

VTA's BART Silicon Valley Phase II Extension Project

Small Business Task Force

September 1, 2021



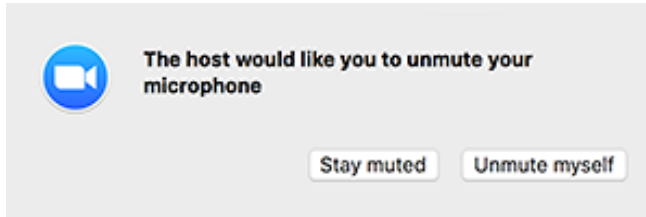
Agenda

- Welcome and Introductions
- Phase II Project Update
- DBE / SBE Update
- Business Resource Program Draft Recommendations

Zoom Webinar Attendee Controls

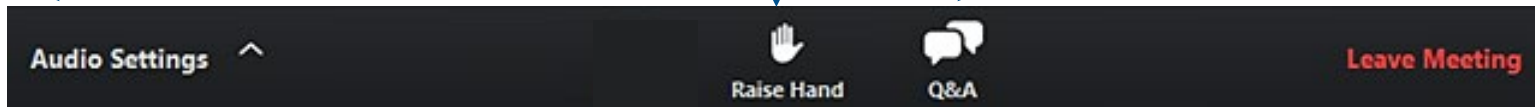
Audio Settings (only visible if the host hasn't granted you permission to talk): Change your [audio settings](#). You can also click the upward arrow (^) next to change your speaker.

Unmute/Mute: If the host gives you permission, you can unmute and all participants will be able to hear you talk. If the host allows you to talk, you will receive this notification - **click "unmute myself"**



Raise Hand: [Raise your hand](#) in the webinar to indicate that you want to make a comment.

Question & Answer: Open the Q&A window, allowing you to ask questions. The hosts can either reply via text in the Q&A window or answer your question live.



Phase II Project Update

Bernice Alaniz, VTA



Project Highlights

- Real estate acquisition process continues with negotiations underway for key properties required for project elements and field offices
- VTA and BART working together to finalize sign-off on Design Criteria/Requirement Manuals to be included in final procurement documents
- Cooperative Agreement #1 with Cities of San José, Santa Clara and Caltrans now executed
- VTA, FTA, and Project Management Oversight Contractor continue weekly coordination meetings



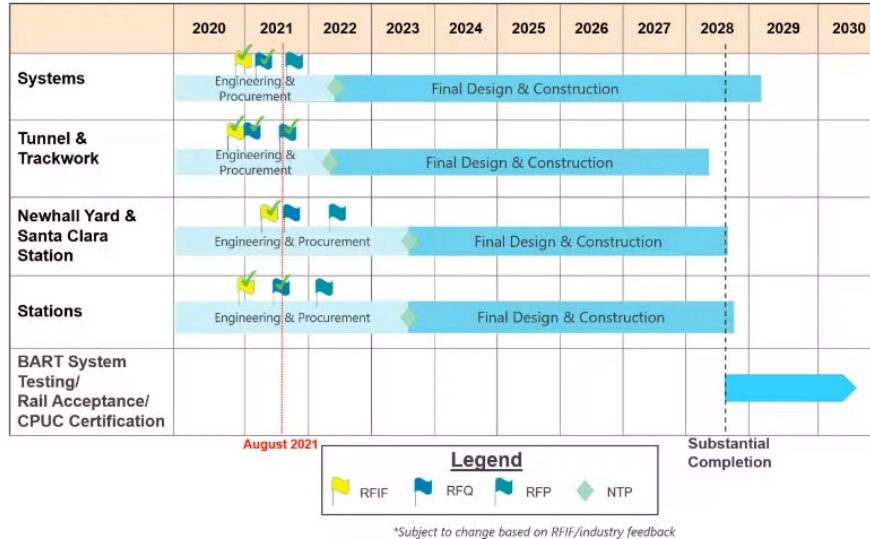
FTA's Expedited Project Delivery Update

On July 28, 2021, the FTA's Executive Director advised VTA's GM/CEO on the following:

- VTA and Congress to concurrently receive FTA notification by September 11, 2021, regarding project's application selection
- With project selection, VTA will receive full pre-award authority
- If FTA recommends a Letter of Intent, Congress will have a 30-day review period. If approved, VTA anticipates receiving a Letter of Intent from FTA by mid-October



Contracting Updates



Requests for Qualifications (RFQ)

- Released **Tunnel RFQ** on Dec. 29, 2020
- Released **Systems RFQ** on Feb. 26, 2021
- Released **Stations RFQ** on June 29, 2021
- Santa Clara & Newhall Yard RFQ** to be released in Sept. 2021

Requests for Proposals (RFP)

- Released **Tunnel Draft RFP** on July 28, 2021; **Final RFP** to be released in September
- Systems RFP** to be released Oct. 2021
- Stations RFP** to be released February 2022
- Santa Clara & Newhall Yard RFP** to be released March 2022



Contract Specifications Update

- In preparation for construction and in response to business feedback, the BSV Outreach Team has written contract specifications in the following areas:
 - Early notification about construction activities
 - Construction outreach coordination
 - Additional outreach staff
 - Signage and wayfinding
 - Incident rapid notification
 - Project hotline, email, and stakeholder management
 - Beautification and aesthetic treatment of construction fencing



Questions or Comments



DBE / SBE Update

Walter Wilson, Minority Business Consortium



The Vision

- The Bay Area Diversity Business Forum is a monthly, virtual meeting developed and hosted by VTA in partnership with Minority Business Consortium, to expand outreach to diversity communities across the Bay Area by public agencies and major corporations. Inaugural event held on August 10th with 170+ participants
- Goal is to identify underutilized businesses, help increase their technical capabilities (training) and financial capacity (grants, loans) to support VTA in the near-term, and the needs of sister agencies and corporations
- Success of this initiative is ultimately measured by the number of contracts awarded by sponsors and the successful performance of the work by the suppliers



The Event

- 1-2 major corporations/agencies present upcoming career, training, and procurement opportunities
- Opportunities presented are not just local but also include regional and national opportunities for firms with capacity to operate on a larger scale
- In January, the events will be held in-person (Santa Clara, Oakland, San Francisco) to support expanded discussion of business opportunities and networking



Next Event - September 14, 9am to Noon



 **Bay Area Diversity Business Forum**
"Maximizing Procurement Opportunities"

ECONOMIC RESOURCE SUMMIT

FOR SMALL • DIVERSE BUSINESSES

- WHERE TO FIND CAPITAL
- WHAT YOU NEED TO GET READY
- HELP WITH FORMS
- QUESTIONS ANSWERED

Online ♦ 9am to Noon ♦ Tues Sept 14, 2021

SPECIAL GUESTS

| | | | |
|--|---|--|--|
|  Tara Lynn Gray, Dir. CA Office of the Small Business Advocate |  Ro Khanna U.S. Congress 17th District California |  Dave Cortese California State Senate, 15th District |  Mary Huss SV Business Journal & SF Business Times |
|--|---|--|--|

WORKSHOPS

- ♦ Economic Recovery Grants: California
- ♦ COVID Economic Injury Disaster Loans
- ♦ Getting Loan Ready
- ♦ Plan for Success: Legal Considerations
- ♦ Business Coaching

Register: <https://tinyurl.com/EconomicResource> | for more information call 831-239-1254



Schedule of Upcoming Events

- September 14th - Economic Development Summit featuring
 - Tara Lynn Gray, Director, Governor's Office of Small Business Advocacy
 - Congressman Ro Khanna, 17th District
 - Senator Dave Cortese, California Senate 15th District
 - Mary Huss, Publisher Silicon Valley Business Journal
- October 12th - XL Construction and Santa Clara County
- November 9th - Bechtel
- December 14th - Turner
- January 11th - AECOM hosting in-person event in Oakland



Bay Area Diversity Business Forum Website

www.DiversityBusinessForum.com



July 8th

Mentor Protege Workshop #4
 "Business Operations"
 Presenter: Sheila Wray Given, PGH Wong
 Thursday, Noon - 1pm
 Zoom Webinar
 Open to the public
 To register click here
<https://tinyurl.com/MPWorkshop4>

August 10

Bay Area Diversity Business Forum Stantec / VTA
 Tuesday, Noon - 1:30
 Zoom Webinar
 Open to the Public
 To register click here
<https://tinyurl.com/BayAreaDBF>



How VTA is diversifying its contractors for BART project

By Lorraine Gabbert

With planning in the works for BART's PHASE II Program, a \$6.5 billion downtown San Jose-Santa Clara extension, one VTA official is pushing to ensure minority-owned businesses get their fair share of contracts. "It's the right thing to do and with my position, I have the ability to make changes," said John White, the transit...

[Learn More →](#)



BART Silicon Valley Phase II Project Advances with Two Milestones

By Bernice Alaniz

The BART Silicon Valley Extension into Downtown San Jose and Santa Clara is moving forward with two critical milestones achieved this week. The Project has advanced to the final step in the application process for the Federal Transit Administration's Expedited Project Delivery Pilot Funding Program (EPD), and selected three joint ventures to submit proposals on the estimated \$2 billion track and tunnel work contract...

[Learn More →](#)



Building & Trades and VTA pass historic changes to PLA, adding diversity in their contracting

By XXXX XXXXXXXX

With the support of Civil Rights Organizations, Evelyn Tran, Interim VTA Director and Dave Bini, President Building and Trades Council developed an historic commitment to diversifying contracting efforts and increasing apprenticeship opportunities in their Project Labor Agreement (PLA), passed by the VTA Board on Friday, June 18, 2021. (Press event TBD)

[Learn More →](#)

August 12

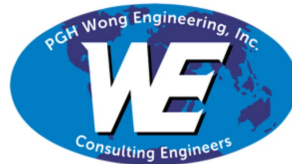
Mentor Protege Workshop #5
 "Business Operations"
 Presenter: Len Turner, Turner Construction Group
 Thursday, Noon - 1pm
 Zoom Webinar
 Open to the Public
 To register click here
<https://tinyurl.com/MPWorkshop5>

Sept 9

Mentor Protege Workshop #6
 "Communicating with Primes: Best Practices"
 Presenter: TBD
 Thursday, Noon - 1pm
 Zoom Webinar
 Open to the Public
 To register click here
<https://tinyurl.com/MPWorkshop6>



Curated List of Sponsors



Sponsors Continued



Golden State Warriors Host Contracting Opportunities with VTA

Special Guest: Mayor Willie Brown



In-Person ♦ Noon, August 31 ♦ 1 Warriors Way, San Francisco, CA



RSVP: <https://tinyurl.com/VTA-BART-Phase2-SF>

Photos



DBE / SBE Opportunities

- On May 11th, VTA announced three firms were shortlisted for the BART Phase II Tunnel and Trackwork Contract.
- This \$2 billion contract will provide numerous opportunities for local heavy equipment, trucking, concrete, and electrical subcontractors to participate.

Please submit your qualifications immediately to the following firms for consideration to be on their team:

BART Silicon Valley Phase II Tunnel Partners

Sergio Sabogal, Procurement Manager

Tel: (416) 885-2320

Email: shsabogal@acciona.com

Bay Valley Connect

Steven Liu, Lead Estimator

Tel: (406) 586-1995

Email: stephen.liu@barnard-inc.com

Kiewit Shea Traylor Joint Venture

Raja Ponniah, Procurement Manager

Tel: (707) 439-7300

Email: KSTJV@kiewit.com



Questions or Comments



Business Resource Program Draft Recommendations

JC Lacey, JCL Consulting



Goals of Business Resource Program



Ensure business visibility and access during construction



Provide marketing and technical assistance to businesses near construction areas



Meet VTA's environmental commitments for BSVII



Ensure business support is commensurate with impacts



Support businesses as they prepare for opportunities provided by BSVII

Progress Made to Date

- Review of Project information
 - 2018 Final SEIS/SEIR
 - Small Business Resource Study
 - Construction Education & Outreach Plan
- Small business interviews along the corridor
- Small Business Task Force meetings (June & September)
- Briefings with City of San José Office of Economic Development
- Interviews with LA Metro and Orange County Transit Authority



Business Resource Program Draft Recommendations



Virtual Business
Solution Center



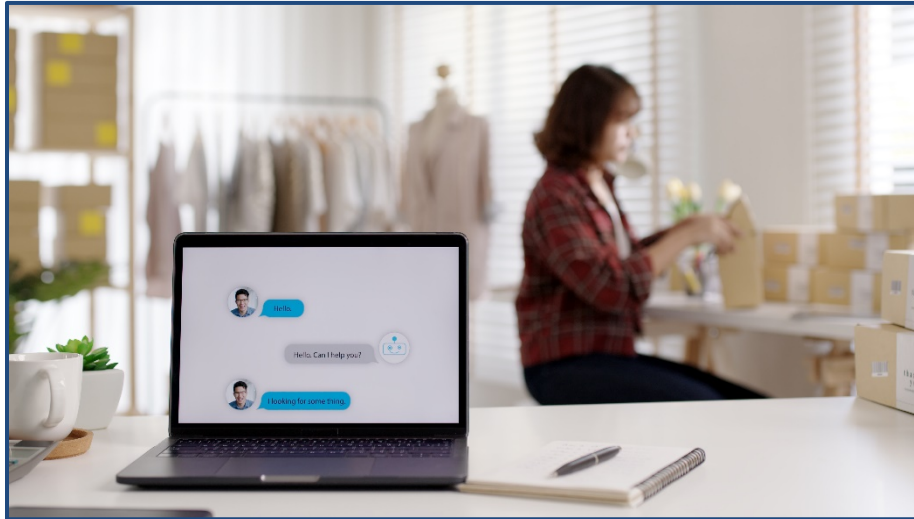
Signage &
Wayfinding

VTA-sponsored
Shop Local
Marketing
campaign 



Note: Additional business support to be considered once construction means and methods defined by contractor

Virtual Business Solution Center



Establish a Virtual Business Solutions Center (VBSC) to build up the capacity of small businesses during construction:

- Partner with well-established local service provider(s)/CBO to deliver services to businesses
- Provide individualized, one-on-one technical support and assistance
- Use diverse, multilingual, door-to-door outreach approach
- Develop a robust web portal for 24/7 on demand access to information, tools, and resources

Signage & Wayfinding



In close coordination with VTA Marketing, develop branding and designs for an engaging and vibrant outdoor wayfinding and signage campaign.

- Develop public-facing branding and logo
- Use local business images, landmarks, and art
- Maximize VTA-assets; staging areas, sound walls, and buildings
- Create and manage content calendar to plan and track activity



VTA-Sponsored Shop Local Marketing Campaign



Public-facing marketing campaign designed to increase walk-in traffic and exposure for local retail businesses. Activities include VTA sponsored social media advertisements, coupon promotions, and fun community events to promote businesses. Campaign follows the path of construction, focusing resources on areas heaviest impacted.

- Customer facing website & business directory; newsletter
- Digital advertising: web banners, eblasts, streaming radio; targeted by location, language, age, demographics
- Targeted social media ads: Facebook, Instagram, YouTube, Pandora, Spotify, other
- Video series and professional photography

Additional Business Support

Evaluate if additional business support resources are necessary once Progressive Design Build Contractor has determined construction means, methods, and phasing after Notice to Proceed is issued in April 2022.

- Meet with Progressive Design Build to analyze the intensity and duration of anticipated impacts
- Research potential funding sources
- Compile a list of qualified local Community Development Financial Institutions (CDFI)
- Present research and analysis to the VTA Board - Summer 2022



Next Steps

2022

- BRP planning; research & identify funding sources
- Meet with Contractor to analyze potential impacts
- Present findings to VTA Board
- Assign VTA staff to BRP

2023

- Develop staffing plan and budget
- Procure consultant for VBSC
- Develop BRP branding, website, collateral, wayfinding
- Launch BRP



Questions or Comments



Thank You!



- **Points of Contact**
 - **BSV Outreach**
Gretchen Baisa
gretchen.baisa@vta.org
 - **Business Resource Program Development**
JC Lacey
lacey@jclconsulting-group.com
- **Upcoming Meetings**
 - November 2021
 - Moving to quarterly meetings in 2022