

# VTA's BART Silicon Valley Phase II Extension

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**Santa Clara Community Working Group**

April 14, 2016



## **Agenda**

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- Follow-up Items and Work Plan
- Project Updates
- Environmental Process
- Envision Project Update
- Financial Update of BART Phase II
- City Related Projects within BART Corridor
- Construction Outreach Best Practices Research Summary 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

3

## **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

4

## 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
John Davidson	City of Santa Clara – Planning Liaison

5

## Upcoming Meetings



### Public Hearings for Draft Environment Document

- Late May 2016

### VTA Board of Directors

- April 22, 2016 (Workshop Meeting)
- May 5, 2016
- June 2, 2016
- June 24, 2016

### BART Silicon Valley Program Working Committee

- May 2, 2016
- August 8, 2016

Public meetings on specific technical topics - TBD

6

## Follow-up Items (1 of 2)



- Remove Proposed East/West Station Process Item from the April agenda.
- Add John Urban to Downtown CWG mailing list
- Why do electric trains stop faster?
  - See attached response from Casey Fromson
- Link to Caltrain EIR – identify traction power locations
  - See link under “Follow-Up Items” in February CWG meeting summary
- Link to TRIP Outreach Plan
  - Links to the Next Network Project page and upcoming Next Network Community Meetings are provided in the Follow-Up Items log. (Next Network is a component of TRIP focused on revamping the transit network).

7

## Follow-up Items (2 of 2)



- Link to three LRT scenarios
  - See link under “Follow-Up Items” in February CWG meeting summary and powerpoint slides posted on CWG website under “Phase II CWG Links.”
- Add Station Area Update to April agenda
  - John Davidson will present on this as part of City Related Projects topic
- New location for Santa Clara CWG Meetings
  - This and all CWG meetings through September will be located at the South Bay Historical Railroad Society

8



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## Work Plan Shifts and Schedule Update

Eileen Goodwin, Facilitator

9



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## Project Updates

Kevin Kurimoto, VTA

10



# Environmental Process

Tom Fitzwater, VTA



## Environmental Process

### Administrative Draft SEIS/SEIR

- Working with FTA/BART to finalize

### Draft SEIS/SEIR

- Requires FTA approval to circulate
- Public agency review
  - Notifications of availability
  - Opportunity to comment on concerns

## **Environmental Process**

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### **Final SEIS/SEIR**

- All comments and responses
- Edits required to clarify information
- Recommended Project

### **Approvals**

- VTA Board of Directors: Certify Final SEIS/SEIR and Approve Project
- FTA: Record of Decision published in Federal Register

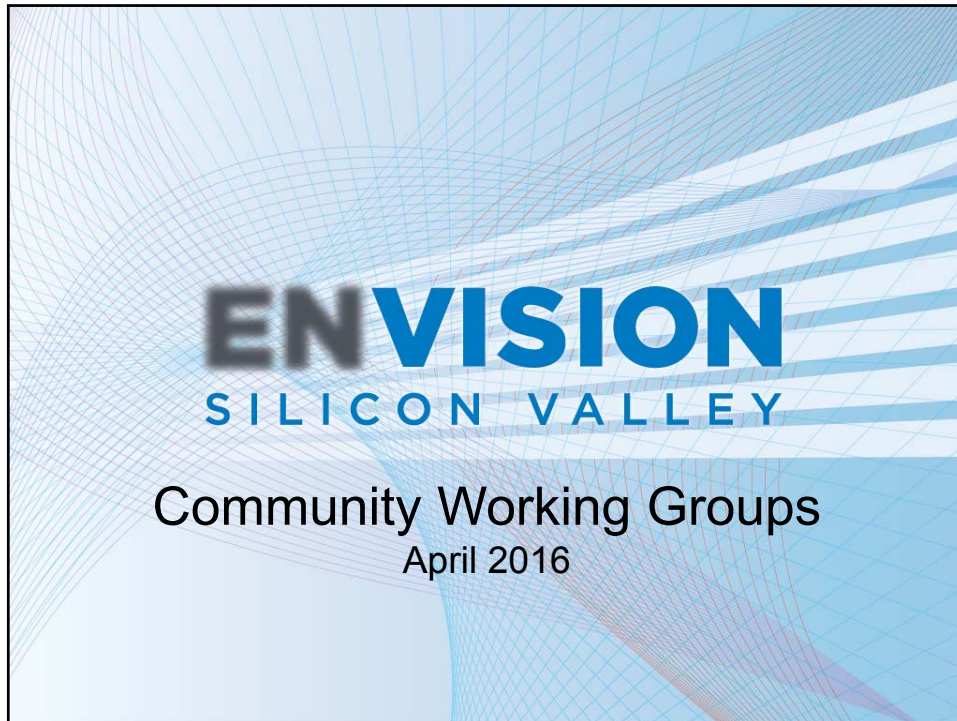
13



## **Envision Project Update**

**John Sighamony, VTA**

14



## Envision Silicon Valley

- 2014: VTA and its partners consider possible new tax measure.
- Need for transportation improvements is far greater than money currently available.
- When VTA decides not to go forward, it becomes an opportunity to step back and re-evaluate.
- As a result, VTA creates Envision Silicon Valley, a program to encourage residents to participate in prioritizing transportation solutions.



## Envision Silicon Valley Process

VTA is engaging community leaders in a dynamic visioning process to:

- Discuss current and future transportation needs
- Identify solutions
- Craft funding priorities



**ENVISION**  
SILICON VALLEY

17

## Variety of Channels and Opportunities

- Formal Stakeholder Groups
- VTA Advisory Groups
- Public Meetings
- Smaller Group meetings  
such as service clubs
- Website
- Social media

**ENVISION**  
SILICON VALLEY

18

## Envision Silicon Valley Mileposts

- Establish goals for the program (June 2015).
- Criteria to measure how well potential projects meet the goals (Sept. 2015).
- Project Evaluation (March 2016).

## Evaluation Review

- Call for projects
- Screening process
- Board adopted goals and criteria
- 28 goals, 32 evaluation criteria
- Evaluations look at the selected projects and programs performance related to the goals
- One of several things to consider


## Sample Report Card

**Draft Envision Evaluation Card**

<p><b>Upgraded Santa Clara Great America Intermodal Station: SJ00 M</b> Sponsor: VTA/City of Santa Clara</p>	The project will provide for replacement of the Santa Clara Great America station with a new center island boarding platform, in conjunction with construction of double track on the ACE/Capitol Corridor route in this area and relocation of the VTA Lick Mill Light Rail station to a position on the a reconstructed Tasman Drive overcrossing above the revised boarding ACE/Capitol Corridor platform.							
<p><b>Expect:</b> This project looks to provide improved connectivity between heavy rail and VTA Light Rail by relocating the station where there is equal access to both modes of rail. The station location will also make it easier for pedestrians and bicyclists to access both rail and bus transit.</p>	GOALS							
	1	2	3	4	5	6	7	
	Enhance Safety	Congestion Relief and Improve Efficiency	Expand Transportation Choices	Expand Transit Ridership and Promote Quality Transit for Everyone	Actively Promote Healthy Communities, Environmental Sustainability and Plan for the Next generation	Improve System Reliability and Maintenance	Continue to Support Silicon Valley's Economic Vitality	
<b>COMPOSITE SCORE</b> (Goal Scores were rounded)	2	2	5	2	4	3	2	<b>2.8</b>
<b>POSSIBLE FUNDING SOURCE(S)</b>	Local Contributions, Federal and State Transit Funds							

High (3) Medium (2) Low (1)   
 Medium High (4) Medium Low (2)

\*These are the goals adopted by the VTA Board without weighting or priority.


21

## Next Steps

- Continue to take input from public.
- Review and seek any additional input from advisory committees in April.
- Present staff recommendation at April 22 Board Workshop.
- Public meetings in May.
- Board adoption in either June or August.



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## Financial Update of BART Phase II

Mike Smith, VTA

23

## Financial Update

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Community Working Group Meeting  
April 14, 2016



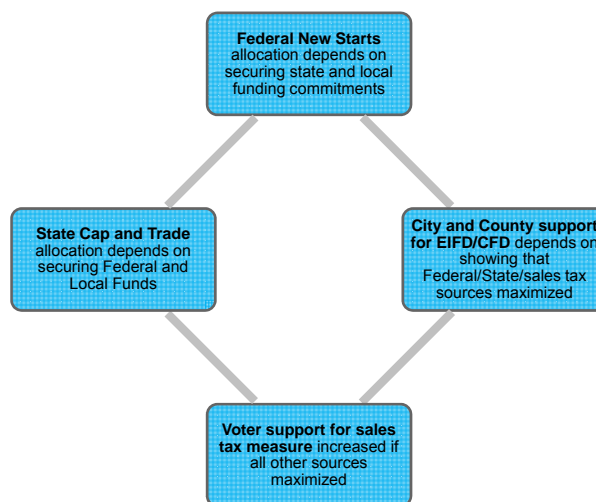
## Since Last Update



- We are continuing to pursue the Core Funding Sources
- Phase II Project was recently accepted into the Federal New Starts Project Development phase
- Working with Ernst & Young and San Jose to identify potential CFD/EIFDs around station locations
- The Project needs the proposed sales tax to provide \$1.5 billion of project funding, plus financing costs
- Any reductions of funding from the proposed sales tax or Cap & Trade may have dual effect of:
  - Directly reducing project funding
  - Reducing the New Starts Grant amount as a result of reduced local match

25

## Interdependence of Core Funding Sources Warrants a Coordinated, Multi-Track Approach



26

## Revenue Forecast for Proposed Sales Tax



- UCLA Anderson Forecast retained to provide VTA's long-term sales tax forecast for the proposed 2016 sales tax measure
- UCLA Anderson Forecast
  - Long history of providing economic and revenue forecasts
  - Other forecast clients include:
    - Bay Area Economic Council
    - Orange County Transportation Authority
    - Los Angeles County Transportation Authority
    - Los Angeles Department Water and Power

27

## Forecast Methodology



- UCLA uses top-down forecasting process
  - Looks at economic factors at each level
    - National
    - State
    - Regional/local
- Major factors affecting taxable sales including, among others
  - Personal income
  - Inflation expectations
  - Employment trends by industry
  - Construction activity
  - Shifts in demographics

28

## Forecasted Revenues



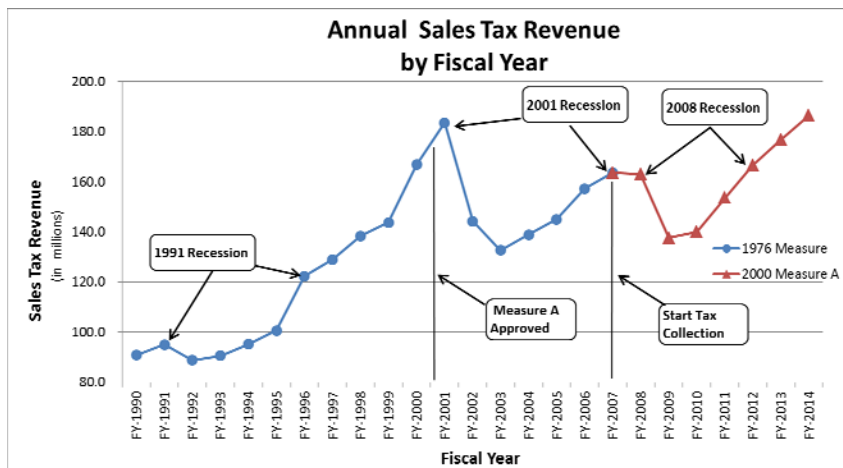
- Growth Rate
  - Average over 30 years
    - Nominal Growth Rate of 3.1%
      - CPI (inflation) rate of 2.2%
    - Real Growth Rate (without inflation) of 0.9%
- Nominal (year of receipt) dollars projected
  - \$11.2 Billion available over 30 years for projects, financing costs, etc.
- Present Value (2017) dollars projected
  - Base Forecast \$6.5 Billion
  - Conservative Forecast \$6.0 Billion
- Deep recession in early years of tax could materially reduce the projected total revenue

29

## 2000 Measure A Sales Tax



The Measure A tax will generate less funding than originally anticipated

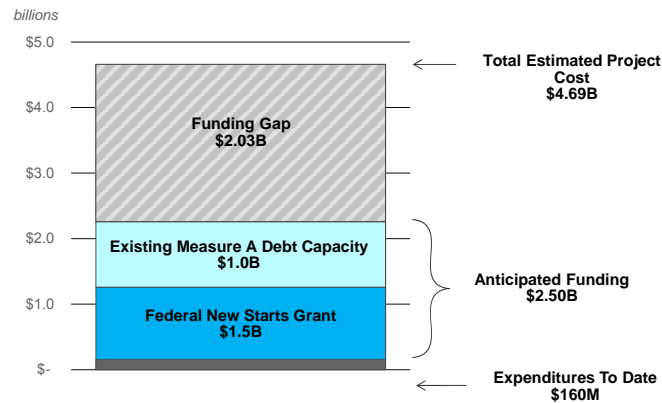


30

## Phase II Project Funding Goals



- \$2.0 billion gap remaining to fund Phase II Project
- A wide range of potential funding sources were evaluated close the funding gap



31

## Toolbox of Potential Funding Sources



Grant Funding Programs	Long-Term Revenues	Private Funding
Capital Investment Grant (CIG) Program - New Starts	One Bay Area Grant (OBAG)	Vehicle License Fee (VLF)
Capital Investment Grant (CIG) Program - Core Capacity	Regional Measure 1 Toll Bridge Program (RM1)	Vehicle Impact Mitigation Fee
Congestion Mitigation Air Quality Grant (CMAQ)	Regional Measure 2 Toll Increase (Regional Traffic Relief Plan) (RM2)	Enhanced Infrastructure Financing District (EIFD)
Transp Investment Generating Economic Recovery (TIGER)	Regional Measure 3 (RM3)	Mello-Roos Community Facilities District (CFD)
Cap & Trade - Transil and Intercity Rail Capital Program (TIRCP)	Sales Tax Measures	Special Benefit Assessment District (SBAD)
Cap & Trade - Low Carbon Transit Ops Pgm (LCTOP)	Off-Street Parking Pricing Strategies	Parcel Tax
High-Speed Passenger Train Bond Program (Prop 1A)	On-Street Parking Pricing Strategies	Development Impact Fees
Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act (Prop 1B)	Commercial Parking Tax	Hotel Tax
State Highway Account (SHA)	Vehicle Registration Fee (VRF)	Payroll Tax/Fee
		Event Tax/Fee
		Station Naming Rights
		Private Contributions for Station Development
		Advertising Revenues
		Station Concessions Revenues
		Parking Revenues
		Fare Revenues
		Real Estate Joint Development Revenues

= excluded from analysis

32



## Prioritization of Funding Sources



- ▶ The existing and potential funding sources were prioritized into the following 3 categories:

Category	Number of Sources	Potential Value Range*	Description / Purpose of these Tools
<b>Core Funding Sources</b> (includes \$2.26B already expended or identified funding)	5 sources	\$1.74B – \$6.50B	VTA may pursue aggressively and immediately to help fund the project.
<b>Complementary Funding Sources</b>	13 sources	\$260M – \$1.42B	These sources take longer and/or are more complex to develop and implement. VTA may investigate further and/or pursue to provide backup sources of funding.
<b>Other Funding Sources</b>	15 sources	\$50M - \$572M	VTA may pursue some of these sources in the normal course of business but not rely on these to provide any meaningful funding for the project.

\* Excludes estimated funding from sources which are anticipated to be available only after construction

33

## Core Funding Sources



- ▶ VTA is aggressively pursuing the Core Funding Sources; however uncertainty will remain for some time
- ▶ The Target Values for the Additional Core Funding are aggressive. Any shortfall below a Target Value will need to be made up by increases above the Target Value for other sources

Funding Status	Source	Target Value
Spent	Measure A Sales Tax and TCRP	\$160M
Anticipated	Existing 2000 Measure A Sales Tax	\$1.00B
Anticipated	FTA New Starts (anticipated)	\$1.50B
<b>Subtotal Already Expended + Anticipated Funding</b>		<b>\$2.66B</b>
Pursue (New)	Sales Tax 2016 Measure X (excludes financing costs)	\$1.50B
Pursue (New)	Cap & Trade Program (TICRP)	\$750M
Pursue (New)	Mello Roos Community Facilities Districts (DFD)	\$170M
Pursue (New)	Enhanced Infrastructure Financing Districts (EIFD)	\$70M
<b>Subtotal Additional Core Funding</b>		<b>\$2.49B</b>
<b>Total Core Funding Sources (Compare to \$4.69B estimated Project Cost)</b>		<b>\$5.15B</b>

34



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## City Related Projects within BART Corridor

John Davidson, City of Santa Clara

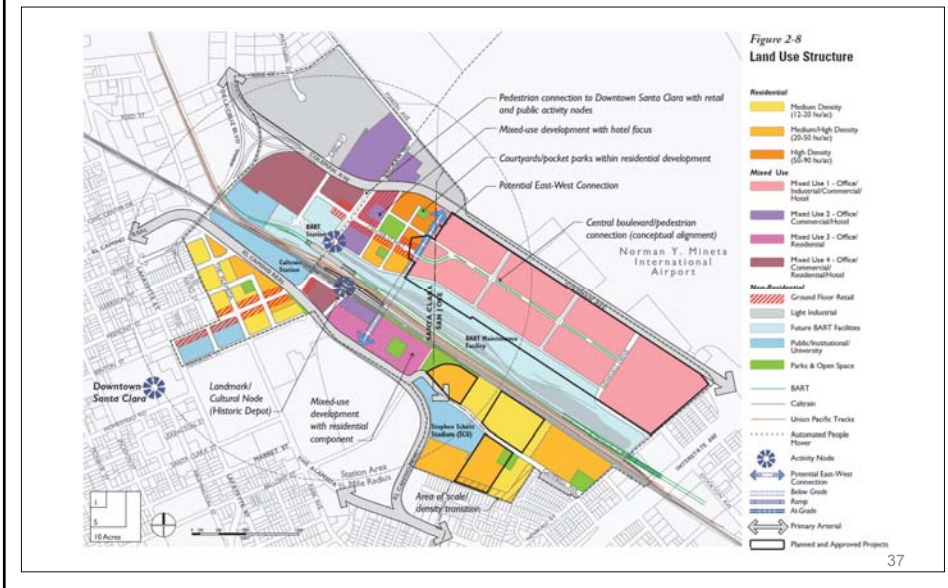
35

## Santa Clara BART CWG updates

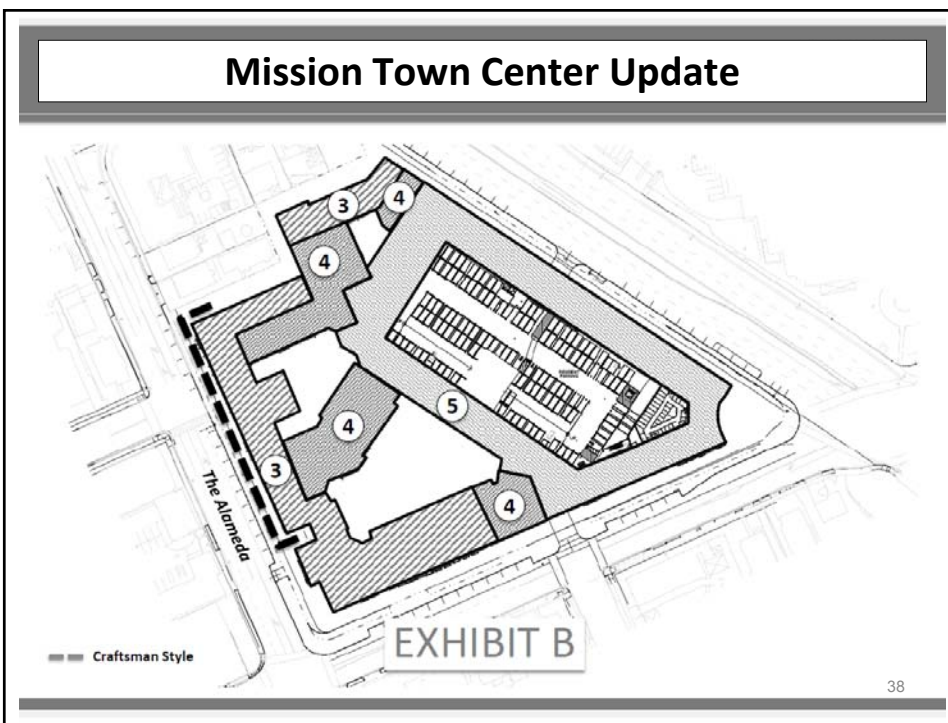
April 2016

36

# Santa Clara Station Area Updates



# Mission Town Center Update



## SCU Facilities Master Plan

- 5-year plan, including:
  - On-campus housing for 600 additional students
    - Proposed in two residence halls
  - Unified facility for the law school
  - STEM cluster at the center of campus
  - New student health/athletics practice space (Cowell Center)
- Environmental Impact Report for the plan expected to be out in April

39



40

## Hunter/Storm pre-application

- Located at Coleman and Brokaw (eastern edge of Station Area)
  - Up to 1100 dwelling units on 24 acres (46 DU/AC)
  - 25,000 square feet of retail

41



42



# City Place *land uses*

## PROGRAM SUMMARY

-  **239 ACRES**  
**9.2 M SF**  
TOTAL PROJECT

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-  **5.7 M SF**  
OFFICE
-  **1.1 M SF**  
RETAIL
-  **1,360 UNITS**  
RESIDENTIAL
-  **700 ROOMS**  
HOTEL
-  **250,000 SF**  
FOOD & BEVERAGE
-  **190,000 SF**  
ENTERTAINMENT



# City Place *aerial*



AERIAL VIEW LOOKING NORTH

## City Place TDM program

Transportation Demand Management

- Mitigation Measure includes:
  - A 10% peak hour office trip reduction target
  - A 5% peak hour residential trip reduction target
  - A palette of TDM options, including shuttles to transit
  - Annual monitoring

47



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## Construction Outreach Best Practices Research Summary Update

Brent Pearse, VTA  
Angela Sipp, VTA

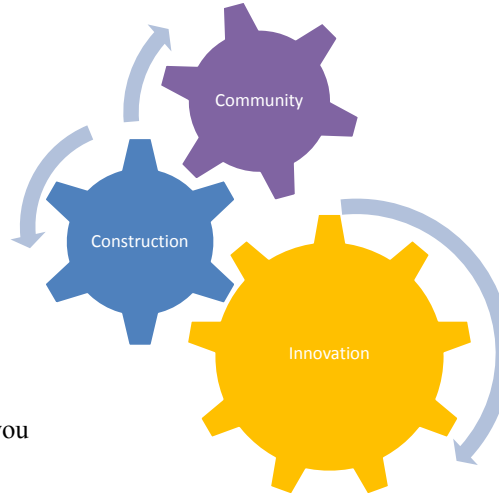
48



## Outreach Tactics Research



- Overview of four programs:
  - LA Metro: Purple Line Extension
  - SFMTA: Central Subway
  - Valley Metro: Northwest Corridor
  - MTA: 2<sup>nd</sup> Ave Subway
- How have other projects performed outreach?
- What tactics did your agencies use?
- How was the community involved?
- What innovative practices did you implement?

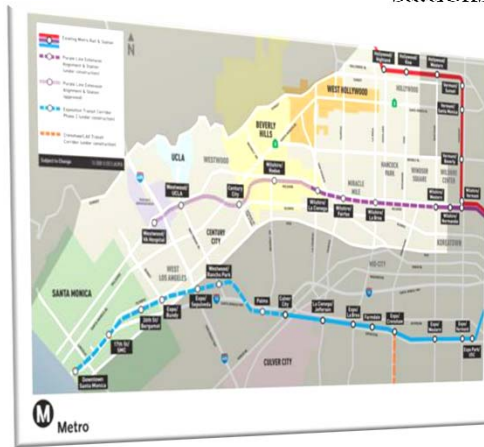


49

## Los Angeles METRO – Purple Line Extension



From the current terminus at Wilshire/Western, the Purple Line Extension will extend westward for about 9 miles with seven new stations.



Travel between downtown Los Angeles and Westwood in just 25 minutes and will be built in three phases.

Total Project Cost: \$6.3 billion  
 ¾ Funds generated from local sales tax

50

## Purple Line - Outreach Tactics



- Community post-construction meetings (weekly)
- Business profiles established to understand each business affected
- Social media engagement on project started early
- Artwork Campaign (web, stations)
- Construction Sound Walls
- [Animated video tour of extension](#)



51

## Purple Line - Innovative Practices



EAT, SHOP, PLAY Webpage highlights the ways the community can **Eat** at local restaurants, **Shop** at local retail stores and **Play** at local destinations. Eat, Shop, Play will provide access to exclusive offers and information about participating local businesses. The community will be asked to take a pledge to support local businesses during and after construction of the project.

- *Encourages the community to “Pledge to Participate” and support businesses around construction.*
- *Prizes award to participants that support businesses (\$250 to \$1000 awarded quarterly)*
- *Participating businesses are listed and featured on a custom, interactive website.*



52

## SFMTA - Central Subway Project



The Central Subway Project is the second phase of the San Francisco Municipal Transportation Agency's (SFMTA) Third Street Light Rail Transit Project.

**Four New Stations at:**

- 4th and Brannan Station
- Yerba Buena/Moscone Station
- Union Square/Market Street Station
- Chinatown Station



Phase 2, the Central Subway Project, will extend the T Third Line 1.7 miles from the 4<sup>th</sup> Street Caltrain Station to Chinatown, providing a direct, rapid transit link from the Bayshore and Mission Bay areas to SoMa, Union Square and downtown.

Budget: \$1.6 Billion (Funding by FTA New Starts and other Federal, state and local sources)

## Central Subway – Outreach Tactics



- Community Advisory Groups  
*The purpose of the Central Subway Community Advisory Group (CAG) is to engage with the local community and to receive input and feedback at key milestones throughout the project.*



### Social Media Engagement

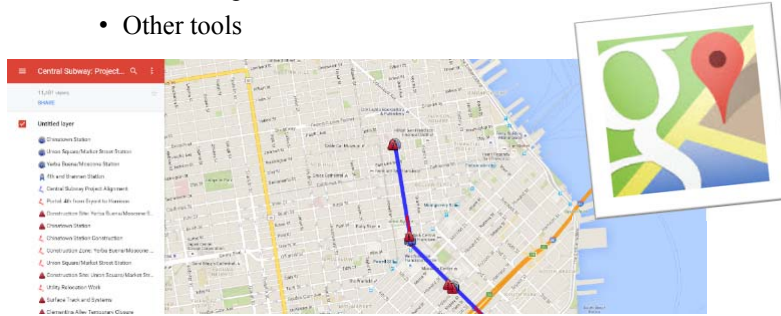
- Project Website*
- Project Blog*
- Project Twitter page*
- Project Facebook page*



## Central Subway – Innovative Practices



- Construction Detour Engagement – Electronic media
  - Construction Google Map
    - Includes up-to-date information on detours and other road closures
    - Other tools



55

## Valley Metro – Northwest Extension Project



- 3.2-mile project extends light rail, includes three stations and park and ride
- Construction occurred in central business district
- Total Project Cost: \$320 million
- 3 years of construction
- New stations detail significant art
- Expected extension ridership: 5000

56

## Northwest Valley Ex – Outreach Tactics



- Monthly Project Report Card
  - Detailed project station and budget
  - Reported and public meetings or stakeholder engagements
  - Relevant schedule updates
- 24 – Hour Hotline for residents and businesses
- METRO MAX Rewards Program
  - Monthly discount program
  - Marketing and advertising to support businesses
  - Videos and social media campaign
  - 4000 followers, 500,000+ monthly views
- Direct Mail Promotions to corridor



57

## Northwest Valley Ex– Innovative Practices



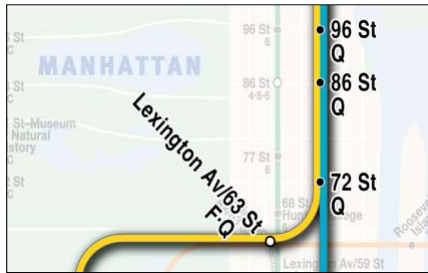
- Dedicated Business and Construction Outreach Staffing
- Community Fairs
  - Significant agency investment and promotion
  - Supported by businesses and residents
  - Themed events for children and families
  - Businesses promote themselves
- Business Utility Rebate Program
- Community Advisory Board
  - Voice of community during construction
  - Comprised of residents and businesses
  - Evaluates Valley Metro contractor
  - Makes recommendations to award quarterly incentives
  - Is contractor ‘Above and Beyond’ specifications

58

## New York MTA – 2<sup>nd</sup> Ave Subway



- 8.5 mile extension delivered over four phases
- Goal: Relieve north/south congestion along Lexington Ave
- Phase 1 cost: \$4.5 billion, 3.1 billion local and 1.4 federal funding
- Phase 1: 2 miles and 4 subway stations
- Expected ridership: 1.3 million riders
- 20 years in the making, first environmental work began in 1995



59

## 2<sup>nd</sup> Ave Subway – Outreach Tactics



- Contextual Outreach delivered by neighborhood
- 3 week advance construction newsletters
- Visual and noise barriers for construction equipment
- Public workshops “Ask the Experts”
- Task force meetings – involved contractor/agency
- Shop 2<sup>nd</sup> Ave marketing campaign
  - Daily specials
  - Attract foot traffic to corridor
  - Partnership with Chamber of Commerce
  - Enhance branding of 2<sup>nd</sup> Ave
  - Development of mobile app



60

## 2<sup>nd</sup> Ave Subway – Outreach Tactics



Example: Fence Screening

61

## 2<sup>nd</sup> Ave Subway – Outreach Tactics



Example: Business Signage

62

## 2<sup>nd</sup> Ave Subway – Innovative Practices



- Good Neighbor Initiative
  - Weekly construction updates for each station
  - Address cleanliness and sanitation of construction site
- Community Tours
  - Attended by over 1000 individuals
  - Hosted by MTA Capitol Construction CEO
- Community Information Center
  - Hands on custom innovative displays (iPads)
  - Museum quality interpretation and visuals
  - Revolving exhibits, current through Spring 2016:
    - “The People Behind the Project”
  - Staffed five days a week, one Saturday a month



63

## 2<sup>nd</sup> Ave Subway – Information Center

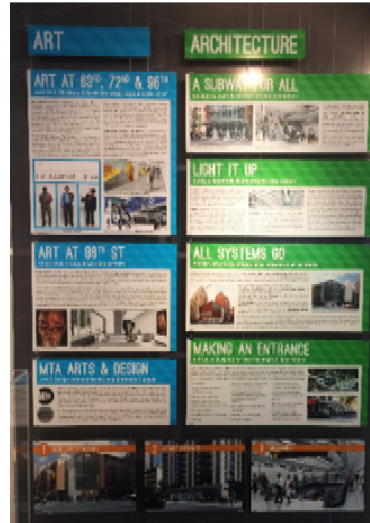


Example: Interactive iPad displays and LCD screens

64



## 2<sup>nd</sup> Ave Subway – Information Center



Example: Interpretive Signage / Construction Updates

65

## Outreach Tactics Next Steps



- June CWG Meetings:
  - Collective poll of tactics
  - Feedback on outreach tactics
  - Questions: Does everyone have a cell phone with texting ability?
- Finalize Outreach Tactics Matrix
  - Create Report
- Distribute

66



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## Discussion

Eileen Goodwin, Facilitator

67



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## Next Steps

- Next meeting: Thursday, June 16, 2016 ~ 4:00-6:00 PM,  
South Bay Historic Railroad Society ~ BYOB
  - Construction Outreach Best Practices Research Summary Update
  - Environmental process (Draft SEIS/SEIR, public meetings, how to comment)
  - FTA Process: MAP-21
  - New Starts Project Development (including operations and maintenance assumptions in the Financial Analysis)
  - Joint Development
- Action Items

68