TBM launch, the backup systems are outside the tunnel.



Includes muck removal conveyors, control rooms, electrical systems, dust removal, and tunnel segment lining transport.

Phase II will have two mid-tunnel facilities:

- Santa Clara Street at 13th Street
- Stockton Ave at Schiele Ave

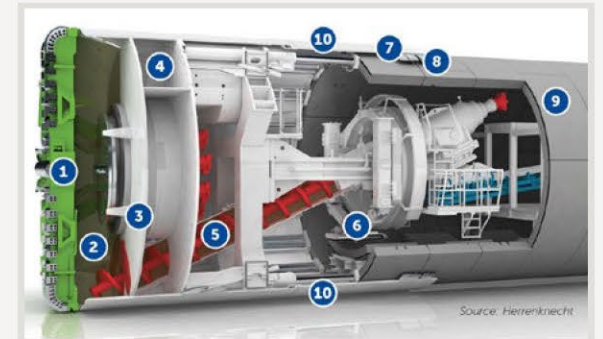
Mid-Tunnel Facilities provide:

- Air pressure relief from passing trains
- Emergency egress
- Facility will be enclosed designed to be unified with the surrounding urban environment.



Example TBM: Earth Pressure Balance

- 1 Cutterhead
- 2 Excavation Chamber
- 3 Mixing Arms
- 4 Bulkhead
- 5 Screw Conveyor
- 6 Erector
- 7 Tailskin
- 8 Backfilling
- 9 Tunnel Lining
- 10 Hydraulic Thrust Cylinders





Underground Stations



All underground stations in City of San José

28th Street/
Little Portugal
Station

Downtown
San José
Station

Diridon Station



Adjacent to
Commercial /
Retail



Numerous Concurrent
Planning / Construction
Activities Nearby



Above Ground Entrance



Support
Facilities



Transit-Oriented
Development Planned

**Not included in Project Scope*





APTA Peer Review/Exchange

- Directed by the VTA Board
- Findings to be presented during November 3rd VTA Board of Directors Meeting
- Follow up presentation planned at Joint VTA/BART working committee

Station Design Refinement

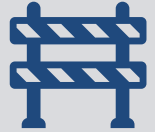
- Update provided at VTA Board of Directors Workshop on September 16
- Alternatives evaluation anticipated to be shared during December VTA Board Meeting



Business Resource Program (BRP)

JC Lacey, Marcy Kamerath,
Quincy Miller

Goals of Business Resource Program



Proactively prepare for and help to minimize construction related disturbances



Ensure business visibility and access during construction



Meet VTA's environmental commitments for BSVII

BRP Progress to Date



JCL drafted four key recommendations that were shared with VTA's Board of Directors in March 2022



Signage and Wayfinding



VTA-sponsored Shop Local Marketing



Small Business Development



Potential Financial Assistance (currently in research & analysis)

Small Business Definition for the purposes of VTA's BRP



- Must have a current Business Tax Certificate Number/License within Santa Clara County
- Have between 1 and 35 employees
- Potentially excludes liquor stores, adult stores, tobacco/smoke shops, ammunition, and similar categories



Signage and Wayfinding

- For signs used to promote business, sign a waiver approving VTA's use of local images, logos, and/or business name(s)

Shop Local Marketing Campaign

- The criteria for *Signage and Wayfinding* and;
- Opt-in to participate



Small Business Development

- Have been located and operating in the same location for at least 2 years

Potential Financial Assistance

- The criteria for *Small Business Development* and;
- Business is located directly adjacent to above-ground construction and staging areas and there is planned or demonstrated disruption to business access and operations connected to BSV Phase II construction activities that results in demonstrated revenue loss, and
- Apply for Financial Assistance if criteria are met.



Corridor-wide Signs

- Signs displaying general construction and program information
- Generally larger and spaced out more widely (every 10 blocks, for example)



Site-Specific Signs

- Smaller signs tailored to individual businesses or groups of businesses
- Displayed in individual storefront windows or on A-frame “sandwich boards” within the store area



Signage and Wayfinding



Corridor-wide signs could include:

- Location of businesses participating in Shop Local Marketing
- Location of construction activities



Signage and Wayfinding



**BART SILICON VALLEY
PHASE II EXTENSION PROJECT**

Valley Transportation Authority

**BUSINESSES
OPEN
DURING
CONSTRUCTION!**

Your tax dollars at work



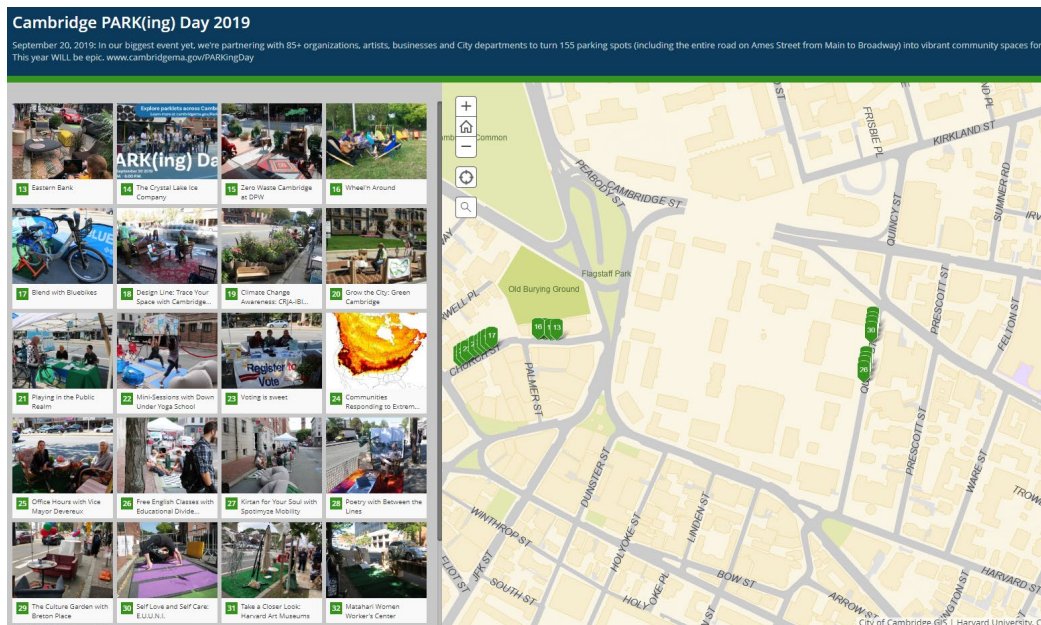
Site-specific signage could include:

- *Lotería* or passport-like system with punch cards/stickers
- Business cards with QR codes linking to the Shop Local Marketing webpage along with any promotions
- Posters in storefront windows or on sandwich boards
- Sidewalk decals and window clings

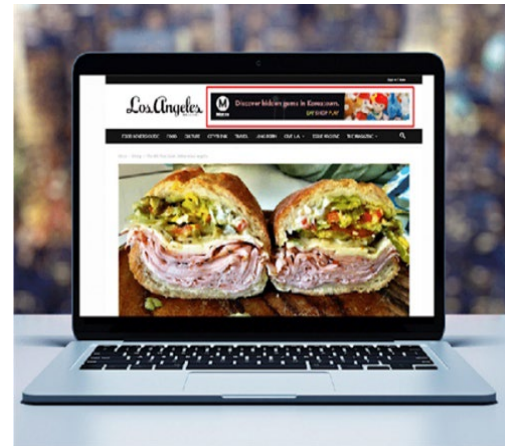
VTA-sponsored Shop Local Marketing



- A coordinated marketing campaign to promote and help drive foot traffic to businesses in the project-area
- Could include a variety of possible marketing tools and options:
 - VTA-sponsored promotions and events
 - Dedicated website of participating businesses



VTA-sponsored Shop Local Marketing



Tools and options could include:

- Field activities
 - Banners
 - Professional Photographs/Videos
 - Coupon Booklets
 - Social Media Interviews
 - Bus Display Ads
 - Pop-up events
 - Free booth at Community Events
 - Lunch meetups & Catering Opportunities
- Digital media
 - Paid Social Media Ads
 - Streaming Radio Ads
 - Digital Web Banners/E-mails
 - Other Digital Listings
 - Print Ads/News Articles



Task Force Input on Potential Shop Local Marketing Services

- Priority is to connect businesses with existing, local specialists that provide services
- VTA could act as the conduit to provide one-on-one assistance with critical business functions such as: interruption planning, bookkeeping/accounting, website and online presence, marketing, software training, and more
- Dedicated support and proactive outreach to engage and inform businesses





- Interviews with business owners and resource providers identified assistance services that were considered most useful
 - Access to capital (grants/loans)
 - Online/technological (record keeping/digital banking)
 - Marketing and promotional (website/social media)
 - Public/private partnerships with business resource providers
- VTA staff reviewed what services Community Based Organizations (CBOs) provide in the project area and found that the above listed services appear to be offered in the community
- VTA heard in interviews with business owners that legal assistance may be supportive to business but did not find whether this is currently offered by CBOs



Task Force Input on Small Business Development Services



Metro's Business Interruption Fund

Metro's Business Interruption Fund is here to help.

Metro's Business Interruption Fund (BIF) provides financial assistance to qualifying small "mom and pop" businesses located along Crenshaw/LAX Transit Project that are directly impacted by transit rail construction. Metro's BIF is administered as a pilot program in partnership with Pacific Coast Regional Small Business Development Corporation (PCR).

To learn if your business is eligible and to apply, contact Angela Winston, Program Manager at 213-739-2999 ext. 223, or visit pcrcorp.org. For more information about Metro's Business Interruption Fund, visit metro.net/bif.



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Valley Metro, City of Phoenix renew Small Business Financial Assistance Program



ABOUT THE PROGRAM

Valley Metro and City of Phoenix, in conjunction with Prestamos CDFI, are assisting qualified program participants in the area of the South Central/Downtown Hub and Northwest Extension Phase II light rail extensions, with financial assistance.

The Valley Metro - Small Business Financial Assistance Program (SBFAP) Pilot will work with small businesses in these areas that may qualify for a grant up to \$9,000.

Eligible Expenses

Upon approval for an SBFAP award, SBFAP funds must be used to pay current expenses or past due costs*, if within the claimed impact period, for the following fixed operating expenses:

1. Utilities
2. Rent or mortgage payments
3. Insurance
4. Payroll
5. Other types of documented business-related operational expenses may be requested and considered.

*Local, state, and federal taxes are not deemed fixed operating expenses for the purposes of the SBFAP.

Not eligible: Residential property(ies), places of worship, schools, banks, hotels, government agencies, utility companies, businesses generating over 50% of revenues from the sale of alcoholic beverages, businesses generating revenues from the sale of marijuana, sexually-oriented businesses or topless bars (as defined in the Phoenix City Code) or unoccupied buildings.



- VTA is currently exploring the applicability of a Financial Assistance Program
- Peer agency case studies such as *LA Metro's* Business Interruption Fund (BIF), and *Valley Metro's* Small Business Financial Assistance Program (SBFAP) are being researched
- Program adoption requirements and eligibility criteria are still being evaluated

Winter 2022/2023

- Refine BRP recommendations and types of services anticipated
- Present refined BRP recommendations and draft plan to VTA's Board of Directors

2023

- VTA staff finalize development and begin implementation of the BRP
- Task Force meetings to inform BRP development and implementation

