

VTA's BART Silicon Valley Phase II Extension

Alum Rock Community Working Group

April 13, 2016



Agenda



- Follow-up Items and Work Plan
- Project Updates
- Environmental Process
- Envision Project Update
- Financial Update of BART Phase II
- Economic Analysis Surrounding BART Stations
- Construction Outreach Best Practices Research Summary Update
- City Related 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

- 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

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Follow-up Items (1 of 2)



- Keep East-West Option Discussion on April Agenda
- Add scope of Station Access Study and Presentation of VTA's work on this in Milpitas and Berryessa to work plan
 - Summary scope is attached
 - TBD, but to be presented before November 2016
- Add Envision presentation to April agenda
- CSJ to respond: where were the transit lines located that made property values go down?
 - Rosalynn's response is attached
- CSJ to report on potential gentrification in the community
 - Rosalynn to present on this topic today.

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Follow-up Items (2 of 2)



- Kelly Daugherty to report back on youth perspective on station naming at April meeting
- Davide Vieira to research Portugal's transit system's names
 - Response provided in meeting notes dated 2/10/16 under "Follow-Up Items."
- Add Station Naming topic to April agenda

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Work Plan Shifts and Schedule Update

Leyla Hedayat,
Phase II Project Manager

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Project Updates

Leyla Hedayat,
Phase II Project Manager

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Process for Evaluating the Proposed Downtown East and West Station Options

Leyla Hedayat, Phase II Project
Manager

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Determination of Options

- East and west station location options to be included draft environmental document
- Option selection will be based on key considerations
- City will provide a letter to VTA with preferred option
- Once an option is selected, VTA and City will coordinate efforts to determine station entrances during the Phase II multimodal circulation study.

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Considerations



- Constructability
- Cost
- Construction Impacts
- Impacts to VTA Infrastructure
- Construction Staging Areas
- Connectivity
- Project Ridership
- Long-term Economic Development

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Project Development Phase for New Starts

Leyla Hedayat, Phase II Project Manager

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Environmental Process

Tom Fitzwater, VTA

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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

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Environmental Process



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

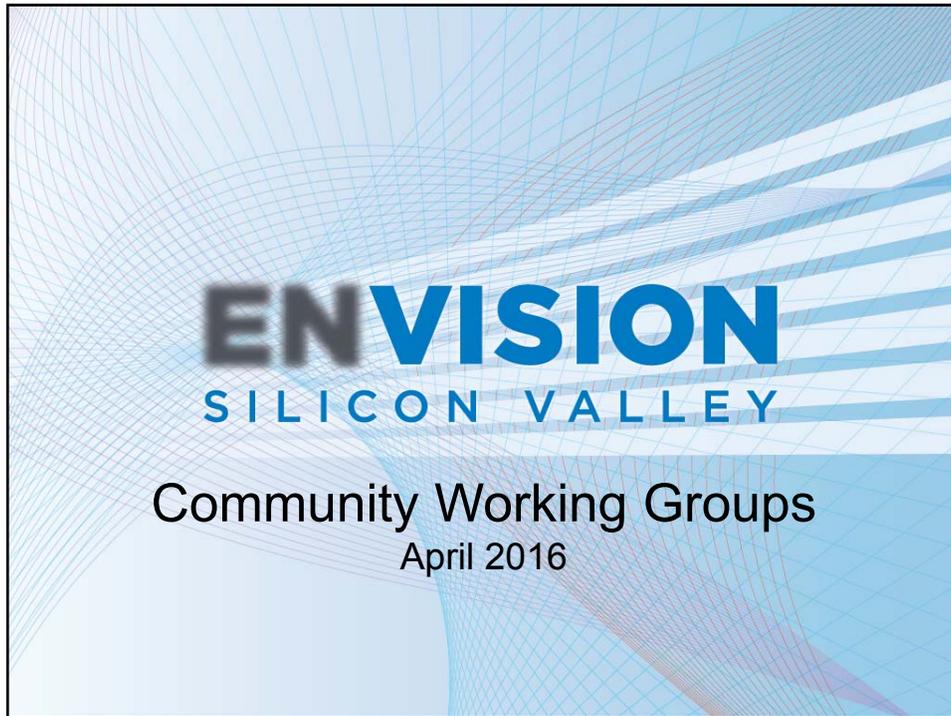
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Envision Project Update

John Ristow, VTA

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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

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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

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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>Upgraded Santa Clara Great America Intermodal Station: SJ00 M 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>Expect: 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	
COMPOSITE SCORE (Goal Scores were rounded)	2	2	5	2	4	3	2	2.8
POSSIBLE FUNDING SOURCE(S)	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.

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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.



Financial Update of BART Phase II

Mike Smith, VTA

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Financial Update

Community Working Group Meeting
April 13, 2016



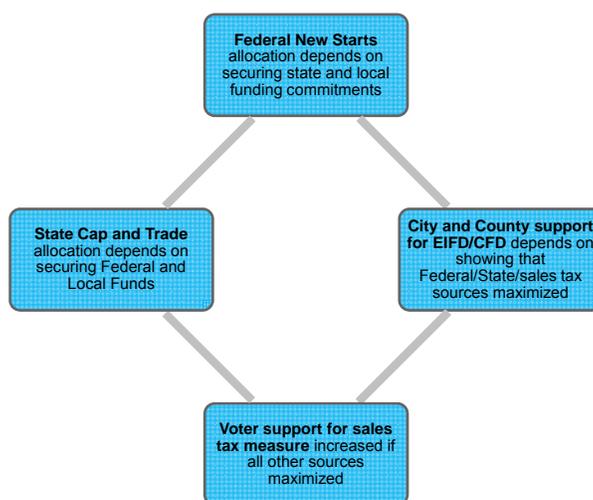
Since Last Update



- 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

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



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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

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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

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Forecasted Revenues



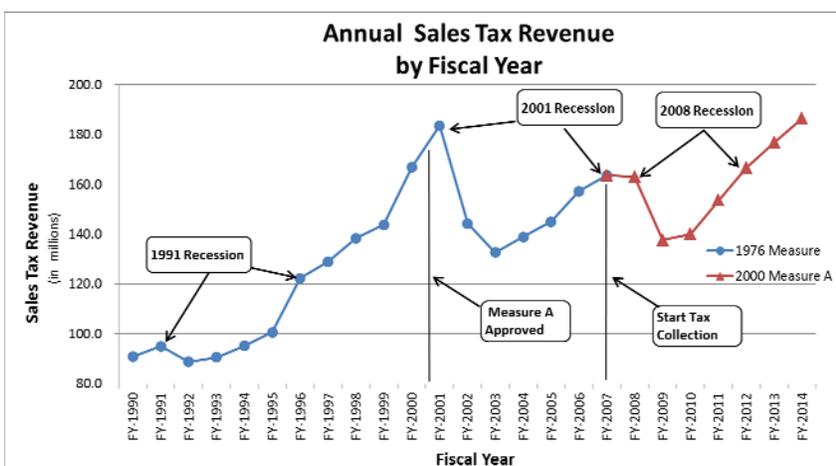
- Growth Rate
 - Average over 30 years
 - Nominal Growth Rate of 3.1%
 - CPI (inflation) rate of 2.2%
 - Real Growth Rate (without inflation) of 0.9%
- Nominal (year of receipt) dollars projected
 - \$11.2 Billion available over 30 years for projects, financing costs, etc.
- Present Value (2017) dollars 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

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2000 Measure A Sales Tax



The Measure A tax will generate less funding than originally anticipated

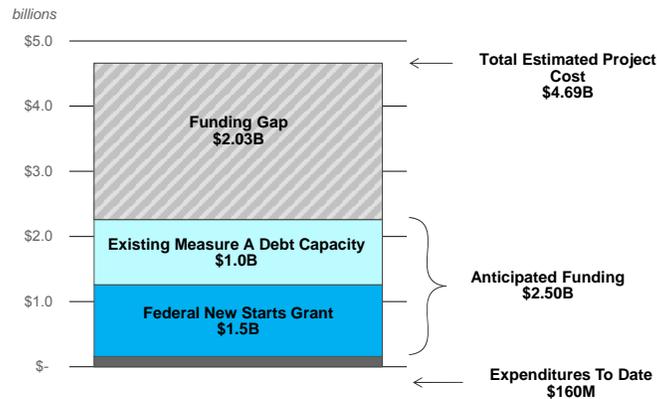


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Phase II Project Funding Goals



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



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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

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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
Core Funding Sources (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.
Complementary Funding Sources	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.
Other Funding Sources	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

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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
Subtotal Already Expended + Anticipated Funding		\$2.66B
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
Subtotal Additional Core Funding		\$2.49B
Total Core Funding Sources (Compare to \$4.69B estimated Project Cost)		\$5.15B

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Economic Analysis Surrounding BART Stations

Rosalynn Hughey, City of San Jose

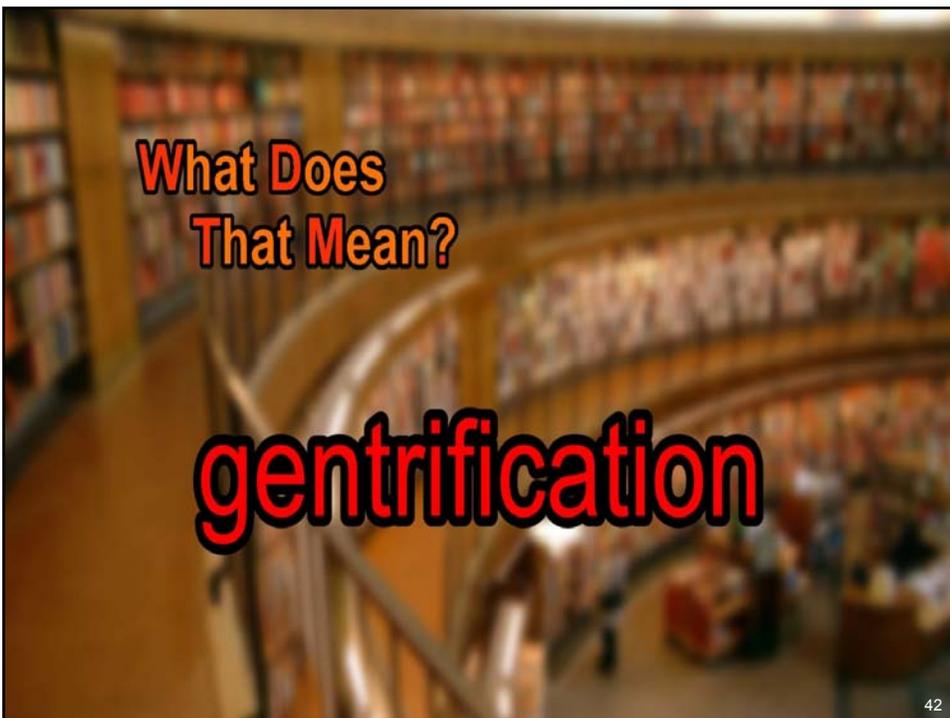


BART PHASE II ALUM ROCK COMMUNITY WORKING GROUP

Rosalynn Hughey
Assistant Director
Department of Planning Building & Code Enforcement
City of San Jose

April 13, 2016

The Evolution of Neighborhoods



BART: Harnessing the Investment

- Equitable Development
- Unbundling Parking



Tools to Address Redevelopment/ Gentrification

- Affordable Housing Impact Fee (AHIF) Program
- Citywide Inclusionary Housing Ordinance
- Mobile Home Park Protection/Conversion Policy & Ordinance Update
- Apartment Rent Ordinance Update
- General Plan Four-Year Review Process
- Community Land Trusts

Five Wounds/Brookwood Terrace

- Previous Planning/Neighborhood Initiatives
- What do the neighborhoods look like today?
- Assets, Challenges, Opportunities
- What will the neighborhoods look like in the future?



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BART Phase II Development Impact Study- Update

- Draft Station Area Profiles under review
 - Land Use
 - Demographics
 - Market Overview – housing, office, retail
 - Development Opportunity
 - Implementation Strategies
- Alum Rock Developers Forum, April 29th
- Station Area Profiles finalized – May/June

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Construction Outreach Best Practices Research Summary Update

Brent Pearse, VTA
Angela Sipp, VTA

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Outreach Tactics Research

- Overview of four programs:
 - LA Metro: Purple Line Extension
 - SFMTA: Central Subway
 - Valley Metro: Northwest Corridor
 - MTA: 2nd 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?

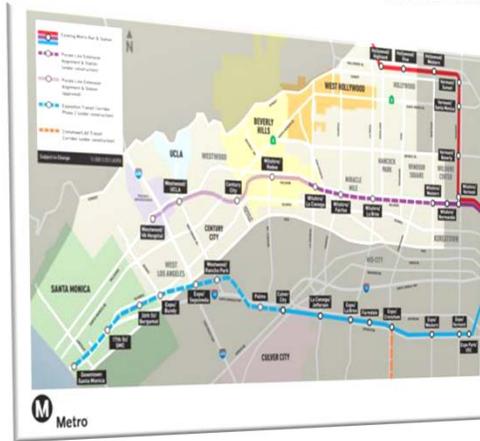


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Los Angeles METRO – Purple Line Extension



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

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](#)



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.



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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 4th 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)

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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

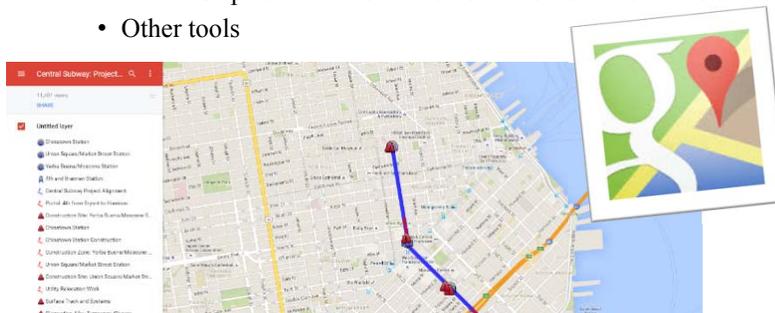
- Project Website*
- Project Blog*
- Project Twitter page*
- Project Facebook page*



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



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

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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



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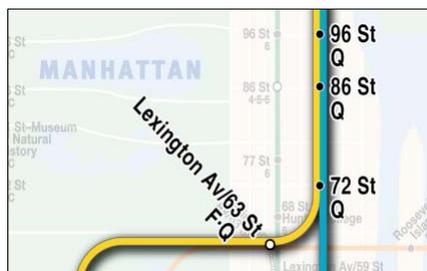
Northwest Valley Ex– Innovative Practices



- 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

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New York MTA – 2nd 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

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2nd 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 2nd Ave marketing campaign
 - Daily specials
 - Attract foot traffic to corridor
 - Partnership with Chamber of Commerce
 - Enhance branding of 2nd Ave
 - Development of mobile app



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2nd Ave Subway – Outreach Tactics



Example: Fence Screening

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2nd Ave Subway – Outreach Tactics



Example: Business Signage

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2nd 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



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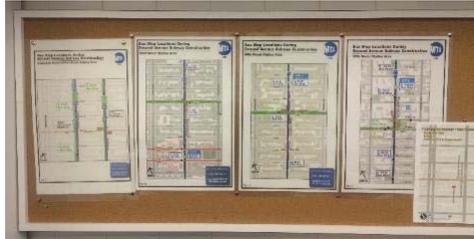
2nd Ave Subway – Information Center



Example: Interactive iPad displays and LCD screens

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2nd Ave Subway – Information Center



Example: Interpretive Signage / Construction Updates

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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

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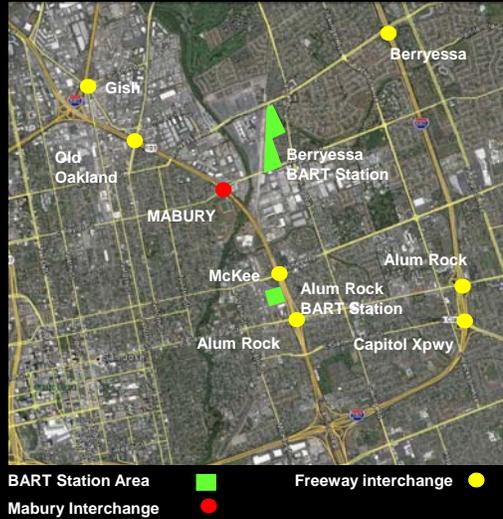
City Related Projects within BART
Corridor:
U.S. 101/Mabury Road Interchange

Amy Olay, City of San Jose

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101/Mabury Interchange

- 1990 - Project Study Report completed
- Deferred due to lack of funding
- Reinitiated in 2013
- Included in North San Jose & Old Oakland / Mabury Area Development Policies



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101/Mabury Interchange

- Spring 2016 – Initial traffic studies submitted to Caltrans
- Summer 2016 – Caltrans' approval of interchange
- Late 2018 – Complete environmental document
- Late 2021 - Complete construction



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BART's Station Naming Policy

Leyla Hedayat, VTA

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

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BART Station Naming Policy and Guidelines



- 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



- February 9th, 10th, 11th 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 7th PWC Meeting – present the process for station naming and guidelines from BART station Naming Policy and Procedure.
- April 7th VTA Board Meeting – Present process for station naming under Phase II project update.

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Station Naming Process for Phase II Stations



- April 12th, 13th and 14th 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 18th and 25th – meet with City staff to review CWG recommendations.
- May 2nd PWC Meeting – present the CWG recommendations for VTA Silicon Valley Phase II - Alum Rock Station.
- May San Jose City Council Meeting – staff recommendation to City Council TBD.
- June 2nd Board Meeting – present final recommended name under the PWC Chair report.

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Announcements

Facilitator

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Discussion

Eileen Goodwin, Facilitator

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Next Steps



- Next meeting: Wednesday, June 15, 2016~ 4:00-6:00 PM,
Mexican Heritage Plaza ~ BYOB
 - Economic Analysis Surrounding BART Stations (City to present)
 - Construction Outreach Best Practices Research Summary Update
 - Environmental process (how to comment)
 - FTA Process: MAP-21 (impact of parking on rating)
 - New Starts Project Development (including operations and maintenance assumptions in the Financial Analysis)
 - Joint Development
- Action Items