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Mayor and Councilmember Release Recommendations to Assist Small Businesses During BRT Construction

Proposal to double the cap on VTA recommended assistance to small businesses

San José, CA - Mayor Sam Liccardo and Councilmember Magdalena Carrasco released a set of recommendations to the Valley Transportation Authority's (VTA) Administration and Finance Committee that would double the cap on VTA recommended assistance to small businesses impacted by Bus Rapid Transit (BRT) construction delays, allocating up to $50,000 per small business.

"While VTA staff was directed to present a plan for small business assistance at the November Board meeting, time is of the essence for small businesses along Alum Rock, many of whom are hanging by a thread," said Mayor Sam Liccardo. "We should move quickly to assist businesses that cannot weather the storm worsened by the protracted timeline for the construction project."

The recommendations, also co-authored by Supervisor Cindy Chavez and Gilroy Councilmember Perry Woodward, also include some of the following recommendations:
- Explore the leasing of private land for public parking to assist affected businesses and
- Post sites-specific signage at each construction site identifying the adjacent business.

"I've been regularly communicating with businesses along the Alum Rock corridor since early 2015 and by all accounts the impact to small businesses is considerable," said Councilmember Carrasco. "The City is eager to see the successful completion of the BRT project and the rapid deployment of resources to these struggling businesses."

The set of recommendations will be discussed on Thursday, October 15th at 12pm at the VTA offices (3331 N. First Street). A link to the agenda can be found here:
http://vtaorgcontent.s3-us-west-1.amazonaws.com/Site_Content/af_101515_packet.pdf