

# VTA's BART Silicon Valley Phase II Extension Project

**VTA's Small Business Task Force** 

February 10, 2025



## Agenda

- Welcome & Introductions
- Phase II Update
- Thriving Business Program Update
- Developing the Local Resource Network
- Materials for Review
  - Community-Based Organization and Small Business Needs Survey(s)
  - Thriving Business Program Guide
  - Phase II Construction Readiness Guide
- 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
- TBD, City of San José District 3
- Vic Farlie, City of San José OED
- Peter Estaniel, County of Santa Clara
- Chris Patterson Simmons, East Village San Jose
- Jesus Flores, Latino Business Foundation
- Walter Wilson, Minority Business Consortium
- Mimi Hernandez, Prosperity Lab
- Sean Cottle, 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
- Harbir Bhatia, 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

### **Small Business Task Force Goals**



### **Small Business Task Force Purpose:**

- Be key conduits and points of contact for the business community leading up to and through construction
- Provide updates to the business community and relevant stakeholders on the Phase II project
- Provide VTA with real-time feedback from small businesses along the Project corridor

**Membership:** We are not adding new members as of now, but members are welcome to send a substitute for meetings

### **Member Contact Information**





forms.office.com/r/7sw81kNbwn

### Discussion



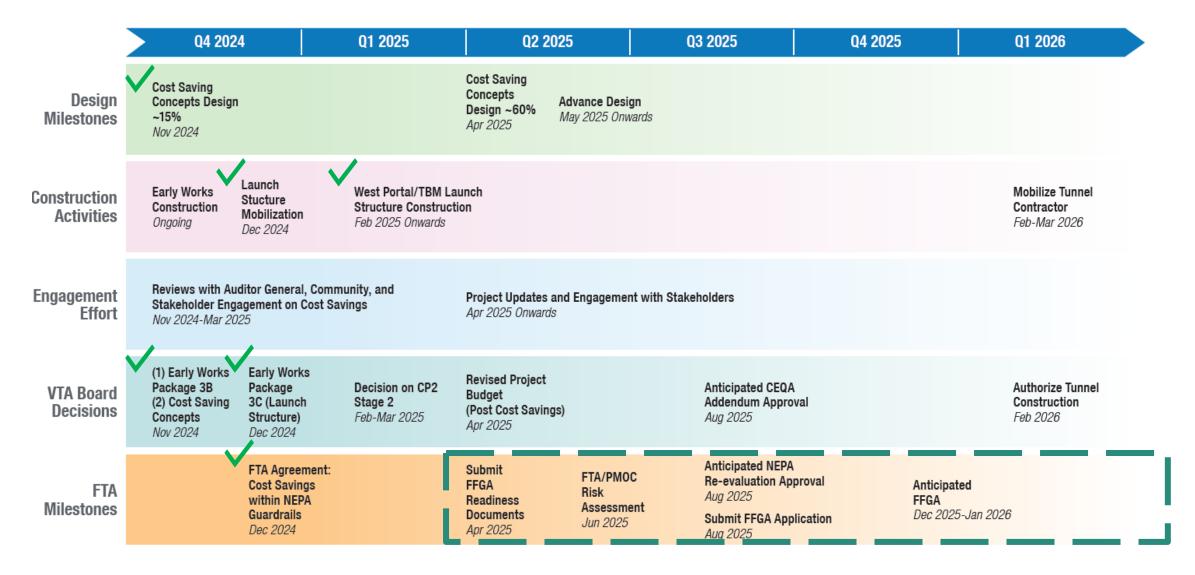
What have you heard from your communities about the Project?



# Phase II Update

### **Project Update**

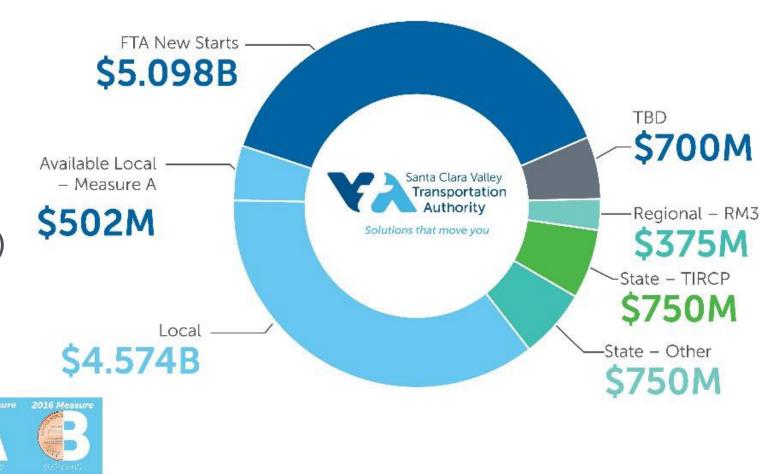




### Progress on Addressing the Funding Gap



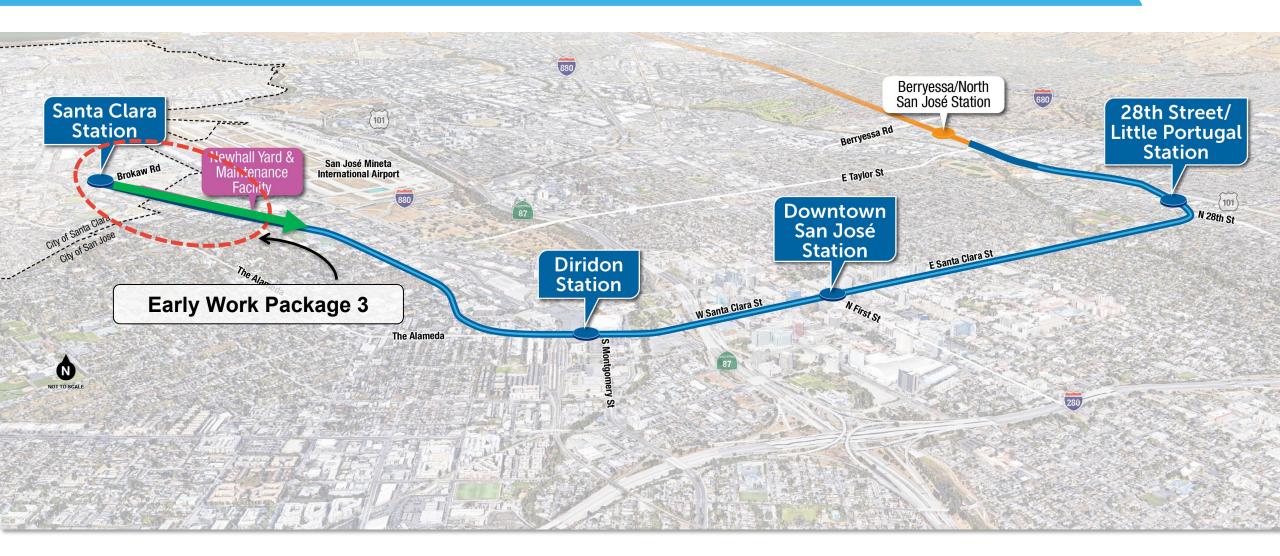
- Refining Cost Savings
- Exploring non-local funding options for up to \$100M:
  - Solutions for Congested Corridors Program (SCCP)
  - SB1 Local Assistance Program





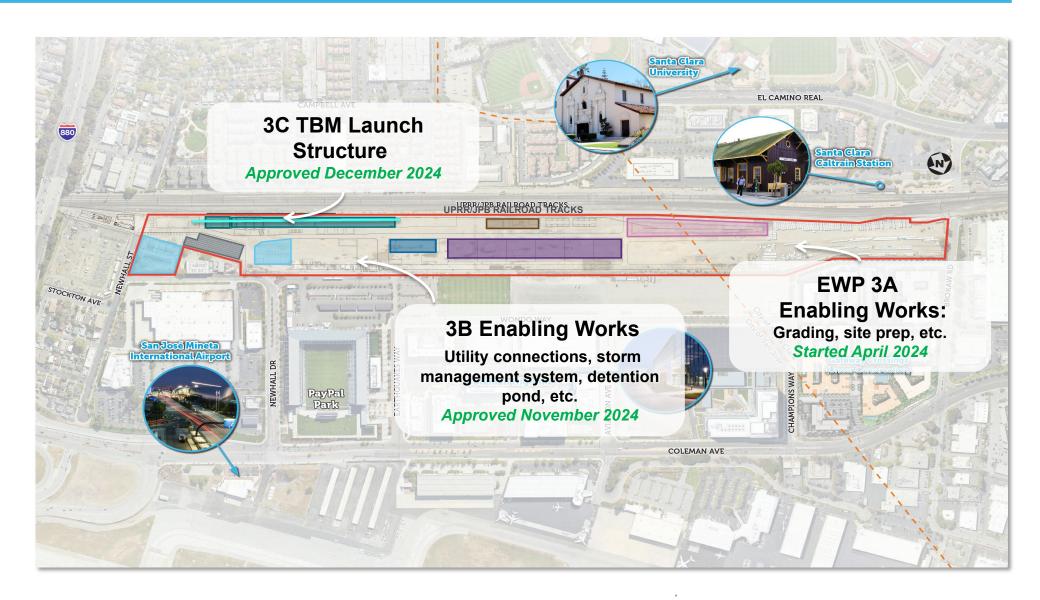
## VTA's BART Silicon Valley Phase II Extension





### Where is the West Portal and TBM Launch Structure



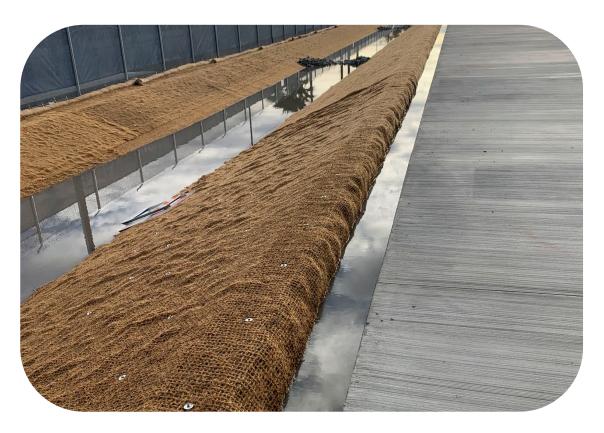


### **Construction Progress**





Commissioning of Wheel Wash



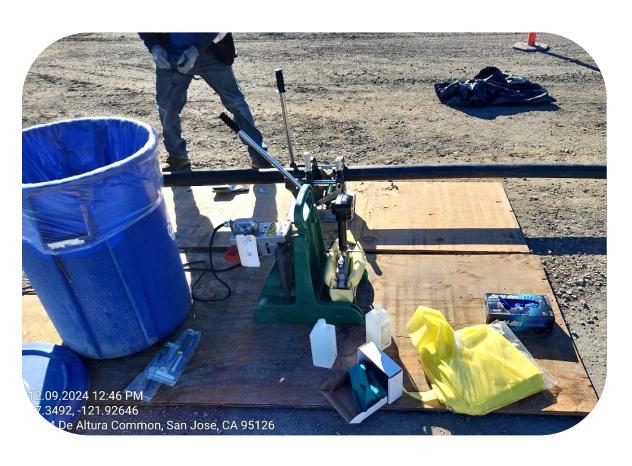
**Completed Drainage** 

### **Construction Progress**





Concrete Pour for Access Road



Fusing HDPE Air Line Prior to Installation

### **Upcoming Construction Activities**

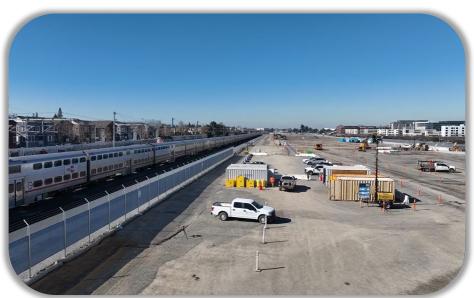


### **West Portal Activities:**

- Heavy equipment mobilization for the TBM Shaft will start: March 2025
- Temporary Noise Curtain Installation will initiate: April 2025
- Night Shift activities will begin: May 2025

### **Upcoming Activities**

- East Portal Geotech Soil testing
- West Portal Nightshift (shift in hours & hauling operations
- Subscribe to receive updates on activities





### **Building Demolition**



### Potentially, in the next year, we will have building demolition take place:

- Engagement: 60 days advanced public notification notice
- Pre-Demo: Prepare site for demolition; install construction fencing
- Demolition: Each building expected to be 2 months

Post-Demolition: Preparing site for tunnel excavation and infrastructure







Gold Rock Building
3rd and Santa Clara

### **VTA's Downtown San Jose Field Office**



# Community resource center for construction activities, Thriving Business Program, stakeholder meetings, and project collateral

- Located at VTA's Downtown San Jose Customer Service Center
- Launch date: Late-Spring 2025
- Limited operating hours: Tuesdays from 10 am 2 pm; Daily during major construction







# Thriving Business Program Updates

### Thriving Business Program Background & Overview



- Goal is to support small businesses during major construction disruptions
- Developed with economic analysis, interviews, survey of small businesses, and lessons learned from case studies
- Program refinements completed following discussion at VTA Board of Directors June 2023 meeting, including:
  - Communications Plan
  - Direct Financial Assistance

### **Thriving Business Program Goals**





Enhance small business resiliency



Encourage foot traffic to business that rely on "walk-in" customers



Support businesses with resources and marketing assistance



Provide grant funding to assist businesses during constructionrelated disruptions

### **Program Elements**





### **Eat Shop Local**

- Marketing campaign to encourage foot traffic:
  - Social media and website promotion
  - Signage and wayfinding
  - Marketing assistance
  - Local vendor list
  - VTA pop-up events



### **Local Resource Network**

- Partnering with Community-Based Organizations to provide:
  - Financial and technical assistance
  - Networking opportunities
  - Educational resources



### **Direct Financial Assistance**

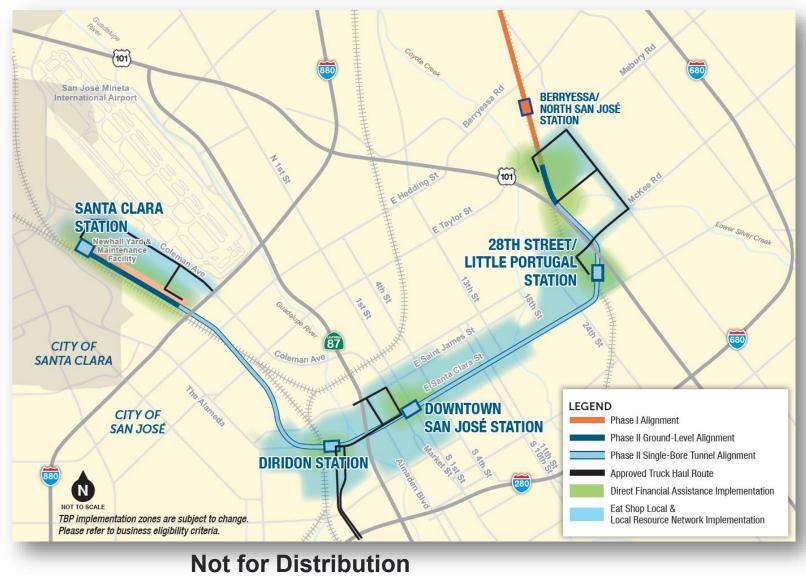
- Providing financial grant assistance to eligible small business.
  - Max. \$10k/year per business
- Assist businesses experiencing constructionrelated disruptions

### Implementation Zone



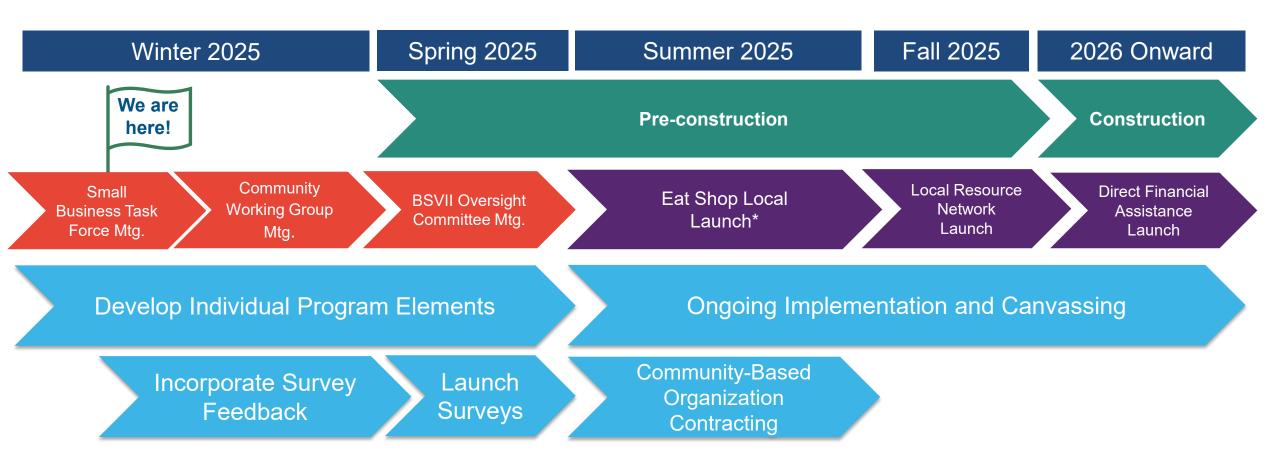
## Implementation Zone Considerations:

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



### **Anticipated Implementation Schedule**





\*Eat Shop Local is anticipated to soft launch in Santa Clara station area first, then Project-wide



# Developing the Local Resource Network

### **Local Resource Network Goals**





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



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



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

### **Local Resource Network Status**



### June 2024:

 Plan to develop the Small Business Needs and Community-Based Organization (CBO) Provider Surveys to help inform the program development

### Now:

- Currently developing the program elements
- After receiving community feedback, the surveys will be ready to launch!

### **Next steps:**

- Will further develop this program with the survey results
- Will develop a procurement to administer the program

### **Local Resource Network Surveys**



## Community-Based Organization (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

### **Local Resource Network Process – CBO Contracting**



### **Scope of Work**

- Identify resources that businesses need
- Identify frequency of events and trainings
- Identify requirements to help businesses develop online presence, promotions, and marketing
- VTA Thriving Business
   Program promotion

### **Program & Budget Considerations**

- How is program administered?
  - Competitive RFP to select an administrator for the Local Resource Network
  - Could involve sub-contractors or approved project vendor
- Developing program scope & payment schedule



## **Materials for Review**

### **Local Resource Network Survey(s)**



### **Small Business Needs Survey**

- Distribution
  - SBTF canvassing
  - Local elected official outreach
  - Direct mail
  - Project website
  - Social media

### **CBO Provider Survey**

- Distribution
  - SBTF canvassing
  - Email
  - Project website
  - Social media

VTA Thriving Business Progra

Community-Based Organization Provi

Santa Clara Valley Transportation Authority (VTA) is launching to support the small business community by providing targete of the BART Silicon Valley Phase II Extension Pr

As part of the TBP's Local Resource Network (LRN), VTA will t training and consultation services to small businesses to hel survey input will help identify the potential resource programs CBOs offer. Completion of this survey does not constitute pa collected is for internal use only and will no

This survey should take about 10 minutes to complete. To lea

- 1. Organization Name:
- 2. Contact Name:
- 3. Contact Title:
- 4. Organization Address:
  - Address
  - Address 2
  - City/Town
- · ZIP/ Postal Code
- 5. Website Address:
- 6. Phone Number: 7. Fmail:
- 8. Preferred method of contact:
  - a. Phone
  - b. Email
- 9. How do you communicate with your network? (Check a
  - a. Email Newsletter
  - b. Website updates
  - c. Social Media
    - i. Please specify which social media platfe
      - 1. Facebook 2. Twitter/X
      - 3. Instagram

      - LinkedIn 5 Other
  - d. Attend community events
  - e. Host community events at your office location

  - g. In-person visits to businesses/canvassing

VTA's Thriving Business Program

Small Business Needs Survey

Santa Clara Valley Transportation Authority (VTA) is launching its Thriving Business Program (TBP) to support the small business community by providing targeted resources during the construction of the BART Silicon Valley Phase II Extension Project (BSVII Project).

Your survey input will help VTA refine the types of assistance provided to small businesses. Participation in this survey does not constitute enrollment in the Thriving Business Program. Information collected is for internal use only and will not be published.

This survey should take about 10-15 minutes to complete. To learn more about the Thriving Business Program, please visit www.VTABART.org.

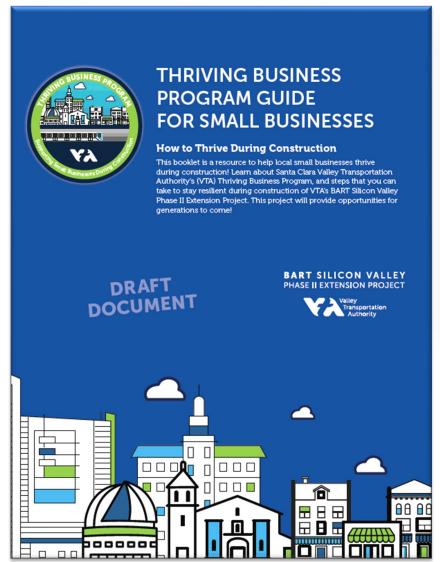
### **Construction Disruptions**

The BSVII Project is working to address potential construction activities that may affect your business. Please answer the following question to inform VTA about your concerns related to major Project construction.

- 1. Based on your level of concern, rank the following construction disruptions, with 1 being the most disruptive and 4 being the least disruptive
  - a. Prolonged vehicle lane closures, which may result in delayed deliveries and limit customer access or employee access.
  - b. Prolonged parking restrictions or removal, which may result in delayed deliveries and limit employee or customer access.
  - c. Advertisement and signage obstruction that may limit on-the-street business
- 1. Please specify the potential construction disruption you are concerned about if you ranked
- 2. How do you anticipate these construction disruptions will affect your business operations? (Check all that apply)
  - a. Delayed deliveries
  - b. Reduced customer foot traffic
  - c. Challenges for employees getting to work
  - d. Decrease of sales revenue
  - e. Other:

### **Thriving Business Program Guide**







### **Construction Readiness Guide**





A community resource to help prepare business and residents for Project construction

DRAFT DOCUMENT







Being informed in advance of early construction activities allows for effective preparation and successful navigation of BSVII construction. As construction preparation for the BSVII Project progresses, residents and businesses near the active project areas may experience noticeable changes. Activities in and around station areas may result in temporary changes in traffic patterns, increased truck activity, occasional dust and intermittent noise.

Temporary disruptions or delays during early construction activities will vary depending on location and may include, but are not limited to the follow-



- Leverage VTA's Thriving
- » Seek Direct Financial
- Review Budgets.
- » Review and adjust your budget to account for new potential budget line items, such



Vehicular or Bike Lane Closures access parking



Sidewalk or Crosswalk Closures Disruptions to customer access,



employee access



Advertisement and Signage Obstruction On-the-street visibility



Temporary utility disruptions access restrictions, and



**Building and Site Demolition** Temporary noise, dust, vibrations

### **DURING CONSTRUCTION**

As construction progresses for the BSVII Project, residents and businesses near the active project areas may experience noticeable changes. While the majority of tunneling and excavation will occur underground, activities in and around station areas may result in temporary changes in traffic patterns, increased truck activity, occasional dust and intermittent noise

Disruptions or delays during construction will vary depending on location and may include, but are not limited to the following:

- Noise and Vibration | Noise and vibration from heavy construction machinery and activities
- Extended Work Hours | Night and weekend construction activities
- Heavy Equipment | Presence of cranes, backhoes, excavators, low-impact pile driving.
- . Traffic Rerouting and Detours | Rerouting of vehicular, bicycle, and pedestrian traffic
- Construction Barriers and Fencing | Barriers or fences around active construction areas
- Construction Staging Areas | Designated areas for storing equipment, vehicles, and materials
- . Concrete and Asphalt Work | Sidewalk, curb, and road reconstruction
- . Increased Truck Traffic | Frequent hauling of excavation material, equipment deliveries, etc.
- Lighting for Night Work | Nighttime lighting in active construction areas
- . Tunnel Construction and Muck Removal | Large-scale excavation for tunneling operations
- To help navigate the construction phase effectively, here are steps you can take:

### For Residents

Stay Informed: Subscribe to construction updates to receive the latest information on activities near your area at vtabart.org

- Stay Connected: Contact the Project at 408-321-2345 or email vtabart@vtabsv.com
- Plan Ahead: Stay informed about truck routes and temporary traffic or pedestrian access changes by using the project's construction updates page and real-time map at vtabart.org/
- Communicate: Share construction updates with neighbors and community groups to stay
- Participate: Join community meetings, including construction traffic management meeting detailing truck routes and station-specific construction activities



- customers know you're open.
- » Use real-time updates on construction areas and available parking areas to keep your customers informed and help them navigate changes at vtabart.org/construction-overview
- » Use social media, email campaigns, and in-store flyers to share updates about access routes, available public parking, promotions, and construction progress
- » Collaborate with neighboring businesses on joint initiatives, such as VTA's 'Eat, Shop, Local' campaigns, to encourage patronage in the area and highlight special offers, sales, or unique
- » Share construction schedules and potential impacts on commutes with your employees
- » Encourage the use of public transportation and carpooling where feasible and provide details about nearby transit options.
- » Communicate any changes to employee parking during construction and explore alternative options like nearby lots or shared parking areas
- Explore Collaboration Opportunities:
- » Partner with nearby businesses and familiarize yourself with your local business association to
- create joint marketing campaigns or events to encourage customer visits
- » Offer promotions or discounts to attract customers and incentivize repeat visits during
- » Participate in the community input of construction traffic management meetings for your area,



**AFTER CONSTRUCTION** 

The completion of the BSVII Project marks a transformative milestone, ushering in a new era of improved transit access and connectivity. Residents will experience improved mobility, reduced congestion, and a stronger, more connected community

with enhanced support for local businesses and a better quality of life.

Whether you're a resident exploring new amenities or a business leveraging enhanced accessibility, these improvements will support a thriving, connected future for all!

### **Feedback Next Steps**



- Please provide feedback on these materials by February 24, 2024.
- Send your feedback to Tiffany Nguyen (tinguyen@vtabsv.com)
- Suggestions for additional information or resources



# **Open Discussion**

# **Next Steps**

- Material Feedback Deadline: 2/24/25
- Next Meeting Date (Late-Spring 2025)
  - Local Resource Network Survey(s) Report-Out
  - Local Resource Network Update
  - Downtown Construction Field Office Update

