

East Bay BRT

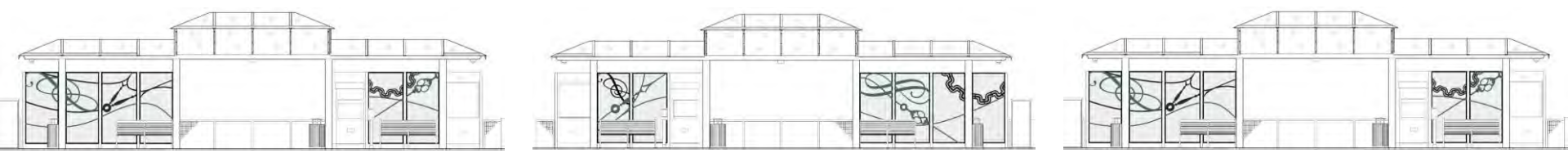
*The Next Generation of
Public Transit*

- Frequent
- Reliable
- Accessible
- Innovative
- Safe



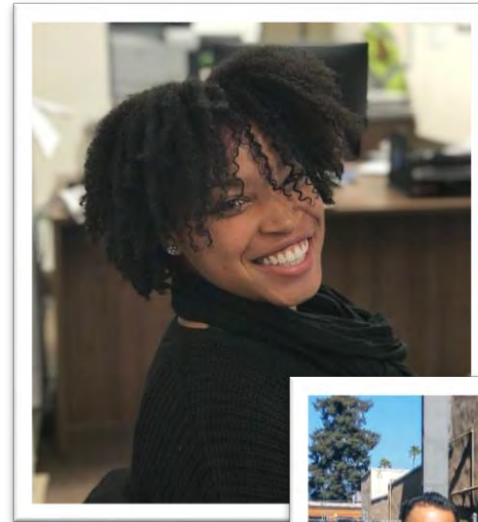
East Bay Bus Rapid Transit

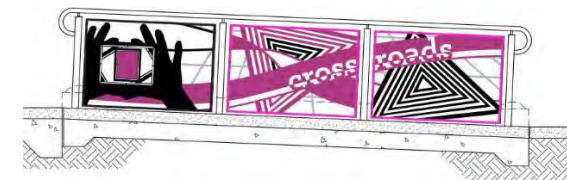
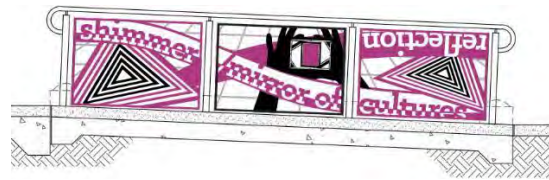
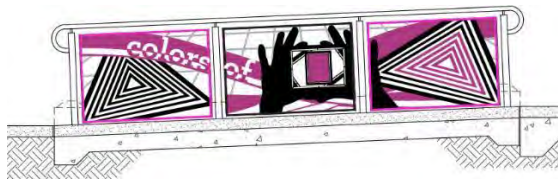
*Downtown Oakland to San Leandro
International Blvd to East 14th St*



Outreach Team's Focus

- Inform businesses of upcoming work and projected timeline
- Regular check-ins and updates
- Coordination between stakeholders and project team to help minimize disruptions
- Daily Troubleshooting
 - Parking Business Access
 - Driveways Modifications
- Electronic Updates
 - Social Media, e-News, Newsletters, Website
- Biggest Concerns
 - Parking impacts and access
 - Community wants project done faster

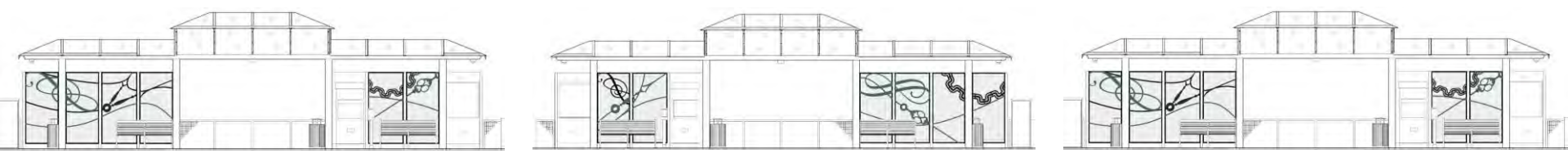




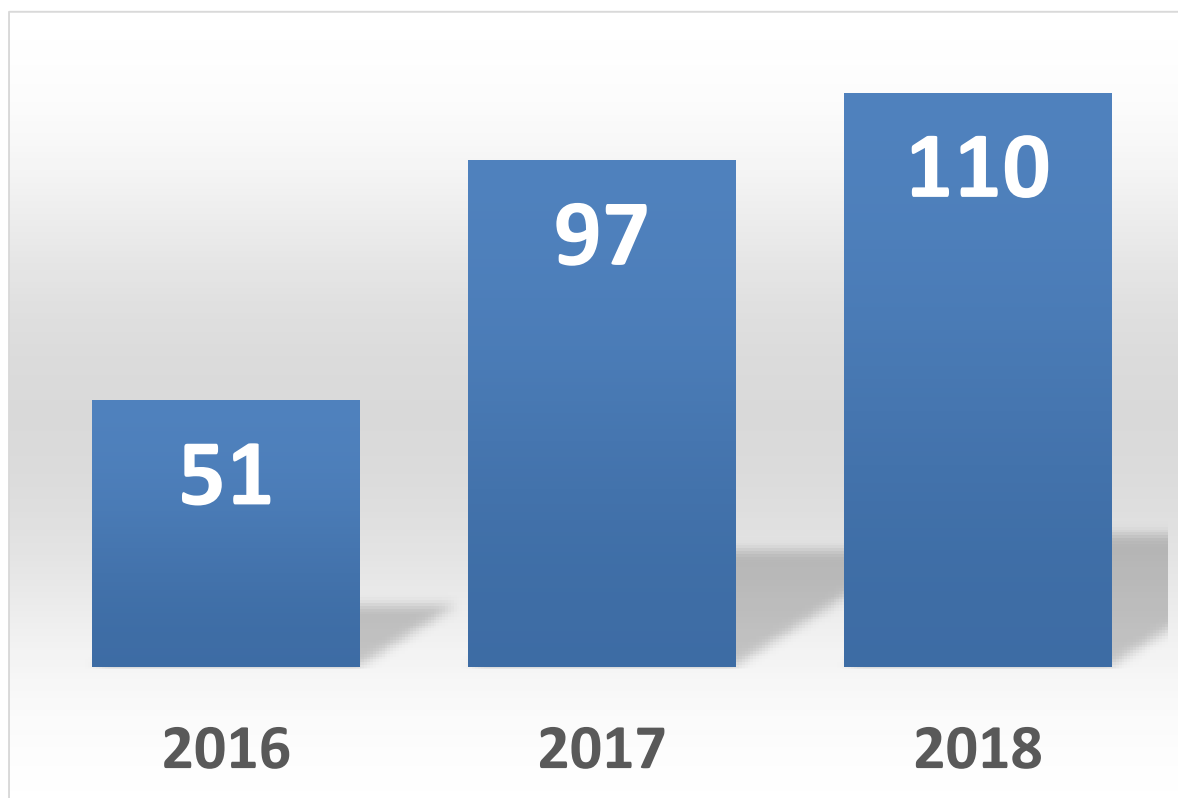
23,500 CONSTRUCTION NOTIFICATION LETTERS SENT!

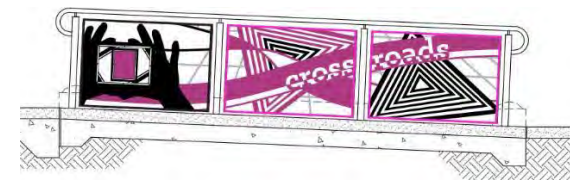
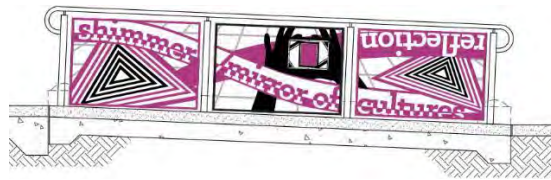
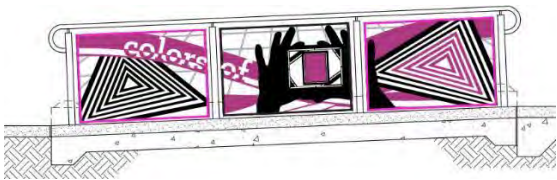


	<i>Total</i>		<i>Total</i>
Zone 1	2,039	Zone 8	1,303
Zone 2	3,144	Zone 9	974
Zone 3	2,230	Zone 10	1,303
Zone 4	2,940	Zone 11	1,458
Zone 5	888	Zone 12	1,303
Zone 6	1,451	Zone 13	1,521
Zone 7	1,600	Zone 14	1,303



258 BRT EVENTS AND PRESENTATIONS!





Merritt College Job Fair



Oakland Black Cowboy Parade



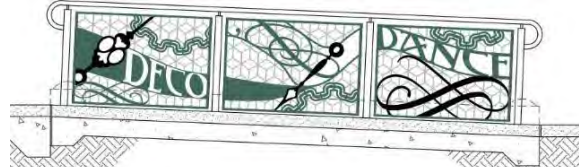
Vietnamese Mid-Autumn Festival



Oakland Chinatown's Lunar New Year Bazaar



*Downtown Oakland to San Leandro
International Blvd to East 14th St*



CONSTRUCTION
Are You Interested
IN A CONSTRUCTION CAREER?



BRT CONSTRUCTION JOBS & TRAINING

Targeted Hiring Goals

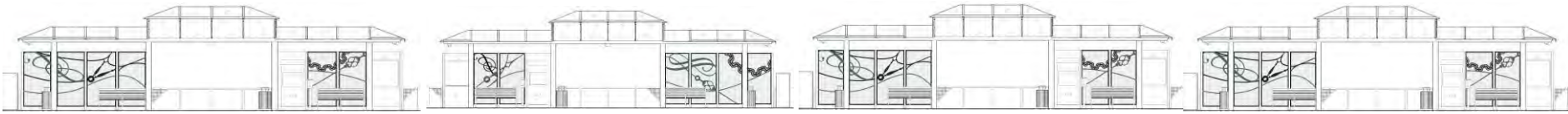
- 50% of all hours to Oakland & San Leandro Residents
- 20% of all hours to Apprentices
- 25% of all Apprentice hours to Disadvantaged Workers

Workforce Development Fund

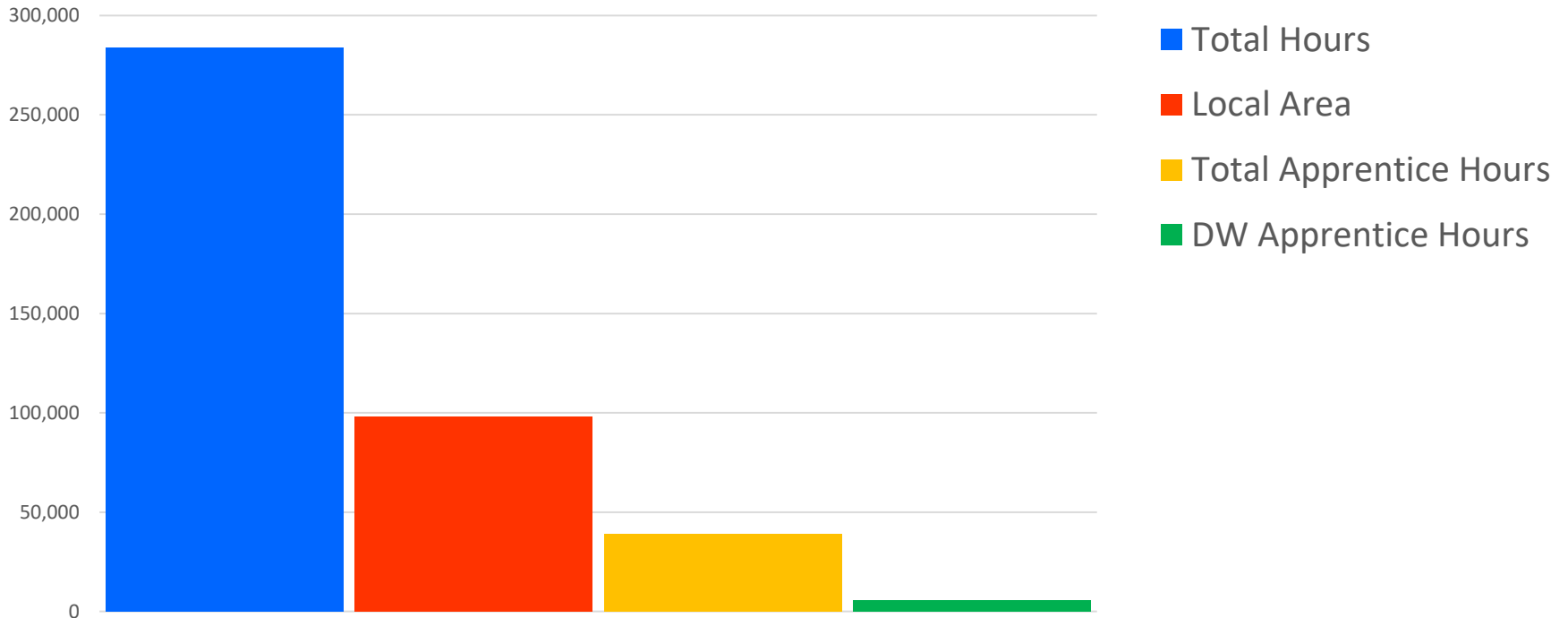
- \$0.10 of every hour worked is collected and granted to local construction training & employment organizations



Downtown Oakland to San Leandro
International Blvd to East 14th St



Project Labor Agreement / Construction Careers Policy (PLA/CCP) Workforce Utilization Thru 1-31-2019



Total Project Hours: 283,957 Hours
 Total Local Hire Work Hours: 97,976 (34.50%) [including offsite credit: 104,833 (36.92%)]
 Total Apprentice Hours: 38,980 (13.84%)
 Total Disadvantaged Worker Hours: 5,562 (14.27% of Apprentice Hours)



How to Reach the BRT Outreach Team

Website	https://brt.actransit.org
e-mail	BRT@actransit.org
Phone	(510) 891-5478
Address	BRT Information Center 3322A International Boulevard Oakland, CA 94601



facebook.com/rideactbrt



instagram.com/rideact_BRT



twitter.com/rideactBRT



East Bay Bus Rapid Transit

*Downtown Oakland to San Leandro
International Blvd to East 14th St*



anewamerica[®]
community corporation

Bus Rapid Transit (BRT) Project

Business Technical Assistance
Business Assistance Fund

EASTLAKE – SAN ANTONIO - FRUITVALE

April 9, 2019

AnewAmerica's Team

A non-profit collaboration



OAKLAND
DIGITAL



Service Area: 545 Businesses

Number of
Businesses
by Zone

District 2

Zone	# of Buss.	%
3	77	32.49
4	98	41.35
5	62	26.16
Total	237	100.00

District 5

Zone	# of Buss.	%
6	22	7.14
7	194	62.99
8	92	29.87
Total	308	100.00



TECHNICAL ASSISTANCE SERVICES

Advising



Help with business plans, finances, and adaptation to changes.

Technology



Support with tools, software, and apps for operation and profit.

Marketing



Consultation for design, branding, and digital marketing needs.

Legal



Counsel businesses on lease negotiations.

Technical Assistance Services (Arranged by Partner and Type)

AnewAmerica Community Corporation

BAF	27
Business Accounting/Budget	4
Business Plan	3
Design Change Review	9
Financing/Capital	3
Licensing/Permitting	2
Managing a Business	1
Other	2
Technology	2

Lawyers' Committee for Civil Rights

Document/Contract Review	1
Incorporating	1
Intellectual Property	1
Lease Negotiation	9
Legal Issues	10

Renaissance Entrepreneurship Center

BAF	2
Business Accounting/Budget	1
Financing/Capital	1
Marketing/Sales	3
Other	1
Restaurant Consultant	5
Social Media/Online Presence	7
Technology/Websites	11
Visual Merchandising	36

Oakland Digital Arts & Literacy Center

Graphic Design	34
Marketing/Sales	1
Social Media/Online Presence	46

The Unity Council

Façade Improvement Program	6
Financing/Capital	3
Other	1
Other – City of Oakland	4

Note: 105 Businesses requested assistance. Some requested more than one type of service.

DESIGN CHANGE REVIEW

AnewAmerica also assists business owners to secure design changes within framework of existing plans with the help of engineering services from Fehr & Peers.

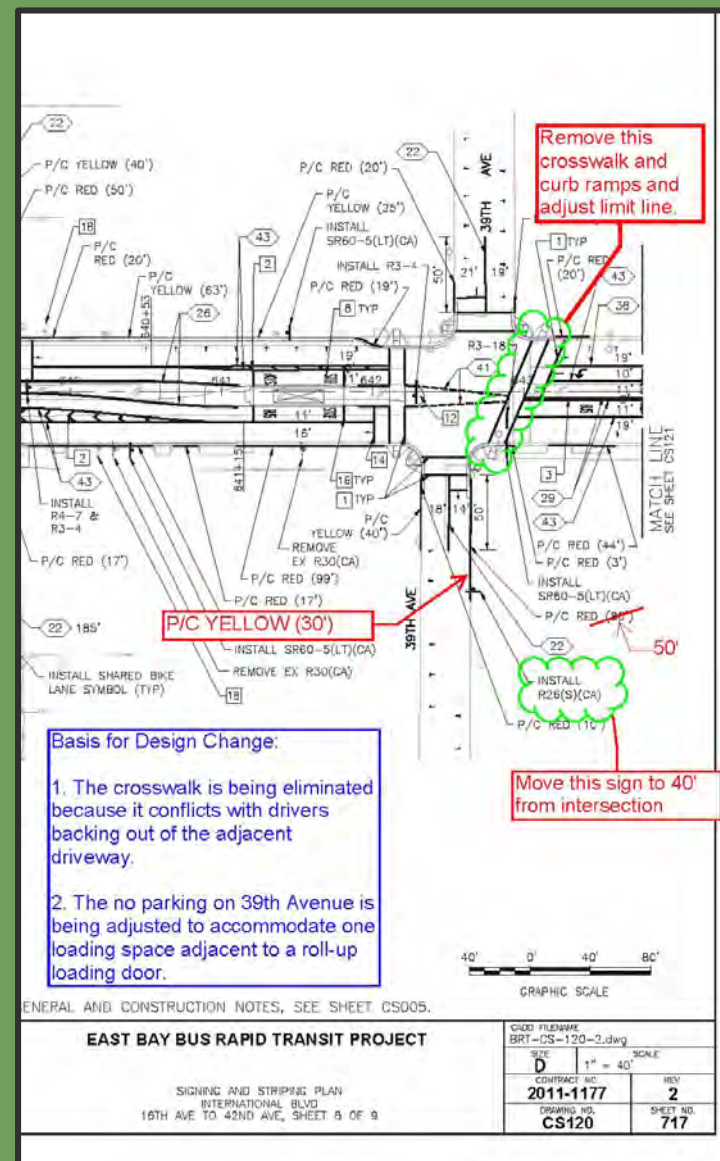
FEHR & PEERS

MEMORANDUM

Date: April 6, 2018
To: Viola Gonzales, AnewAmerica Community Corporation
From: Rob Rees, Fehr & Peers
Subject: **Transmatic Transmission, 3901 International Boulevard**

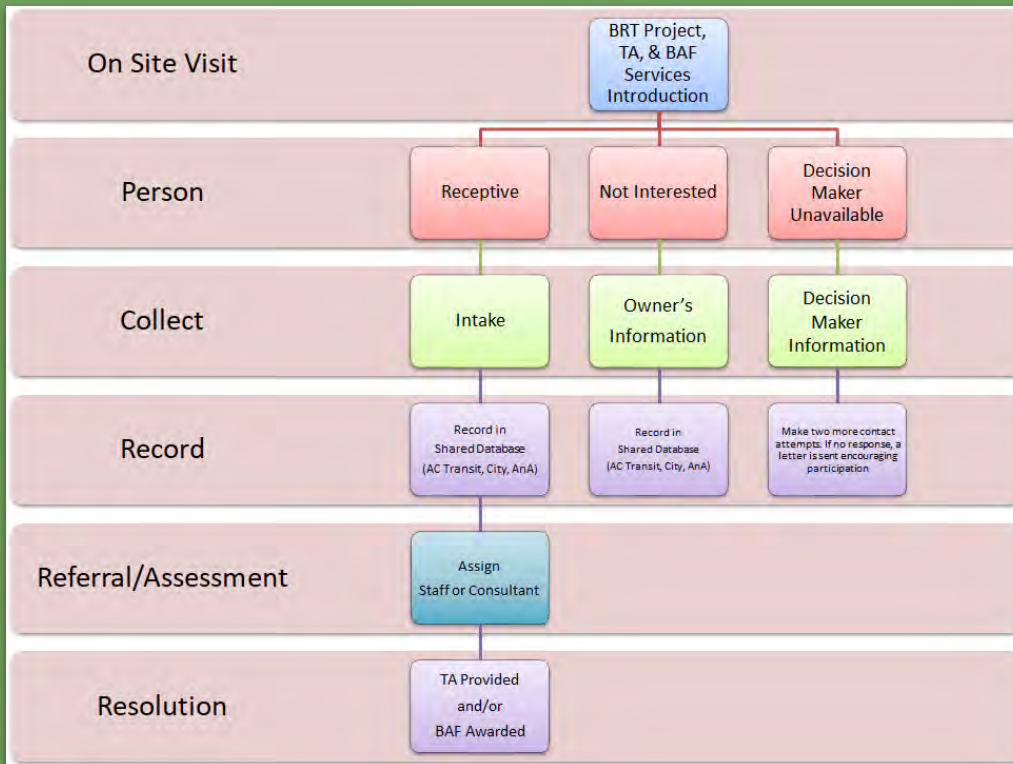
OK17-0181

Fehr & Peers met with you and your staff at Transmatic Transmission to discuss concerns raised by Gil Alfonso, the owner of Transmatic Transmission, regarding the East Bay BRT Project and how it might impact his business operations. At the meeting I described the BRT Project elements at the intersection, and then listened to his parking- and traffic-related concerns. Following summarizes our conversation as well as my recommendations.



Outreach Goal: 100% ✓

545 BUSINESSES HAVE HAD AT LEAST 3 INTERACTIONS WITH ANEWAMERICA TEAM



Through one on one interactions we explained:

- Changes brought by BRT
- Availability of TA
- Business Assistance Fund Information

Public Workshops

March 2017 - May 2018



La Estrellita Restaurant / Eastlake
Jun 2017, Feb 26 & 28, 2018



Fruitvale Sr. Ctr. / Small Business Week
May 2017 & May 2018



Otaez Restaurant
Nov 8, 2017

Outreach Phase 2

2nd Qtr. 2019

What businesses are saying...

 **Artesania y Botanica del Sol**
5115 International Blvd.

With the help I received on branding, marketing, technology and even legal, I have seen considerable growth in my sales.

— Rocio Navarro (Owner)

Call Us Today!
¡Llámenos Hoy!
Gọi cho chúng tôi ngay!

Aldo Reyes
(510) 532-5240
areyes@anewamerica.org

Iveeth Valerio
(510) 532-5240
ivalerio@anewamerica.org


In partnership with

1470 Fruitvale Ave., Suite 5
Oakland, CA 94601


anewamerica
community corporation

East Bay Bus Rapid Transit (BRT)
Business Assistance

Attention Business Owners in:
Eastlake, San Antonio,
Fruitvale

Help Is Here!

¡Te Queremos Ayudar!

Giúp đỡ là ở đây!

With the support of:

Marketing

- Social Media
- Graphic Design
- Visual Merchandising

Legal

- Lease Negotiation
- Employment Law
- Legal Structures
- Intellectual Property Contracts

Business Services

- Redes Sociales
- Diseño Grafico
- Diseño Interior Comercial

Legal

- Negociación de Rentas
- Leyes de Empleadores
- Estructuras Legal
- Propiedad Intelectual
- Contratos

Tư vấn

- Kế hoạch kinh doanh
- Cấp phép và cho phép
- Kế toán
- Tài chính / Vốn
- Quý hỗ trợ doanh nghiệp

Công nghệ

- Trang mạng (e.g. Wiki)
- Kế toán (e.g. QuickBooks)
- Điểm bán hàng (e.g. Square)
- nguồn nhân lực (e.g. Gusto)
- Dịch vụ điện toán đám mây (e.g. Dropbox)

Thị trường

- Truyền thông xã hội
- Thiết kế đồ họa
- Thương mại ảo

Hợp pháp

- Đàm phán cho thuê
- Liệu việc làm
- Cấu trúc pháp lý
- Sở hữu trí tuệ
- Hợp đồng

- Tri-lingual mailing to all 545 businesses to remind them of services available

- Utilize post card reminders for three months after initial mailing to underscore services available

BUSINESS ASSISTANCE FUND

APPLYING STANDARDS - ENSURING EQUITABLE DISTRIBUTION

AnewAmerica developed scoring standards to evaluate BRT impacted businesses. Other considerations are the services they provide, their standing as employers and the commitment to the community as legacy businesses. These standards were adopted by the city for use in the Business Assistance analysis process to incorporate with impact on traffic flow, patterns and parking.

Business Operations

- Physical proximity to stations
- Parking losses
- Commercial loading
- Dependence on automobiles
- Years in operation (legacy)
- # of impacted employees
- Ownership type

Customer Experience

- Customer access
- Blocked visibility
- No left turns
- New traffic patterns

Equity: Business Owned

- Ethnicity/Minority
- Family/Woman
- Legacy

Example of Scoring Standards: El Huarache Azteca

COL. #	BRT FEATURES	IMPACT TYPE	IMPACT POINTS
1	Island Station	i.e. (Blocked Visibility)	2
2	No Left turn	Decreased Access/increased customer driving	1
3	BRT station crosswalk proximity to business entrance	i.e. Compromised/unsafe moving of appliances. Door facing directly the crosswalk	N/A
4	Median trees	Decreased visibility	2
5	Decreased traffic lanes	Compromised big-rig and truck access	2
6	Reduced on street parking	Decreased destination customers	2
7	Private Parking	Need to control access	N/A
8	Time restricted loading zones/changed zones	Operations/deliveries disruption	1
9	Meter customer parking	Decreased employee parking	N/A
A.	TOTAL BRT IMPACTS Points		10
B.	TOTAL Auto Dependent Allowance		8
C.	TOTAL Legacy Business Allowance		3
GRAND TOTAL for El Huarache Azteca:			21

Business Assistance Fund

What Has Worked

- Adapting an existing business model to take advantage of the newly created urban environment
- Creating new business model compatible with the business owner's skill set and vision
- Increasing value of commercial properties to those who *also* own their property

What Has Not Worked

- Businesses dependent on commercial loading & container shipments are the most negatively impacted
- No BAF “revenue loss” assistance
- Application process: long & cumbersome
- Owners resist financial disclosure
- Time-consuming to identify a solution

Technical Assistance Services

What Has Worked

- 57% of clients receiving TA took advantage of using more than 1 type of service
- Mix of services meets the needs of small businesses
- Those implementing new business tools tend to be more resilient & competitive
- Help is very accessible, not requiring income verification

What Has Not Worked

- Fears that existing customers will not accept changes in service, product, or new appearance of business
- Resistance to adapt a new business model, especially using technology
- Given long construction timeline, some owners have felt no sense of urgency to ask for help

SUCCESS STORIES: RELOCATION

“My new place is 6x larger than the old location!”

- Vicente Soto, Owner



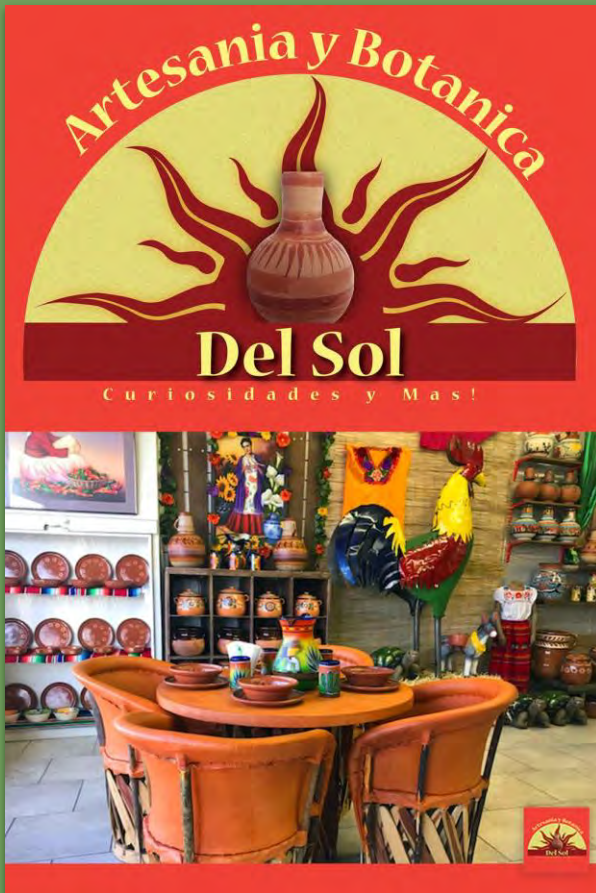
**DGO Industries LLC formerly known as V&A Appliances
6411 International Blvd.**

SUCCESS STORIES: MULTIPLE SERVICES

“My sales increased 80 % with TA services.”

TA - Technology, Marketing, Legal

- New website: professionally produced images and e-commerce capabilities
- New branding: store sign, logo and business cards
- Customize social media pages: Facebook, Instagram, Yelp, Google My Business with weekly activities and correct post
- Legal: lease negotiation and entity advice



Artesania y Botanica del Sol
5115 International Blvd.

SUCCESS STORIES: MULTIPLE SERVICES



Beauty Fashion
3301 International Blvd.

- Marketing:
 - Social Media
 - Graphic Design
 - Visual Merchandising
- Legal:
 - Lease negotiation
 - Industry regulations



Before

After

Thank You!

AnewAmerica and its partners thank the City of Oakland for giving us the opportunity to support the business communities in Eastlake, San Antonio and Fruitvale.

Mason Tillman Business Sustainability Overview

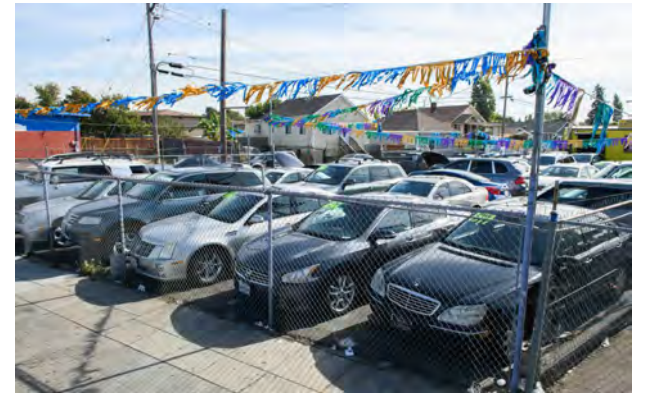
April 9, 2019



MASON TILLMAN
ASSOCIATES, LTD

Overview of Services

- Business Assistance Fund: must have impacts and meet eligibility criteria
- Technology: digital tools to streamline business
- Legal: referrals on leases and agreements
- Marketing: collateral, website, and social media
- Advising: business planning, accounting, and operations
- Coordination to minimize construction disruption



Corridor Businesses Served

- Multi-lingual support services:
 - Spanish
 - Cantonese
 - Vietnamese
- 322 unique businesses in construction zones 9-13
 - Hosted 4 outreach meetings
- 75 unique businesses in zone 2 (Chinatown)
 - Hosted 2 outreach meetings

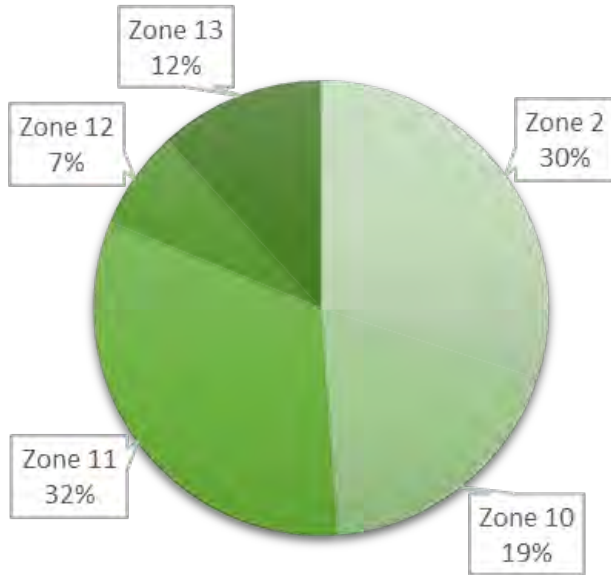


Business Assistance Fund Services Provided

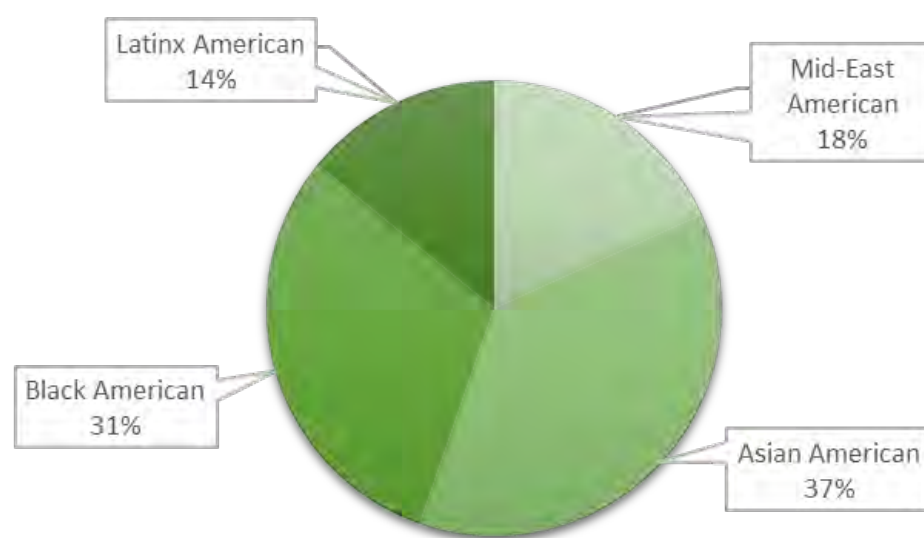
- Partnered with two local firms to provide BAF architectural design and construction services
 - BlinkLAB, June Grant
 - Sabi Design Build, Andre King
- Pre-qualified 18 businesses to receive BAF grants
 - 11 East Oakland
 - 7 Chinatown
- Collected required BAF paperwork/documentation
 - 10 East Oakland
 - 7 Chinatown
- Projects are currently being scoped and priced, two complete applications under final review by the City



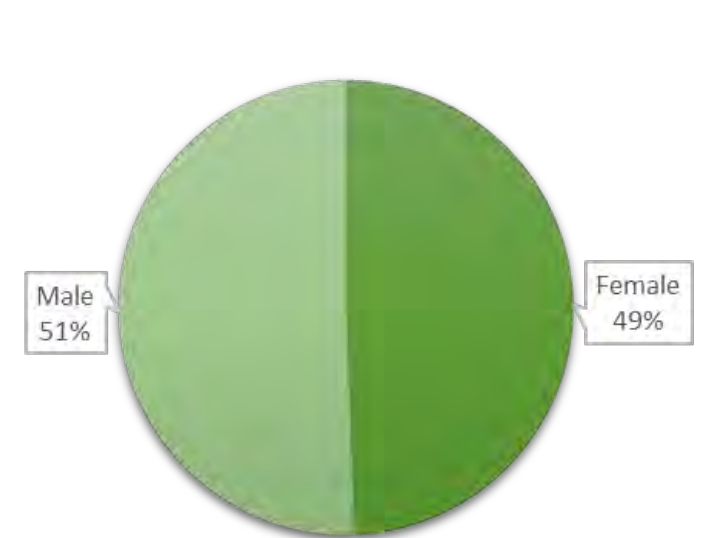
Dollars by Zone



Dollars by Race



Dollars by Gender



Pre-Qualified BAF Equity Distribution



Technology Services Provided

- Created 35 dynamic websites with search engine optimization, Google Ads, and social media plug-ins
 - Four websites completed through partnership with Hack the Hood
- Implemented e-commerce capabilities for three merchants
- Implemented online scheduling/calendaring capabilities for two merchants
- Updated/claimed 53 Yelp pages
- Connected Yelp pages to new or existing websites





Marketing Services Provided

- Professional product and service photoshoots for 11 businesses
 - Local photographers Kola Shobo and Paulo Placencia
- Added 78 new businesses to the Shop Oakland Now business directory
- Featured five businesses in the Oakland Grown holiday shopping guide
- Created custom collateral for 38 businesses
 - Logos
 - Menus
 - Business cards
 - Flyers

Cedric's Barbershop and J's Ice Cream



MASON TILLMAN
ASSOCIATES, LTD



Smibs Smooths Cuts, Oaktown Café, Fantasy Salon, ITC Auto Care

Business Advising Services Provided

- Developed job training programs with PIC for four businesses
 - Resulted in several new local hires
- Assisting five businesses to apply for the City's façade improvement program
- Secured small business certification for three businesses
- Secured small business loans through Main Street Launch
- Conducted three small business TA workshops
- Filed back taxes, secured seller's permits, business licenses, and fictitious business name
- Partnered with Pacific Community Ventures to advise nine businesses



Lucky Dragon Restaurant



Coordination Services

- BRT infrastructure project impact mitigation
 - Perform walkthroughs for design changes with business owners
 - Consult with Fehr and Peers on current and future business operations
- Coordinate with business owner, AC Transit, City of Oakland, Caltrans and contractors for changes to the design
- Communicate changes and impacts to all parties



Service Delivery Challenges

Lessons Learned



Neighborhood Concerns

- Construction staging
 - Documented steep decreases in revenue
 - No avenue to recoup losses
- Drug use and distribution
 - Deters customers
- Crime/Safety
 - Petty theft
 - Vandalism
 - Security gates and windows bars prevalent



H&N Auto, 7 Day Tire, Ebony Beauty Supply

Neighborhood Concerns

- Illegal dumping
 - Contributes to neighborhood blight
 - Street cleaning limited to construction site
 - Code enforcement and anti-dumping measures needed
- Abandoned vehicles
 - On corridor and side streets
- Homelessness and loitering
 - Sanitation facilities needed
 - Maintenance of City parks needed (i.e. Dolphin Park)



Merchant Issues

- Cooperation of property owners
 - Unwilling to sign leases anticipating development opportunities
 - Unwilling to invest in property upgrades/remodeling
 - Building codes not enforced (major safety concerns)
- Capacity of business owners
 - Legacy, marginal, and new establishments
 - Inability/unwillingness to update business model
 - Limited access to capital
 - Fragile businesses with revenue constrained by customer base and facilities
- Impact of changing demographics
 - Outflux of African Americans, influx of Latinx and Caucasian Americans
 - Public perception of available business services
- Lack of City services in the commercial corridor
 - Feeling ignored



Next Steps

- Submit final scopes and bids for BAF applications to City
- Continued push to offer direct TA services to businesses in East Oakland
- Host downtown (zone 1) initial outreach meetings
 - Coordinate with AC Transit and City of Oakland
- Expand outreach and technical assistance services into downtown
- Coordinate with AC Transit and City of Oakland to minimize construction disruptions in zone 9, Chinatown, and downtown



Thank You



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ASSOCIATES, LTD