



VTA's BART Silicon Valley Phase II Extension Project

VTA's Small Business Task Force

June 26, 2024

Agenda

- Introductions
- Program Overview & Branding
- Program Eligibility & Implementation
- Developing the Local Resource Network
- Open Discussion

Member Introductions



- **Larry Clark**, *Alameda Business Association*
- **Connie Alvarez**, *Alum Rock Santa Clara Street Business Association*
- **Alma Burrel and Jahmal Williams**, *Black Leadership Kitchen Cabinet*
- **Omar Torres**, *City of San José – District 3*
- **Vic Farlie**, *City of San José – OED*
- **Hope Cahan**, *County of Santa Clara*
- **Chris Patterson Simmons**, *East Santa Clara Business Association*
- **Jesus Flores**, *Latino Business Foundation*
- **Walter Wilson**, *Minority Business Consortium*
- **Mimi Hernandez**, *Prosperity Lab*
- **TBD**, *San José Chamber of Commerce*
- **Nate LeBlanc**, *San José Downtown Association*
- **Helen Masamori**, *SBDC Silicon Valley/Hispanic Chamber of Commerce*
- **Dennis King and Connie Madrigal**, *SBDC Silicon Valley/Hispanic Chamber of Commerce*
- **Sammuel Washington**, *Silicon Valley Black Chamber of Commerce*
- **TBD**, *Silicon Valley Central Chamber of Commerce*
- **Jim Chinh Nguyen**, *Silicon Valley Small Business Development Center Vietnamese American Satellite*
- **Nancy Kieu Nga Avila**, *Silicon Valley Vietnamese American Chamber of Commerce*
- **Nicole Doña**, *Team San Jose*



Program Overview & Branding

Business Resource Program Goals



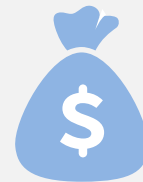
Enhance small business resiliency



Encourage foot traffic to business that rely on “walk-in” clientele



Support businesses with resources and marketing assistance



Provide grant funding to assist businesses during construction-related disruptions



small biz continuity
assistance
business assistance program
aguda
small business advisory
support
thriving businesses

Program Updates



- Establish online presence for businesses
- Develop marketing materials for businesses
- Provide signage and wayfinding for access



- Partnering with CBOs to provide
 - Financial & Technical Assistance
 - Networking Opportunities



- Providing financial grant assistance to eligible small business
- Assist businesses directly impacted by construction



THRIVING BUSINESS PROGRAM GUIDE FOR SMALL BUSINESSES

How to Thrive During Construction

This booklet is a resource to help local small businesses thrive during construction! Learn about Santa Clara Valley Transportation Authority's (VTA) Thriving Business Program, and steps that you can take to stay resilient during construction of VTA's BART Silicon Valley Phase II Extension Project. This project will provide opportunities for generations to come!

BART SILICON VALLEY PHASE II EXTENSION PROJECT



Thriving Business Program

The Thriving Business Program (TBP) will support the local small business community and provide a variety of resources during major construction. Participation in the program is voluntary for eligible small businesses and it's anticipated that it will generate positive community benefits that extend beyond the BSVII Project itself.

TBP Objectives

- ✓ Enhance small business resiliency
- ✓ Encourage foot traffic to businesses that rely on "walk-in" clientele
- ✓ Support businesses with marketing assistance
- ✓ Provide grant funding during construction-related activities

TBP Eligibility Criteria

- Be a business with 35 or fewer full-time employees
- Have an active business license in the City of Santa Clara or City of San Jose



Eat Shop Local will help you promote your small business!

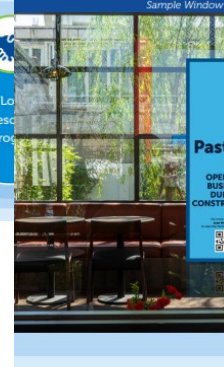
The Eat Shop Local Campaign will help promote the small business community during construction by establishing an online presence and providing free marketing materials.



By opting into Eat Shop Local, you will:

Appear on the advertised

TBP Elements



Eat Shop Local can also help customers find your small business during construction!

Signage and wayfinding resources are part of the Eat Shop Local Campaign and will provide physical signage to help your customers navigate and let them know you're open for business.



By participating in Eat Shop Local, signage will be installed and featured throughout the community during major construction.

Sample Streetlight Banners



Sample Transit Ad



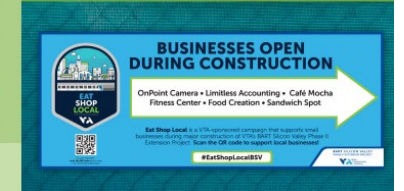
Sample Nylon Construction Fencing Banner Ad



Sample Bus Stop Ad



Sample Construction Signage



Program Alignment with Goals

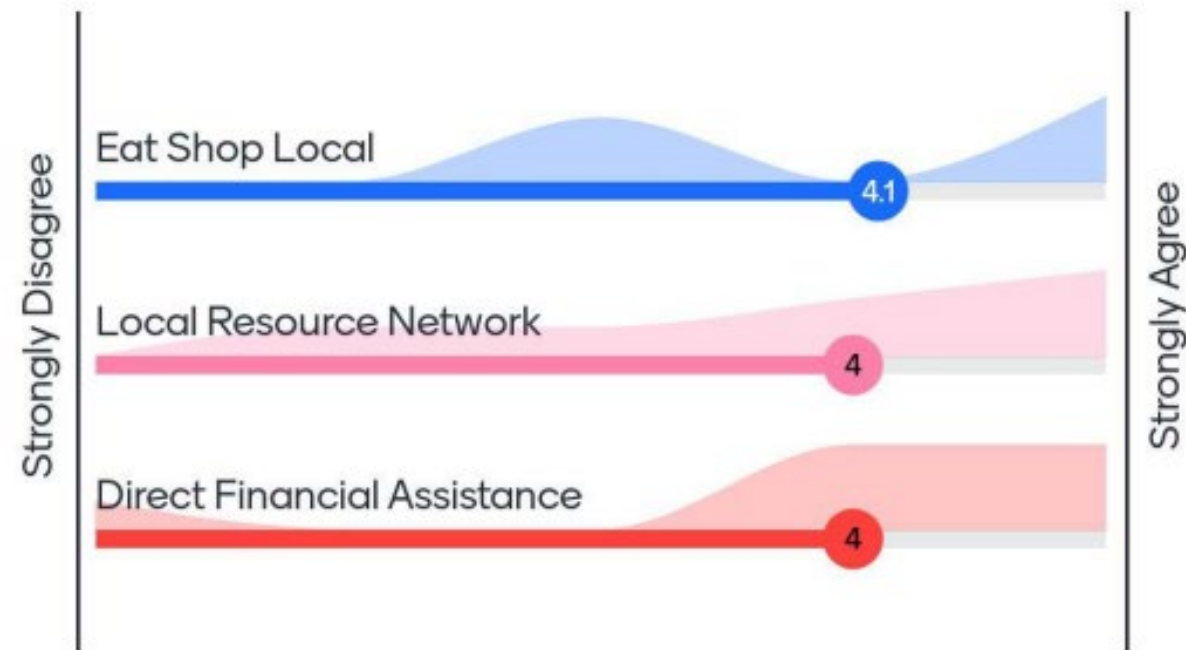


	Eat Shop Local	Local Resource Network	Direct Financial Assistance
 Enhance Resiliency			
 Encourage Foot Traffic			
 Resources and Marketing Assistance			
 Grant Funding			

Mentimeter Question #1



Do you think these program names are a good representation of the program goals?





Program Eligibility & Implementation

TBP Standard Eligibility Criteria



Must be a business with 35 or fewer full-time employees



Must have an active business license in the City of Santa Clara or City of San Jose



Business is not a non-qualifying category*



Business operates a physical storefront

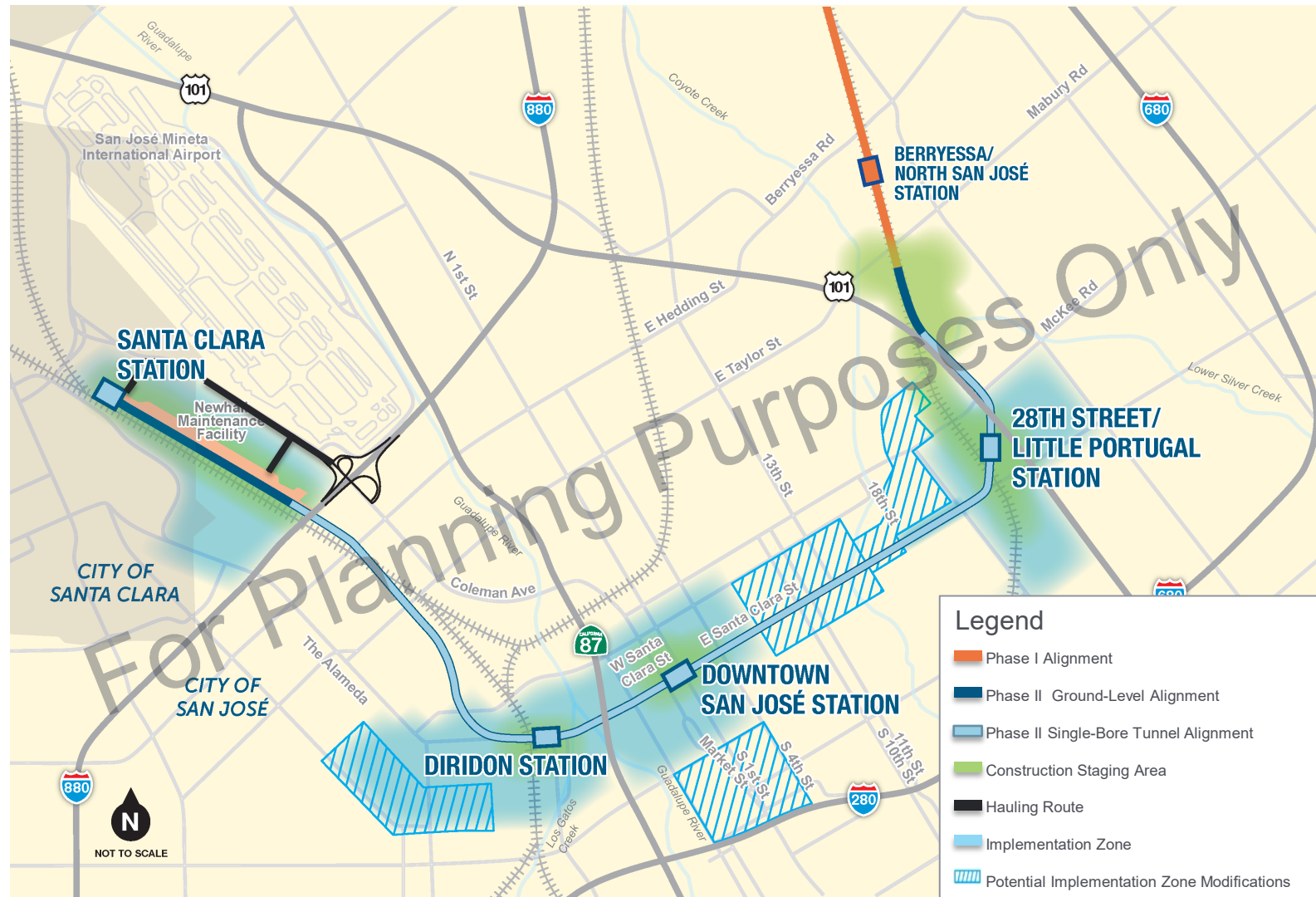
*Businesses such as liquor stores, adult stores, tobacco/smoke shops, ammunition/gun stores, among other classes of advertising prohibited by VTA's Advertising Policy.

TBP Implementation Zone



Implementation Zone Considerations:

- Distance from construction staging area
- Neighborhood and Business Districts/ Associations
- Urban Villages
- Local context and aerial scan



Not for Distribution – For Discussion Purposes Only

CURRENT as of June 2024 – FOR DISCUSSION ONLY



Developing the Local Resource Network

Local Resource Network Goals



Provide financial trainings to help businesses learn to increase access to capital or grants



Provide training on how to market, promote, and manage businesses



Provide networking opportunities with business resource providers to strengthen businesses and relationships including CBOs



CBO Provider Survey

Financial resources/trainings

Technical assistance/trainings

Networking opportunities

Small Business Needs Survey

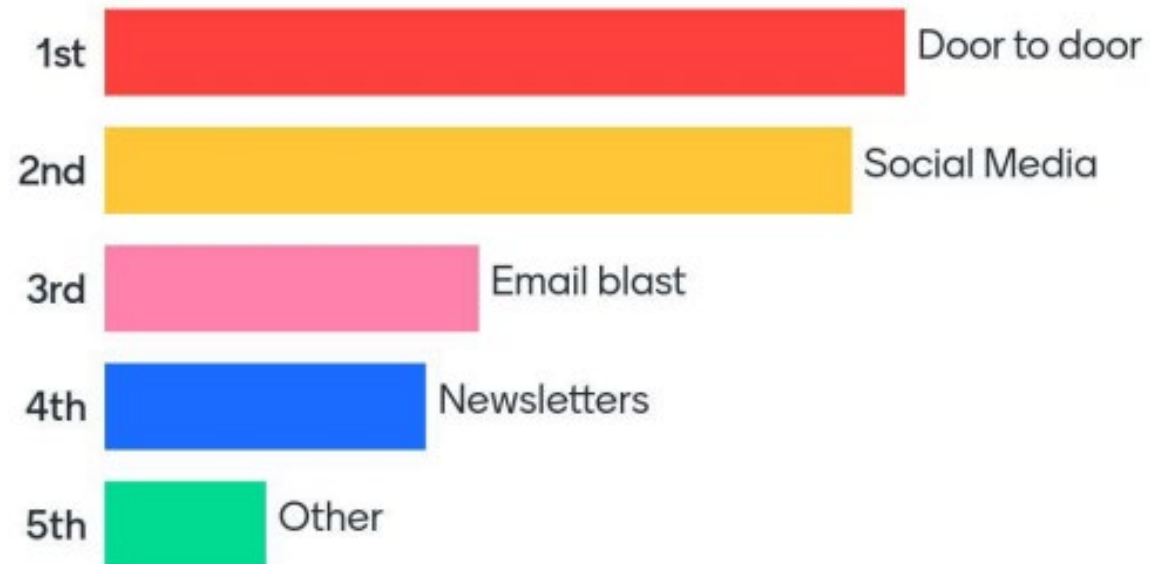
Identify concerns regarding construction disruptions

Determine business resource needs

Collect information on business logistics and operations



What is the most effective method to distribute the Small Business Needs Survey?



Mentimeter Question #3

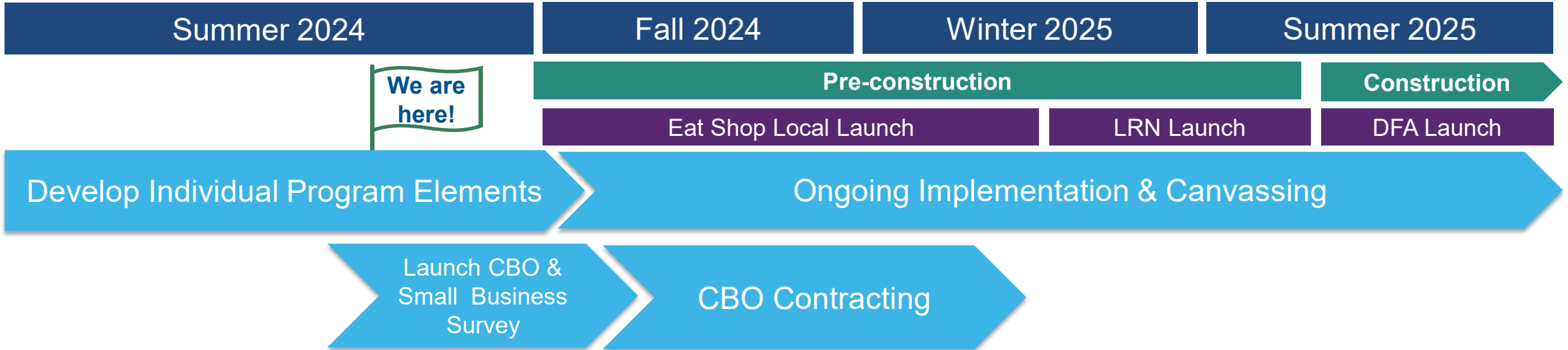


Any ideas for increasing Small Business Needs Survey response rates?

Whatsapp, business
association leadership

WhatsApp, BA

Implementation Schedule



****DFA is anticipated to launch in 2025 when major construction activities begin***



Questions & Open Discussion