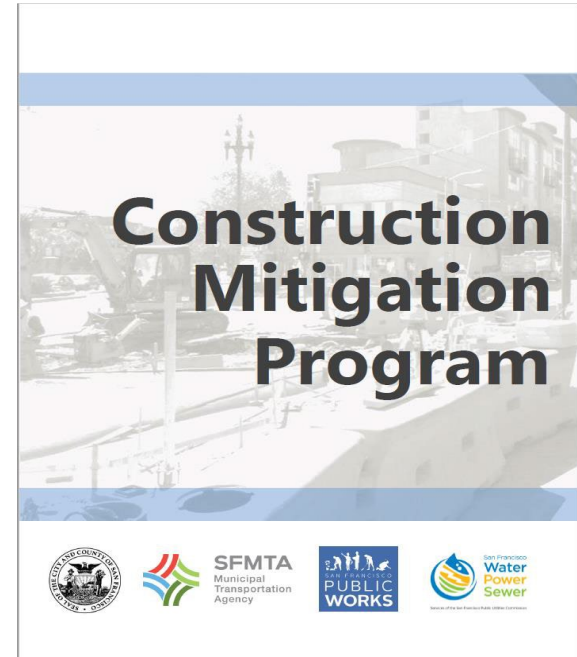


OEWD Construction Mitigation Business Support Services - Van Ness BRT SFCTA - CAC

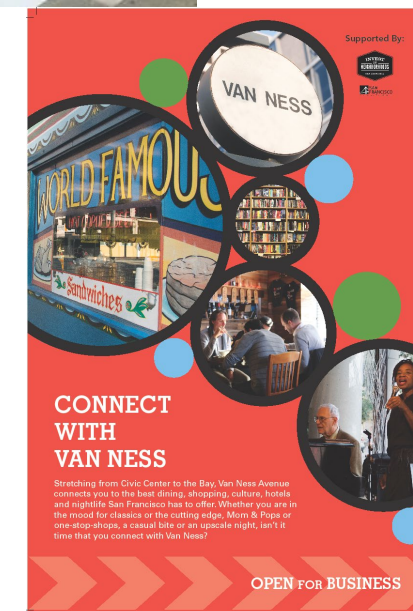
OEWD Construction Mitigation Business Services Offered to Merchants

- An MOU was signed in 2018 by SFMTA, DPW, SFPUC and OEWD to create the partnership that adds a business support services component to selected construction projects.
- The objective of the business support component led by OEWD's Invest In Neighborhoods (IIN) Division is to support business owners as they navigate through construction projects.
- IIN will serve as a business liaison and point of contact for business support services, including
 - technical assistance
 - corridor specific-marketing campaign (Open For Business)
 - business support
 - Directed Business Support grant program when applicable
- This suite of services has been put together to support both the short-term and longer-term needs of businesses and some of these are available to impacted zones when determined and funded by the lead project department.



Van Ness Marketing Campaign

- The Van Ness Open for Business (OFB) campaign worked closely with the Van Ness Business Advisory Committee in 2017 to develop marketing priorities for the corridor, including selecting the marketing package and the accompanying graphics and messaging to remind people that this corridor is still open for business while construction improvements are taking place.
- A small business survey was administered to 160 businesses with 115 responses provided to give input on the marketing direction and priorities for the corridor.
- A unique color palette was developed along with the “Connect with Van Ness” branding. The Open for Business campaign for Van Ness included a suite of marketing materials including:
 - Photography
 - Posters – distributed door-to-door
 - Retail directories (153 businesses with public facing storefronts were included) – 2,000 distributed door-to-door
 - Wayfinding signage
 - Interior Muni “Connect with Van Ness” bus card ad was displayed on buses throughout the City



Directed Business Support Program

- **Significantly Delayed Projects:** A Directed Business Support Grant Program is implemented in such cases where unexpected, significant delays cause for the construction completion date to be extended.
- In 2019, a one-time \$5 million allocation from the Educational Revenue Augmentation Fund (ERAF) was provided for a citywide Construction Mitigation – Directed Business Support Grant Program to be administered by OEWD.
 - The Central Subway construction project was the first project to initiate a Directed Business Support grant program due to significant delays. Grant awards were provided from \$5,000 - \$10,000 per qualified business in the established impact zone.
 - In January 2019, it was announced that the Van Ness construction project was significantly delayed due to unforeseen design issues related to aged underground utilities creating sewer and water issues.



Van Ness Directed Business Support

- The Van Ness Improvement project is a major-impact project which was originally slated to be completed in 2019 but due to unexpected and significant delays the construction completion date was extended to the end of 2021.
- The Van Ness Improvement Project met the criteria for a Directed Business Support grant program, which was launched on September 21, 2020. SFMTA used the Central Subway Directed Business Support grant program eligibility criteria as a point of reference for the development of the Van Ness grant program.
- It is understood that businesses have been adversely affected by traffic and pedestrian disruptions during this construction project beyond what was expected and planned for in addition to the impacts caused by the COVID-19 pandemic.



Directed Business Support Program Criteria

At the direction of the lead construction agency (PUC, DPW, SFMTA) due to significant delays, OEWD implements a directed business support element it is due to the lead agency determining that significant delays to the major-impact project have occurred and caused for a new construction timeline and completion date. A key component to the directed business support element is defining affected businesses within a qualifying project area. SFMTA worked closely with the construction contractor to analyze block by block construction impacts in the construction zone to identify:

Businesses with Direct Impacts (\$10,000 grant):

- Businesses located directly facing work areas
- Can also include staging and storage areas
- 6 months or more of continuous impact

Businesses with Indirect Impacts (\$5,000 grant):

- Businesses located within the same city block of direct work areas
- Can also include staging and storage areas
- 12 months or more of continuous impact

Van Ness Directed Business Support Eligibility Criteria

- To be eligible, businesses must have been within the Van Ness construction impact zone, must be a ground-level, active storefront business, and must have been established with no change in ownership on or after March 3, 2017 (date when construction began).
- Businesses that were established with no change in ownership within the Van Ness impact zone on or after March 3, 2017. Construction delays and impacts along with COVID-19 related impacts were taken into consideration for expanding the eligibility criteria to include review for approval of businesses that have closed or relocated on or after January 1, 2019 (the timeline for the construction project was announced in mid- January 2019).
- Impact zones are located on Van Ness Avenue between Market Street and Chestnut Street.



Van Ness Directed Business Support Award Phases

- Businesses that met eligibility criteria qualified to receive a \$5,000 - \$10,000 grant based on level of construction impact at their location within the construction zone. Businesses that are impacted also continue to have access to business support, technical assistance and existing programs offered by the City and County of San Francisco.
 - Phase 1 awards are 75% of the total grant award with the purpose of helping to stabilize business operations. Use of funds can be designated for rent, utilities or wages.
 - Phase 2, remaining 25% of award, can be designated for the reimbursement of rent, utilities, wages, COVID-19 related reimbursable expenses, or a business can work with a Small Business Development Center (SBDC) Consultant to develop a Business Action Plan to identify low-cost/high-Return on Investment (ROI) tools that can be utilized to increase revenue.

Van Ness Directed Business Support Awards

- To date, a total of **23 businesses** met the eligibility criteria and submitted all necessary documentation and were awarded a grant for a disbursement total of **\$185,000**. Disbursements were provided to active storefronts in the impact zone with the exception of one business that had permanently closed and another that had relocated to another location in San Francisco.

- 9 businesses received \$5,000**
- 14 businesses received \$10,000**

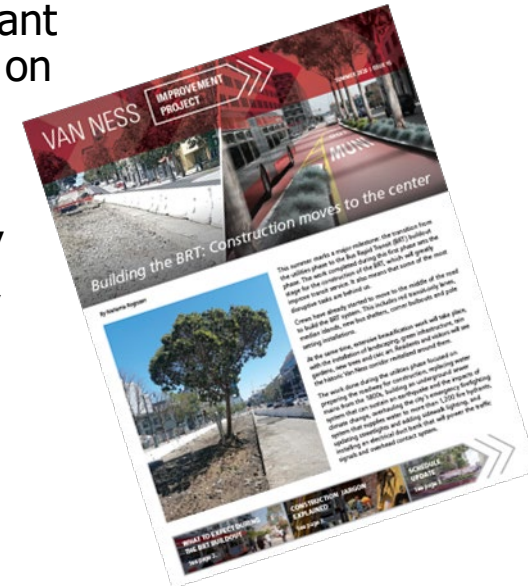


Van Ness Directed Business Support & COVID

- **Expanded Eligibility Criteria:** For the Van Ness grant program, construction delays and impacts along with COVID-19 related impacts were taken into consideration for expanding the eligibility criteria to include businesses that have closed or relocated on or after January 1, 2019 (the timeline for the construction project was announced in mid- January 2019).
- The expanded eligibility criteria allowed for more businesses impacted by the Van Ness Improvement Project to participate in the grant program.
- **Expanded Use of Funds:** The expanded use of funds for the phase 2 disbursement gave businesses more options to use the Phase 2 disbursement not only for a reimbursement for previous expenses related to rent, utilities, wages but also for COVID-19 related expenses. This allowed for a more efficient plan for processing disbursements.
- **Electronic Disbursements:** Due to COVID-19 concerns phase 2 disbursements were made electronically.

Van Ness Directed Business Support Outreach

- **Social Media and Web:** OEWD and SFMTA websites and social media platforms posted information about the launch of the Van Ness Directed Business Support grant program.
- **SFMTA E-Blast:** SFMTA sent information out via the Van Ness Improvement Project Construction Forecast multiple times until the application deadlines.
- **Direct Merchant Outreach:** Multi-faceted contact methods were utilized including phone calls and emails to businesses in the construction zone. SFMTA interns went door-to-door to provide the merchant letter about the grant program and resource guide (which were also emailed) to storefront businesses on Van Ness Avenue between Market Street and Chestnut Street.
- **Application Extension and Additional Outreach:** Deadline for submitting applications was initially October 31, 2020, however due to a low submittal of grants the deadline was extended to January 31, 2021.



Van Ness Directed Business Support Outreach

- Small Business free technical assistance and support has been provided throughout construction (and will continue post-construction) by the Small Business Development Center (SBDC) which is housed under OEWD. There were over 200 counseling hours for businesses on Van Ness with SBDC. Other services provided by OEWD, other city departments (DBI, Office of Small Business, Office of Assessor Recorder) or outside partners are not able to be tracked on an hourly basis and include assistance related to legal services, vacant property assistance, permitting, property tax, use of space issues etc.
- The OEWD team has been providing access to many resources and often leverages other City programs and services as well as City Sponsored grant and loan programs such as the Legacy Business Program and the Women's Entrepreneurship Fund. Assistance for Van Ness businesses included access to financing and capital, lease negotiations, legal issues, government contracting, relocation services, public safety concerns and sales/marketing.
- Throughout the pandemic OEWD emailed Van Ness businesses information on local, State, Federal services and resources for people impacted by COVID-19 including private grants.
- OEWD provided interested businesses with PPE that included hand sanitizers, masks, and face shields.

THANK YOU

For programs and resources geared towards supporting small businesses visit:

www.oewd.org

Jada Jackson, Project Manager

OEWD Construction Mitigation Program

Jada.Jackson@sfgov.org | 415-554-6477