

# VTA's BART Silicon Valley Phase II Extension

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## Alum Rock Community Working Group

February 10, 2016



## Agenda

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- Follow-up Items and Work Plan
- Economic Analysis Surrounding BART Stations
- Nelson Nygaard San Jose BART Station Access  
Planning Wrap-Up
- VTA Projects within BART Corridor
- BART's Station Naming Policy
- Announcements
- 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

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## **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

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## Role of the CWG Team



CWG Team Member	Role
Eileen Goodwin	Facilitator
Angela Sipp	Primary Outreach Contact
Leyla Hedayat	Phase II Project Manager
Erica Roecks/ Janice Soriano	Technical Lead
Michael Brilliot	City of San Jose – Planning Liaison
Rosalynn Hughey	City of San Jose – Planning Liaison
Ray Salvano	City of San Jose – DOT Liaison
Jessica Zenk	City of San Jose – DOT Liaison

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## Upcoming Meetings



### Public Hearings for Draft Environment Document

- Late May 2016

### VTA Board of Directors

- March 3, 2016
- April 7, 2016
- May 5, 2016

### BART Silicon Valley Program Working Committee

- March 7, 2016
- May 2, 2016

Public meetings on specific technical topics - TBD

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## Follow-up Items and Work Plan



- Santa Clara/13<sup>th</sup> Street mid-tunnel ventilation structure
  - Ventilation Facility Fact Sheet posted on CWG website under *Phase II CWG Links*
- Phase II Funding Strategies Workshop held on 1/20/16

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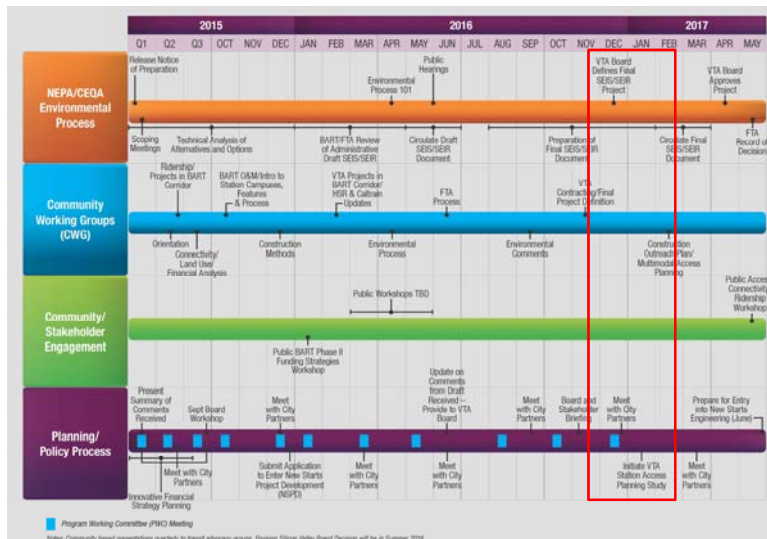


## Work Plan Shifts and Schedule Update

Leyla Hedayat, Phase II Project Manager

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## Schedule Update



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## Economic Analysis Surrounding BART Stations

Rosalynn Hughey, City of San Jose

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# ASSESSING POTENTIAL DEVELOPMENT IMPACTS OF BART SILICON VALLEY PHASE II

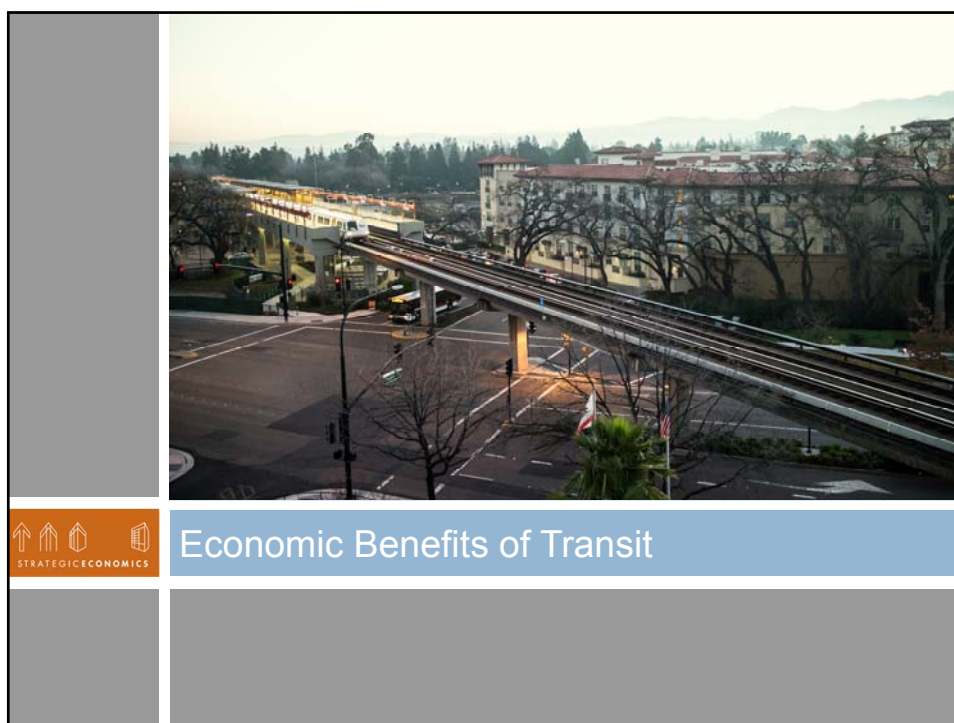


DRAFT

## Review of Study Scope

### Assessing Potential Development Impacts of BART Silicon Valley Phase II

- Task 1: Project Initiation and Site Visits
- Task 2: Literature Review of Property and Development Impacts of Transit
- Task 3: Prepare Station Area Profiles
- Task 4: Final Report – will compile findings from Tasks 1-3



### Summary of Literature on Transit Impacts

- Large body of literature, but results vary and studies not necessarily comparable to each other
- Property value impacts depend on variety of factors:
  - Quality of transit
  - Station locations
  - Urban design and pedestrian-friendliness
- Other external factors may impact transit values on property

## Economic Benefits of Transit



### Property and Business Owners

- Increased property values
- Improved development potential
- Increased retail spending
- Increased productivity



### Users

- Improved access
- Reduced traffic congestion on roadways
- Reduced transportation costs



### Local Government

- Job creation
- Business attraction & retention
- Reduced costs for roads & parking
- Increased property tax, sales tax and transient occupancy tax

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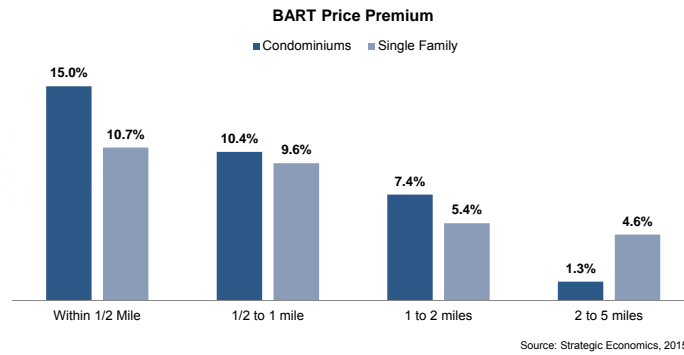


### Examples



## Example: BART Impacts on Property Values

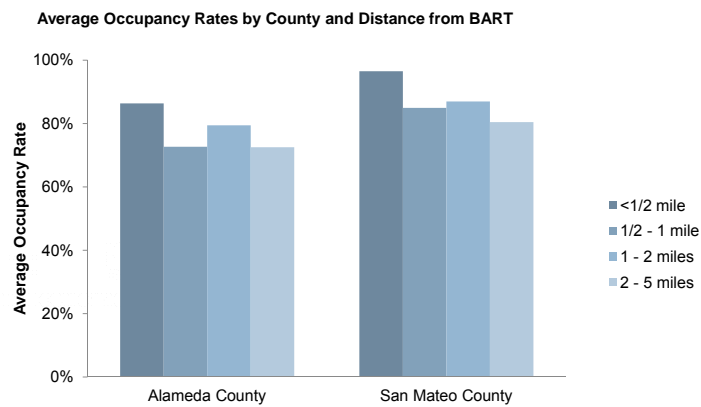
- BART contributes an estimated **\$17.3 billion** in added property value to for-sale residential properties in Alameda, Contra Costa, and San Mateo Counties



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## Example: Benefits of Transit for Office Properties

- Improved transit access helps attract office tenants



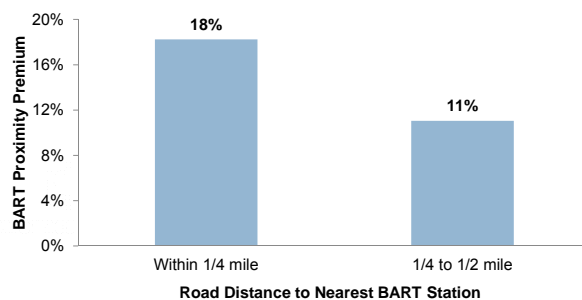
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Sources: CoStar, 2Q 2014; Strategic Economics, 2015.

## Example: Benefits of Transit for Office Properties

- Transit-served office properties achieve higher rents

Office Rent Premium Associated with Proximity to BART (East Bay)



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Sources: CoStar, 2014; Strategic Economics, 2015.

## Next Steps

- Complete station area profiles for three station areas:
  - Alum Rock
  - Diridon
  - Downtown San Jose
- Developers' Forum for Alum Rock station area
- Prepare final report

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# Nelson Nygaard San Jose BART Station Access Planning Wrap-Up

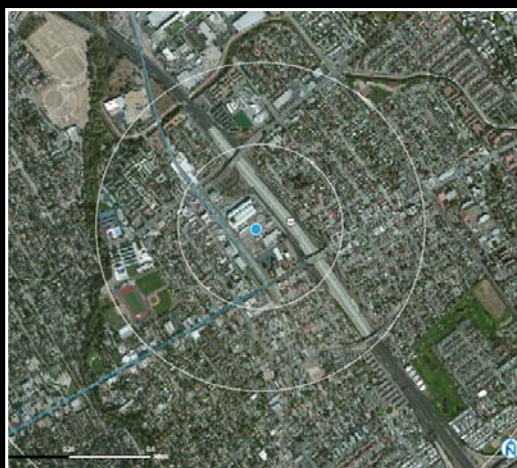
Jessica Zenk, City of San Jose

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## Access & Connectivity Study

### Today

- Background
  - Purpose of the Study
  - Study Process
- How will this study be used?



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# Access & Connectivity Study

**Purpose:** Integrate BART Stations into the Surrounding Environment

- Maximize Ridership
- Connect Seamlessly to Feeder Systems
- Enhance the Quality of Street Life
- Encourage Foot Traffic & Business Vitality



# Access & Connectivity Study

Five Wounds Brookwood Terrace

STRONG NEIGHBORHOODS INITIATIVE

Five Wounds/Brookwood Terrace  
BART Station Area Community Concept Plan

September 2010  
Community Plan 2010-2020  
City of San José, Strong Neighborhoods Initiative

Five Wounds  
Urban Village Plan

LITTLE PORTUGAL  
URBAN VILLAGE PLAN

Approved by the City Council on November 18, 2013

ROOSEVELT PARK  
URBAN VILLAGE PLAN

Draft Plan - September 16, 2013

24<sup>th</sup> and William Urban Village Plan

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Approved by the City Council on November 18, 2013

## Access & Connectivity Study

### Study Process

- Review of Existing Plans & Conditions
- Walk/Bike Tours, Charette & Open House ↔ Initial Consultant Recommendations & Community Feedback (July '15)
- August '15 Community Working Groups ↔ Additional Feedback
- Consultant Draft Report Recording Recommendations (November '15)
- Final Report (Early '16)

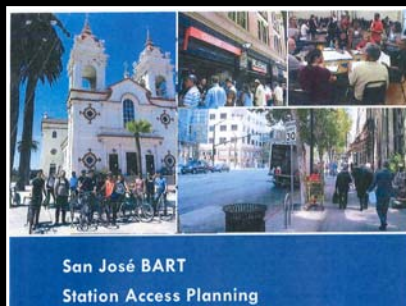


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## Access & Connectivity Study

### How will this work be used?

- Station Access Plans (VTA-led)
- Understand and pursue partnership opportunities (Community, City, VTA, BART, others)
- Advance Design and Feasibility Work
- Pursue Individual Projects (grants, other means) and Policies



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## VTA Projects within BART Corridor

John Ristow, VTA

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## **BART Silicon Valley**

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Community Working Group  
February 2016



## Presentation Topics



- **Transit Ridership Improvement Program (TRIP)**
  - Bus System
  - Light Rail Enhancements
  - Core Connectivity
- **Diridon Station Multi-Modal Station Design**

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## VTA Service at a Glance



### Service Area: Santa Clara County



- 15 cities
- 1.8 million residents
- 70 bus lines
- 432 buses
- Approximately 3,800 stops, 800 shelters
- 3 light rail transit lines
- 99 light rail vehicles
- 43.43 million boardings in FY2014
- 140,965 average weekday boardings

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## Transit Ridership Improvement Program



- **TRIP Purpose**
  - Improve Ridership
  - Improve Farebox Recovery Rate
  - Connect to Berryessa and Milpitas BART Stations
- **Two-Year Planning and Policy Effort**
  - Transit Network Design (FY18-19 Service Plan)
  - Working with Jarrett Walker and Associates

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## Transit Ridership Improvement Program



### TRIP Elements

- 1 Assessment of VTA's Current Transit Service
- 2 Policy Development
- 3 Partner Education and Involvement
- 4 Development of VTA's Next Network

### Changes coming to

- Light Rail Service
- Bus Service
- Core Connectivity

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## Policy Discussions



### PRODUCTIVITY

#### GOAL IS RIDERSHIP

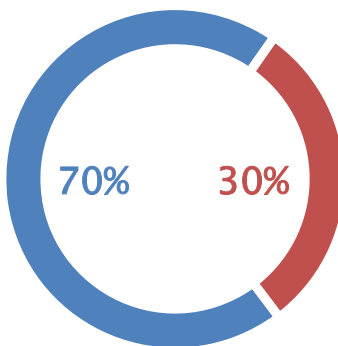
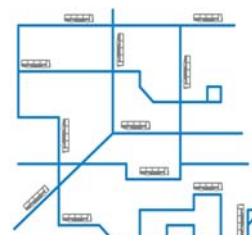
- ▣ High demand areas
- ▣ Productive
- ▣ Fast, straight, direct
- ▣ Service for everyone



### COVERAGE

#### GOAL IS NOT RIDERSHIP

- ▣ Low demand areas
- ▣ Unproductive
- ▣ Meandering
- ▣ Service for those who need it



## Next Network Development



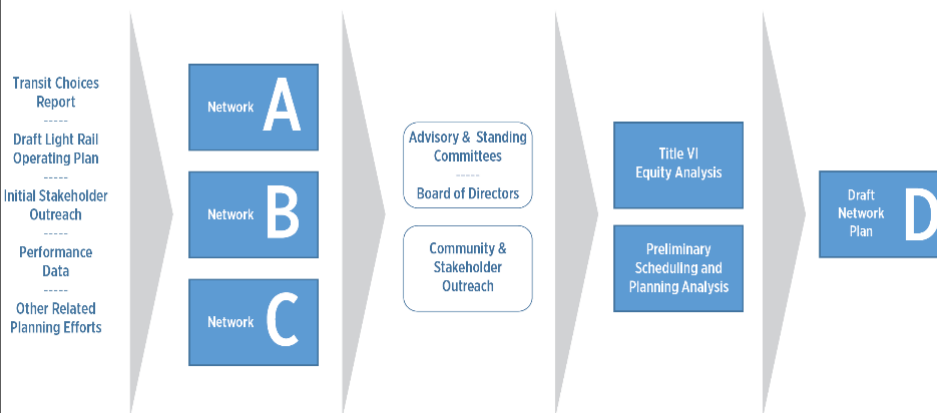
**EARLY 2016**  
*Planning Inputs*

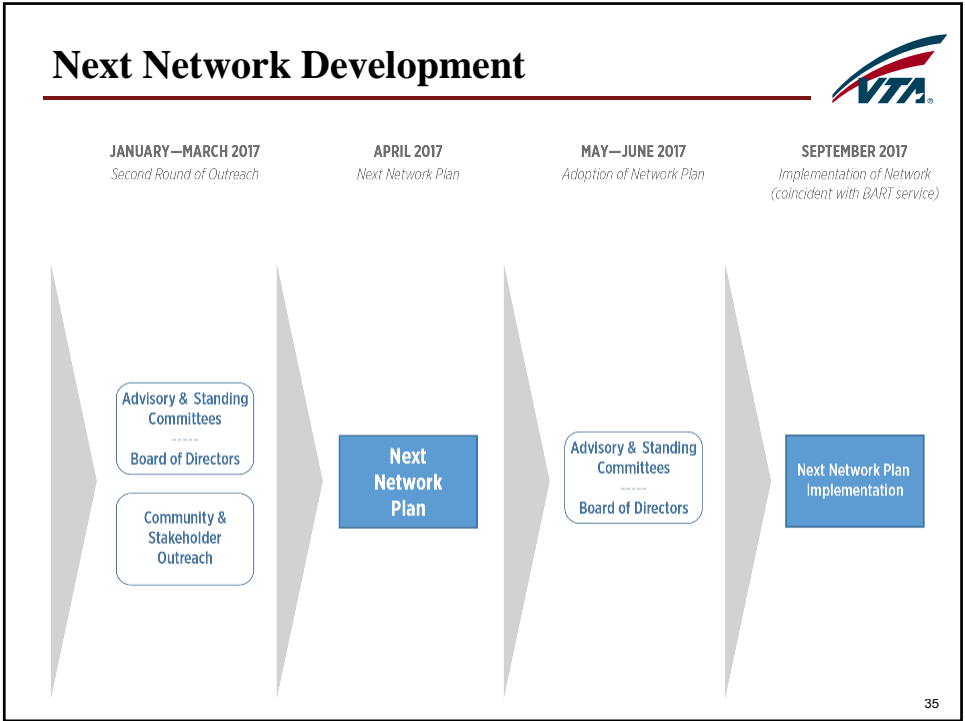
**MARCH 2016**  
*Draft Network Alternatives for Staff Review*


**MAY—AUGUST 2016**  
*First Round of Outreach*

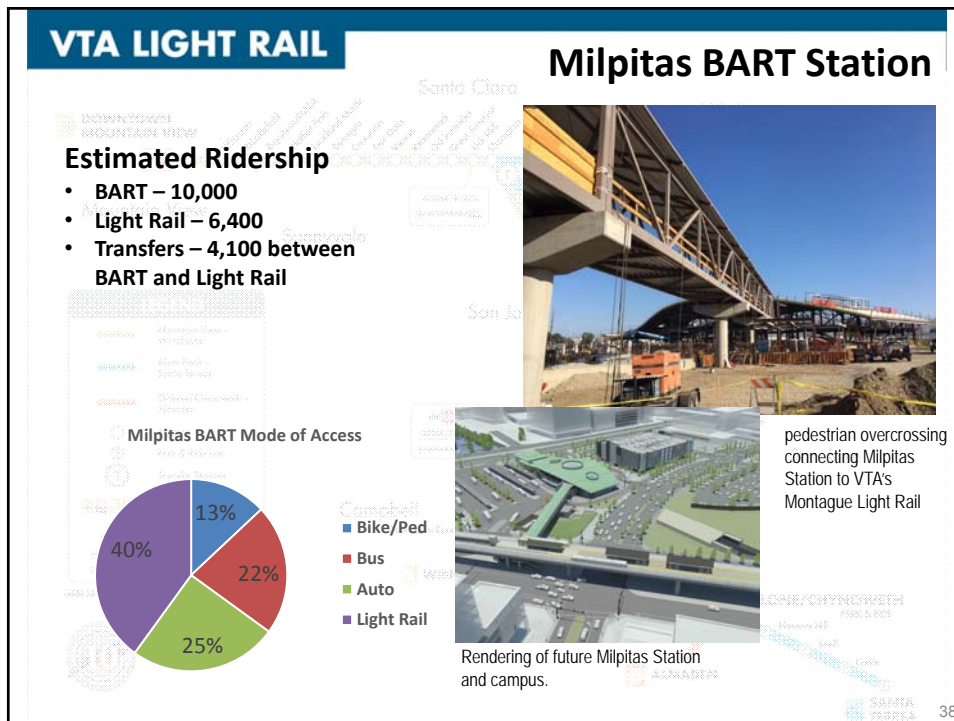
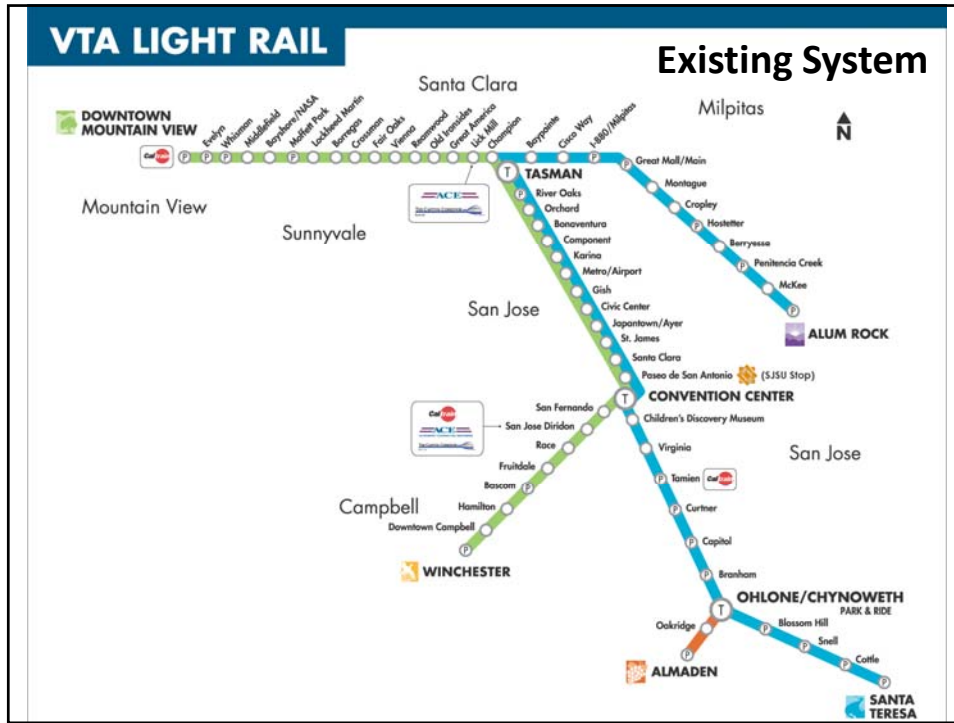
**SEPTEMBER—OCTOBER 2016**  
*Staff Development of Draft Plan*

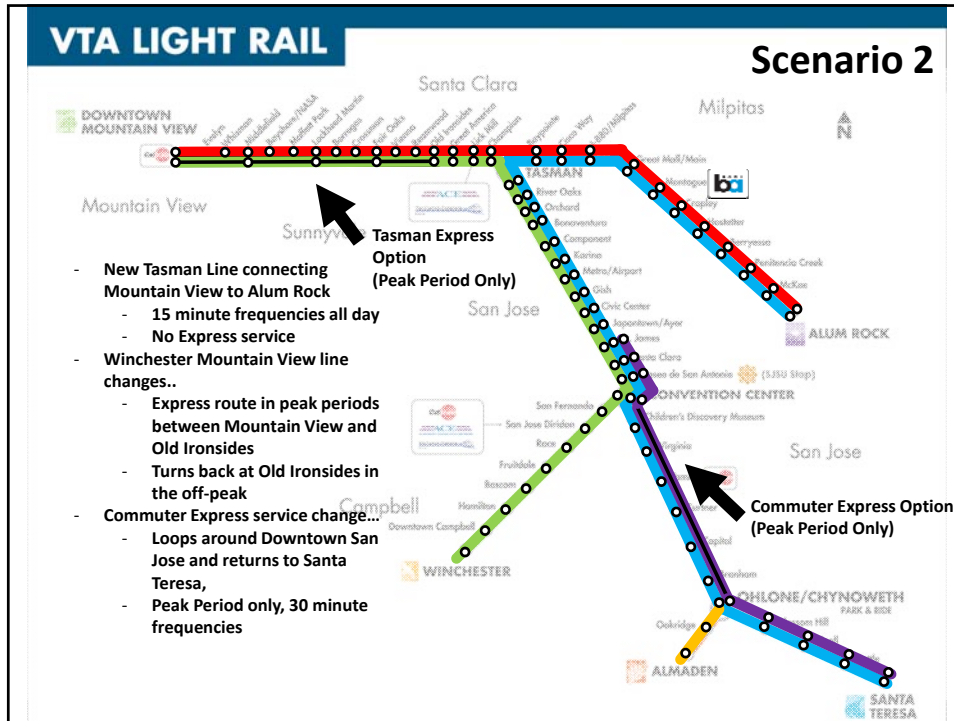
**DECEMBER 2016**  
*Draft Network Plan*





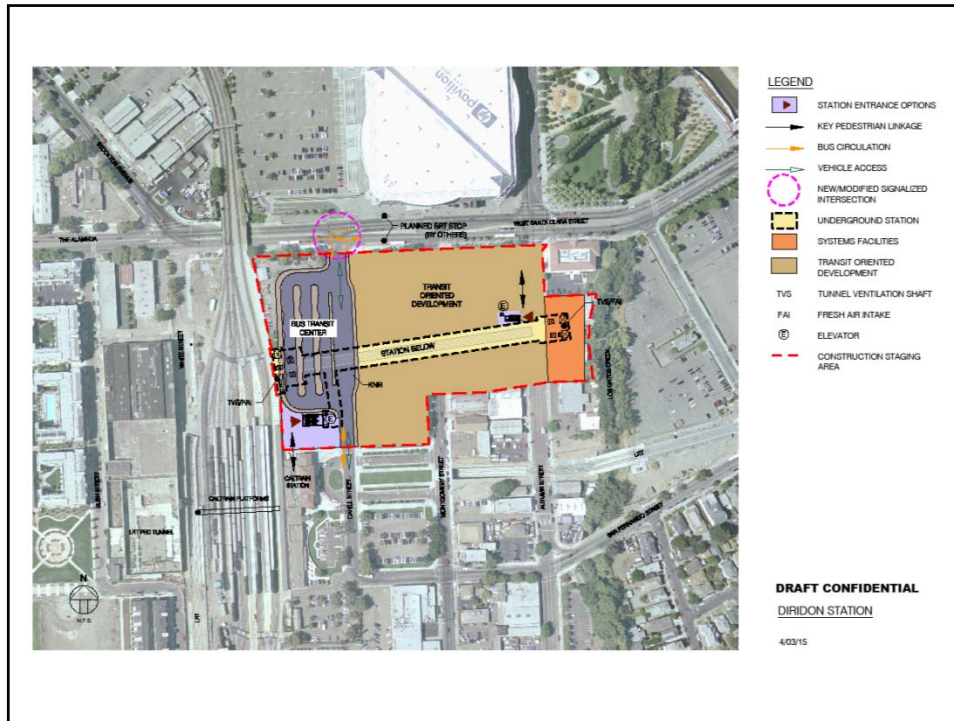
- ## Light Rail Enhancements
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- **New Operating Plan**
  - **Speed Improvements**
    - Downtown
    - North First Street
    - System-wide Slow Speed Zone
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## Diridon Intermodal Station

- Diridon Intermodal Station Task Force
  - VTA
  - City of San Jose
  - Caltrain
  - CA High Speed Rail
- Three-Pronged Approach
  - Governance
  - Intermodal Station/Station Area
  - Master Developer/Financing Strategy
- Intermodal Conceptual Plan
  - RFP – Early Spring 2016



# BART's Station Naming Policy

Leyla Hedayat, VTA

## Phase II Station Naming Overview



- Review and confirm the station names with the Phase II CWGs
- Review BART Naming Policy and Procedures
  - BART policy and procedures on CWG website:
    - Under *Phase II CWG Links*
- VTA timeline and process for potential station name change

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## BART Station Naming Policy and Guidelines



- |  |                          |
|--|--------------------------|
| • Overall helpfulness to the passenger | • Distinctiveness        |
| • Informativeness                      | • Ease of pronunciation  |
| • Geographical significance            | • Historical basis       |
| • Brevity                              | • Prominence in the area |
| • How well it sounds                   | • Overall appeal         |

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## **BART Station Naming Policy and Guidelines**

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- Transit System Context
- Simplicity
  - For quick recognition and retention
  - Brief and distinctive
  - Easy to pronounce and understand
- Station Area Context
  - Historical basis
  - Geographically significant
  - Not named after private or commercial enterprises

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## **Station Naming Process for Phase II Stations**

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- February 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> CWG Meeting – review the process for proposing a new station name, provide overview of BART Station Naming Policy and Procedure.
- February 26th VTA/BART Coordination Meeting – provide an update to BART on status and determine their review and information to their board.
- March 7<sup>th</sup> PWC Meeting – present the process for station naming and guidelines from BART station Naming Policy and Procedure.
- April 7<sup>th</sup> VTA Board Meeting – Present process for station naming under Phase II project update.

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## Station Naming Process for Phase II Stations

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- April 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> CWG Meetings – recap naming process and guidelines. Conduct a silent poll of the CWG members. The facilitator will select the top 2 or 3 preferred names for further discussion.
- Weeks of April 18<sup>th</sup> and 25<sup>th</sup> – meet with City staff to review CWG recommendations. City staff to meet with City manager and provide recommendation to VTA.
- May 2<sup>nd</sup> PWC Meeting – present the final recommended name for all station for VTA Silicon Valley Phase II.
- June 9<sup>th</sup> Board Meeting – present final recommended names under the PWC Chair report.

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## Announcements

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- Alum Rock-Santa Clara BRT – Construction Overview
  - Today, February 10, 2016, 6:00-7:00PM at  
Mexican Heritage Plaza
  - CWG Members Welcome

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## Discussion

Eileen Goodwin, Facilitator

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## Next Steps



- Next meeting: Wednesday, April 13, 2016~ 4:00-6:00 PM,  
Mexican Heritage Plaza ~ BYOB
  - Financial Update of BART Phase II (VTA and Ernst & Young to present)
  - Economic Analysis Surrounding BART Stations (City to present)
  - Construction Outreach Best Practices Research Summary Update
  - Environmental process (Draft SEIS/SEIR, public meetings, how to comment)
  - Process for Evaluating the Proposed East and West Options for the Downtown Station
  - BART's Station Naming Policy
- Action Items

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