

MERCHANT PERSPECTIVES ON BUS RAPID TRANSIT

Survey results from San Jose's Alum Rock Corridor

November 2010



TRANSFORM



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EXECUTIVE SUMMARY

Bus Rapid Transit (BRT) is a set of improvements that allow buses to achieve the speed, reliability, and convenience of rail but at a much lower cost. One of the first BRT projects in the Bay Area is being planned along the Alum Rock corridor in San Jose. In the spring of 2010, TransForm surveyed 217 merchants along the corridor about the proposed BRT service. TransForm strongly believes that merchants are critical stakeholders to involve in the planning of BRT because they have a deep understanding of the communities in which they do business, and the way that the project is designed will directly impact their businesses. TransForm's survey examined perceived parking availability, desired corridor improvements, perspectives regarding bicycle and pedestrian safety and the proposed BRT project, preferences related to BRT station design, and other topics. The following are the key survey findings and TransForm's recommendations to the Valley Transportation Authority (VTA) and the City of San Jose.

Key Survey Findings

Merchants generally support the concept of BRT along the Alum Rock corridor.

- 70% of merchants surveyed support BRT, 28% are neutral or undecided, and 3% are opposed.

Merchant support for BRT is based on the expectation that that it will draw more customers to the corridor or at the very least have a neutral effect on businesses.

- 75% of merchants surveyed expect that BRT will have positive or neutral effects on their customer base, 19% are unsure of the economic impacts BRT may have, and 7% expect that BRT will reduce their customers.
- When asked what they are excited or concerned about regarding the Alum Rock corridor BRT project, most merchants stated that they are excited about increased foot traffic and economic vibrancy as a result of being more well-connected.
- Most merchant concerns are related to parking removal, business disruption during construction, and traffic impacts. Merchants without access to off-street parking are more likely to feel that their existing parking availability for customers, vendors, and employees is poor and may therefore be more vulnerable to parking removal than merchants with access to off-street parking.

Merchants tend to see BRT as more than just a public transportation improvement project. They expect that the BRT will make the corridor more accessible, safer, and more comfortable for their customers and employees. They also hope that BRT will help beautify the corridor through attractive and well-maintained transit stations and other streetscape improvements.

- 80% of merchants surveyed support bicycle and pedestrian safety improvements. Merchants' highest priorities for bicycle and pedestrian safety are better street lighting, safer crosswalks, and new/improved bike routes.
- Most merchants want the BRT stations to be safe, clean, and well-maintained. Merchants also want the stations to integrate natural and environmental features and reflect the history and culture of their neighborhoods.

The majority of merchants surveyed stated that they'd be interested in working together to form a business assessment district to help raise revenues for corridor improvements and

maintenance. This is important because one of the primary barriers to integrating landscaping into the BRT project is ongoing maintenance costs.

- 53% of merchants surveyed are supportive of a business assessment district, 38% are opposed, and 11% stated “other” or that they are unsure.

Although merchants were provided with general information and visuals about the Alum Rock BRT project, many merchants need more specific information about the project, such as parking removal details, in order to feel well-informed.

- 32% of merchants surveyed feel well-informed, 55% feel somewhat informed, and 12% feel uninformed.

TransForm’s Recommendations

1. Provide merchants with more detailed information about the Alum Rock corridor BRT project and make a strong effort to meaningfully involve them in the planning process (VTA). Merchants would benefit from specific information about the taking of properties, parking removal, traffic impacts and other topics that may directly affect them. TransForm highly recommends a multi-lingual door-to-door outreach approach for the remaining phases of the Alum Rock corridor planning process and VTA’s future transit improvement projects.
2. Conduct a parking management study to evaluate existing parking demand along the corridor and identify strategies to minimize impacts to businesses from any parking removal that cannot be avoided (VTA). VTA should work closely with merchants and property owners affected by parking removal.
3. Strongly integrate bicycle and pedestrian safety infrastructure into its BRT plans and pursue additional sources of revenue to ensure safety for all users along the corridor (VTA/City of San Jose). More specifically, TransForm recommends the following measures to improve the safety of the corridor.
 - a. Limit the width of auto travel lanes on Alum Rock Ave. in the BRT plans to the greatest extent possible in order to calm traffic, improve safety, minimize parking impacts, and reduce the taking of private property.
 - b. Integrate bulb-outs and medians where possible in order to provide safe pedestrian refuges and reduce the distance for pedestrians to cross the street.
 - c. Incorporate bike routes into the Alum Rock BRT plans on parallel streets (north and south) and to each of the future BRT stations.
 - d. Acquire funding for a community-based transportation plan in order to identify other ways to make the corridor safer and more inviting for all users.
4. Set aside sufficient funding for ongoing maintenance and station security and integrate neighborhood preferences in BRT station designs (VTA). Local context including history and culture should be incorporated into the design of the stations.
5. Consider working with merchants and property owners to form a business assessment district (VTA). An assessment district could generate greater revenues for streetscape improvements and other corridor needs while helping to bring merchants together to engage in this and future planning processes.

BACKGROUND – BRINGING BUS RAPID TRANSIT (BRT) TO SILICON VALLEY

After World War II, Santa Clara County underwent a period of rapid urbanization and today is the most populous county in the San Francisco Bay Area. Because its major growth period coincided with policies and investments that favored automobile mobility, most of the County developed into auto-oriented neighborhoods that have made public transit, walking, and biking inconvenient and at times dangerous and undignified. The suburban sprawl that defines much of the Valley's urban landscape coupled with the relative lack of quality transportation options is reflected in the fact that Santa Clara County represents 25% of the Bay Area's vehicle miles of travel (VMT) but only 10% of its transit ridership.¹ With the County's population expected to increase significantly, the Metropolitan Transportation Commission (MTC) anticipates a 70% increase in VMT with a corresponding doubling in the amount of time stuck in traffic by 2030.²

If Silicon Valley is to improve the quality of life for its residents while tackling traffic congestion, air pollution, and global warming, it is critical that the Valley Transportation Authority (VTA) and the cities throughout the Valley invest in cost-effective strategies that improve public transportation and encourage walking and biking. Fortunately, the Valley Transportation Authority (VTA) is planning several Bus Rapid Transit (BRT) lines that are expected to attract over 50,000 additional transit trips per day by 2030 for a fraction of the cost of rail alternatives. BRT is a proven way to make public transportation faster and more convenient, comfortable, and dependable through cost-effective improvements such as bus-only lanes, real-time bus arrival information, and level-boarding. In addition, cities throughout the Valley are planning for compact, mixed use development around transit stations with the objective of creating more walkable, transit-friendly communities over the coming decades.

The first BRT line in Silicon Valley will be located along the seven-mile Alum Rock corridor between East San Jose and Downtown San Jose. The corridor is already home to the VTA's most well-utilized bus lines and BRT is expected to add more than 20,000 additional transit trips per day over the next two decades.³ Furthermore, if it is planned well, increases transit use as expected, and meets community needs, the Alum Rock BRT project could help increase public support for the expansion of other BRT lines throughout the county and the region.

TRANSFORM'S ROLE

TransForm works to create world-class public transportation and walkable communities in the Bay Area and beyond. We believe that BRT can create cost-effective and high-quality public transit service. We are invested in helping make the first BRT lines in the Bay Area a reality and ensuring that they provide a model for other communities. To this end, TransForm is engaged in education, outreach, and engagement along the Alum Rock BRT corridor.

¹ "Travel Forecasts for the San Francisco Bay Area, 1990 – 2030 Data Summary," Metropolitan Transportation Commission, January 2005.

² Ibid.

³ Santa Clara VTA BRT Strategic Plan, Arup North America Ltd, June 2009.

SURVEY PURPOSE

Community input is a critical component of transportation planning. Local community members have specific knowledge about on-the-ground issues and conditions that can provide insight on how to best design a project. Residents, merchants, and other local stakeholders are more likely to participate in and contribute to a planning process when they are engaged early, when information and process is transparent, and when the opportunities to give input are meaningful.

TransForm knows that merchants, particularly small business owners, have a significant stake in the outcomes of transportation investments and have a deep understanding of the communities in which they do business. They are therefore critical stakeholders to involve in the Alum Rock corridor BRT project.

TransForm developed outreach materials and administered a survey to merchants in preparation for VTA's formal public process around BRT design. The goal of TransForm's Alum Rock BRT merchant survey effort was to:

- Inform merchants along the Alum Rock corridor about the planned BRT project;
- Solicit input on preferences and concerns regarding the new transit extension; and
- Encourage merchants to become involved in VTA's formal planning process.

We hope that the results of the survey will help inform the design and continued planning of the Alum Rock BRT project and function as a model for community involvement in Silicon Valley and beyond.

STUDY AREA

The Alum Rock BRT line will run between Downtown and East San Jose. Businesses were surveyed between the Diridon Transit Center and Capitol Ave. along Santa Clara St., Alum Rock Ave., and the cross streets along the corridor (one block out).

SURVEY METHODOLOGY AND OUTREACH PROCESS

TransForm developed the merchant survey and outreach materials with assistance from planners and staff at the VTA and the City of San Jose's Department of Transportation, Redevelopment Agency, and Planning Department. San Jose State University Urban Planning



Figure 1: A San Jose State University (SJSU) Masters in Urban Planning student informing a local merchant on Santa Clara St. about the Alum Rock BRT project.

instructors and graduate students also provided input, as did members of the business community in San Jose.

The merchant survey was composed of 31 questions and took between ten minutes and an hour to administer, depending on the level of input from each merchant surveyed (See Appendix I for the sample survey). The main foci of the survey were:

- General respondent information;
- Perceived parking availability for customers, employees, and vendors;
- Merchant commute modes and customer travel preferences;
- Perspectives regarding bicycle and pedestrian safety;
- Desired corridor and neighborhood improvements; and
- Perceptions about the BRT project and preferences related to BRT station design.

TransForm translated the survey and materials into Spanish and Vietnamese and reached out to merchants in all three languages. TransForm usually conducted the majority of surveys in-person but if merchants were not available but wanted to participate, TransForm dropped off the survey and picked it up at a later date. If the owner of the business was unavailable, the manager or employee was asked to take the survey.

Our merchant engagement effort consisted of three in-person interactions:

- 1st visit: Provide introductory information about BRT project and deliver handouts.
- 2nd visit: Offer additional information if needed and answer any questions. Schedule a day and time to take survey.
- 3rd visit: Provide more detailed information about the project and the survey purpose, administer the survey, and offer opportunities for further involvement.

Outreach materials consisted of:

- A merchant survey
- A script for new volunteers and interns who administered the survey
- Visuals to help explain the project
- A “Frequently Asked Questions” (FAQ’s) and BRT project handout

In order to identify patterns in the survey data, TransForm:

- Compared Alum Rock Ave. merchant survey responses with those on Santa Clara St.
- Performed cross tabulations to identify patterns between different questions (e.g. how did parking type affect merchants’ perception about parking availability).
- Combined survey responses at a block level and mapped the results using Geographic Information Systems (GIS).
 - Each survey block within the GIS maps represents at least three surveys, but each block does not necessarily represent at least three survey responses as some merchants did not answer a particular question or answered “don’t know” or “other”. Some blocks were combined in order to represent at least three responses per block area.

- Block-level responses were ranked through two primary methods:
 - A weighted ranking was applied to the maps representing questions 13, 20, 21, 26, 27, and 28. For example, for the map representing question 13 (How would you describe the availability of parking for your customers?), the objective was to show where merchants perceived parking availability to be good, average, or poor on a block level along the corridor. “Good” responses were assigned a weight of 6, “average” responses were weighted as 3, and “poor” responses were weighted as 1. The weighted responses for each block were then ranked by adding them together and dividing the total by the number of responses per block. Block-level answers ranging from 0-2 are shown on the map as “poor”, 3-4 is “average”, and 5-6 is “good”.
 - An averaged ranking was applied for the map representing question 31. For example, for the map representing question 31 the objective was to show the percentage of business owners that support the formation of a business assessment district on a block level along the corridor. The number of responses that were supportive of an assessment district were added up for each block and divided by the total number of responses per block. The different colors on the map represent the extent to which merchants support the formation of an assessment district.

This report includes the most relevant findings from TransForm’s merchant survey. For additional survey results and crosstabulations, please contact TransForm’s Silicon Valley Community Planner.

SURVEY SAMPLE SIZE

- Estimated number of corridor businesses: 1,115
- Approximate number of businesses approached: 660
- Total number of completed surveys: 217
 - 94 businesses were surveyed on Santa Clara St., 78 on Alum Rock Ave., and 45 on side-streets. Most of the charts featured in this report are broken up between Santa Clara St., Alum Rock Ave., and corridor-wide responses. Merchants on side-streets were included in the survey because they too have a stake in the project being that they are located within walking distance of the future BRT stations.
 - Of the 45 businesses located on side-streets, 35 were located off of Santa Clara St. and 10 were located off of Alum Rock Ave.
- TransForm did not survey the business towers in downtown San Jose and the San Jose Medical Center tower on Santa Clara St., because security clearance is required to speak with the offices within the towers and because the towers have dedicated off-street parking lots and are less likely to be impacted by on-street parking removal. Excluding the business towers, TransForm counted approximately 660 businesses along the rest of the corridor, which means that about one out of every three merchants that were approached took the survey.

SURVEY RESULTS

General Business Characteristics

Half of the merchant surveys were filled out by business owners, 33% were filled out by managers, and 19% were filled out by employees/"other". Most businesses surveyed are small and locally owned with five or fewer employees and less than 50 customers per day. A slight majority of businesses surveyed have been open at the same location for at least six years.

TransForm found that most merchants and their customers commute by car, as is the case for much of Santa Clara Valley, however, employees in particular have high rates of commuting by foot, bicycle, and public transportation. Reported public transportation use also varies by location along the corridor. For example, Santa Clara St. has higher public transit use than Alum Rock Ave., which may be influenced by parking type, transit access, and other factors. For a block-level map representing the commute modes of survey respondents, see Figure 2.

Table 1: Half of the merchant surveys were filled out by business owners with much of the remainder filled out by managers and employees.

Q4. Are you the manager or owner of this business?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Owner	48%	54%	50%
Manager	33%	28%	33%
Other	20%	20%	19%
<i>Answered question</i>	91	71	206
"Other" Responses: Employee (31); Assistant; Co-partner; Supervisor; Associate (2); Financial consultant; Librarian; Priest			

Table 2: Businesses surveyed cater to a wide range of needs.

Q1. Type of Business Surveyed	
Answer options	Corridor-wide responses
Restaurants, Café's, and Bars	13%
Personal Care and Services	13%
Legal, Financial, Real Estate, and Professional Services	13%
Health and Medicine	11%
Automotive sales and services	8%
Other retail	7%
Electronic sales and services	6%
Other services	6%
Grocery stores and food/beverage retail sales	5%
Clothing and Shoe Sales and Services	5%
Community/Government/Educational Services	4%
<i>Answered question</i>	215

Table 3: Most businesses surveyed are small businesses with fewer than six employees.

Q6. How many employees do you have at this business location?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
0-5	74%	83%	75%
6 or more	27%	17%	24%
<i>Answered question</i>	91	76	212

Table 4: Most businesses surveyed have less than fifty customers or clients per day.

Q7. About how many customers or clients do you have per day at this location?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Fewer than 50	68%	80%	71%
50 or more	32%	20%	29%
<i>Answered question</i>	90	74	209

Table 5: 56% of merchants surveyed have been open at the same location for at least six years.

Q5. How long has this business been in operation at this location?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
0 to 5 years	40%	45%	44%
6 or more years	60%	55%	56%
<i>Answered question</i>	93	78	216

Table 6: Merchants on Santa Clara St. are twice as likely to commute via public transportation as merchants on Alum Rock Ave.

Q14. How do you currently get to work? (Check all that apply)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Drive	95%	96%	93%
Transit (bus, light rail)	14%	7%	13%
Walk	6%	5%	6%
Bike	3%	3%	3%
<i>Answered question</i>	91	77	213

Table 7: Transit use, walking and bicycling to work is high among employees.

How do you currently get to work? (Check all that apply)			
Answer options	Responses for merchants with good employee parking availability	Responses for merchants with average employee parking availability	Responses for merchants with poor employee parking availability
Drive	81%	82%	69%
Transit	12%	8%	16%
Walk or bike	3%	6%	16%
Walking, biking, or transit	14%	15%	26%
<i>Answered question</i>	91	95	51

Table 8: Merchants served by metered parking are far more likely to take transit, walk, and bike to work than merchants with access to free on-street, and particularly free-off street parking.

How do you currently get to work? (Check all that apply)			
Answer options	Responses for merchants with off-street parking	Responses for merchants with free on-street parking	Responses for merchants with access to metered on-street parking
Drive	87%	79%	66%
Transit	7%	12%	19%
Walk or bike	5%	8%	9%
Walking, biking, or transit	10%	14%	24%
<i>Answered question</i>	145	85	58

Table 9: Merchants with poor parking availability are far more likely to take transit, walk, and bike to work than merchants with poor parking availability.

How do you currently get to work? (Check all that apply)			
Answer options	Owner responses	Manager responses	Other/employee responses
Drive	84%	85%	62%
Transit	7%	11%	17%
Walk or bike	7%	3%	13%
Walking, biking, or transit	12%	14%	28%
<i>Answered question</i>	113	73	53



Figure 2: Block-level map representing the commute modes of surveyed merchants.

Perceived Customer Parking Availability

One of the primary merchant concerns related to BRT is the removal of on-street parking. A considerable amount of on-street parking spaces will be removed along the Alum Rock BRT corridor, with most of the parking removal expected at the future BRT station areas and along Alum Rock Ave. where the bus-only lanes are planned. Merchants that do not have access to off-street parking may be particularly vulnerable to the removal of on-street parking.

According to the survey, about 40% of merchants lack access to off-street parking, and merchants on Santa Clara St. are more likely to lack access to off-street parking than merchants on Alum Rock Ave.

TransForm also found that 25% of merchants surveyed feel that parking availability for their customers is poor. In particular, merchants located on Santa Clara St. are more likely to feel that customer parking availability is inadequate. Part of the reason for this may be associated with the fact that as mentioned above, Santa Clara St. merchants are more likely to lack access to off-street parking than Alum Rock Ave. merchants. Indeed, TransForm found that merchants with access to off-street parking for their customers are more likely to feel that they have good parking availability compared to those without off-street parking.

For a block-level map showing perceived customer parking availability, see Figure 6.



Figure 3: Off-street parking along Alum Rock Ave.



Figure 4: On-street parking along Santa Clara St.



Figure 5: On-street parking in front of a mixed-use development along Alum Rock Ave.

Table 10: 63% of merchants surveyed have access to off-street parking. Merchants on Alum Rock Ave. are 20% more likely to have access to off-street parking than merchants located on Santa Clara St.

Q3. What type of parking is the business served by?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Off-street/private parking	56%	78%	63%
Free on-street parking	39%	36%	34%
Metered on-street parking	29%	0%	21%
Other	4%	0%	6%
<i>Answered question</i>	93	77	215
"Other" Responses: City/Public parking garage (8 responses); Validated parking lot (5)			

Table 11: About 75% of merchants surveyed feel their customer parking availability is good or average. Santa Clara St. merchants are 10% more likely than Alum Rock Ave. merchants to feel that they have poor customer parking availability.

Q13. How would you describe the availability of parking for your customers?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Good – There's always parking nearby	26%	33%	28%
Average – Parking is generally available depending on the day and time	45%	49%	46%
Poor – There's never parking available	29%	19%	25%
<i>Answered question</i>	92	78	215

Table 12: Merchants with off-street parking tend to feel they have better customer parking availability than merchants with on-street parking.

How would you describe the availability of parking for your customers?			
Answer options	Responses for merchants with off-street parking	Responses for merchants with free on-street parking	Responses for merchants with access to metered on-street parking
Good customer parking availability	34%	22%	18%
Average customer parking availability	46%	50%	31%
Poor customer parking availability	18%	27%	41%
<i>Answered question</i>	136	74	49

How would you describe the availability of parking for your customers?

Alum Rock Bus Rapid Transit Merchant Survey Results

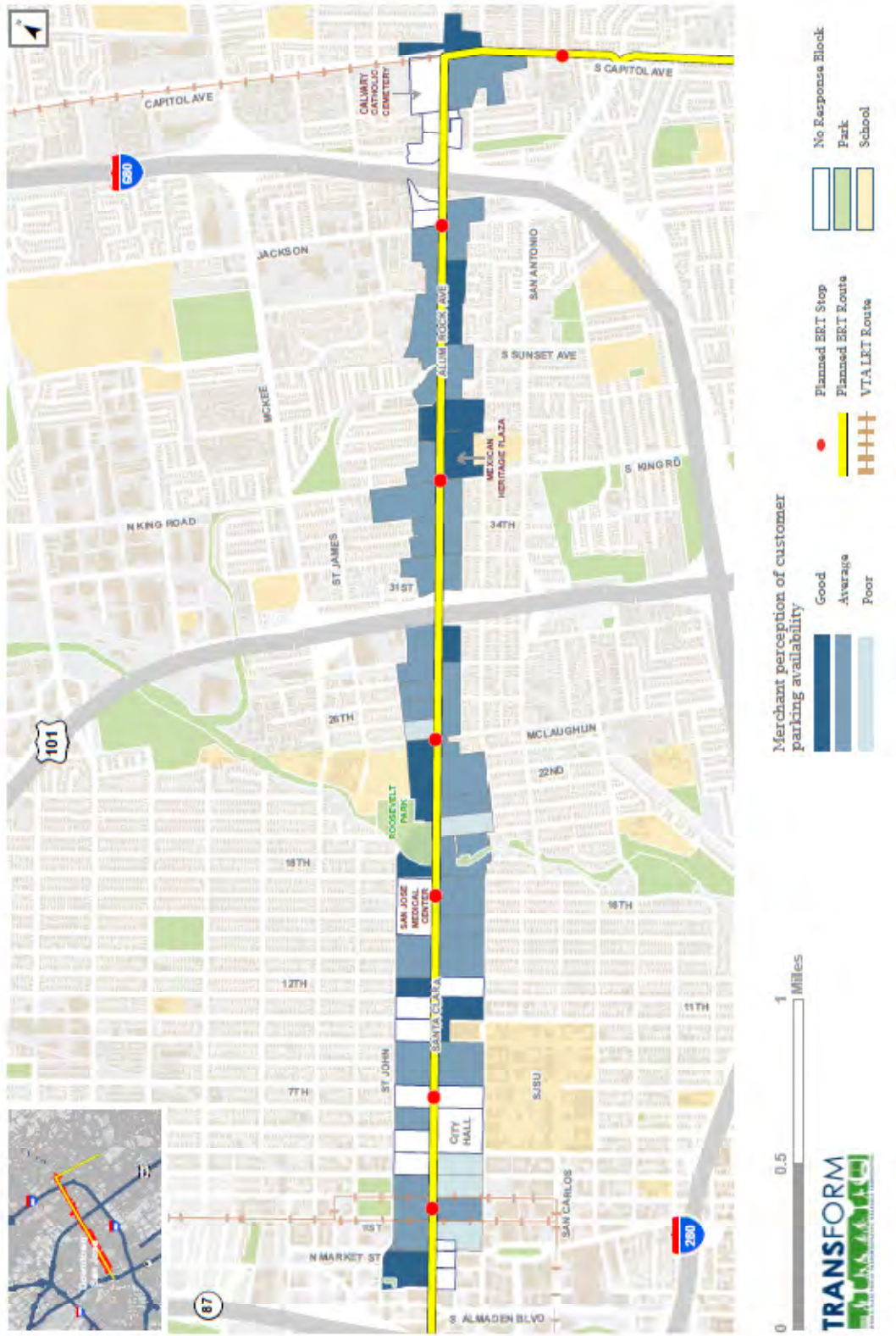


Figure 6: Block-level map representing perceived customer parking availability.

Perceived Merchant/Employee/Co-Worker Parking Availability

Merchant perspectives about parking availability for their own vehicles and those of their employees or co-workers are similar to merchant perspectives about customer parking availability. Specifically, only about 20% of merchants feel that parking availability for their employees and/or co-workers is poor.

Table 13: 78% of merchants surveyed feel the availability of parking for their own cars and those of their employees or co-workers is good or average. Alum Rock Ave. merchants are 17% more likely than Santa Clara St. merchants to feel that employee parking is good.

Q12. How would you describe the availability of parking for you and your employees/co-workers?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Good – There’s always parking nearby	29%	46%	38%
Average – Parking is generally available depending on the day and time	39%	40%	40%
Poor – There’s never parking available	24%	16%	19%
<i>Answered question</i>	92	77	214

Perceived Vendor Parking Availability

The Alum Rock BRT project will relocate several on-street loading zones, which could impact businesses that rely on those loading zones to receive their deliveries. TransForm’s survey sought to identify feelings about current vendor parking needs and found that 60% of merchants have vendor deliveries along the corridor with 55% of those merchants relying on public on-street parking for their deliveries. Of those merchants with vendor deliveries, only half have access to a designated on-street loading zone.

The type of vendor parking a business has access to can be important because it significantly influences parking availability. For example, TransForm’s survey found that those merchants with access to their own private parking for vendor deliveries or merchants with access to a designated on-street loading zone have much better perception of parking availability than merchants that rely on public parking for their deliveries but do not have access to a designated loading zone.

Table 14: 60% of merchants surveyed have vendor deliveries.

Q8. Does your business have vendor deliveries?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Yes	60%	55%	60%
No	40%	46%	40%
<i>Answered question</i>	91	77	213

Table 15: 55% of merchants surveyed that have vendor deliveries rely on public parking for their deliveries. Alum Rock Ave. merchants with vendor deliveries are over 20% more likely to have access to private vendor parking compared to Santa Clara St. merchants.

Q9. Is your vendor parking public or private? (Responses for merchants with vendor deliveries only)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Public only	63%	40%	55%
Private (Including vendors with both public and private parking)	37%	60%	45%
<i>Answered question</i>	54	40	125

Table 16: Of those merchants that have public (on-street) vendor deliveries, nearly half utilize a designated loading zone for their deliveries.

Q10. Do your vendors utilize a loading zone? (Responses for merchants with public vendor deliveries only)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Yes	47%	40%	49%
No	53%	60%	51%
<i>Answered question</i>	34	15	68

Table 17: 76% of merchants surveyed feel that their vendor parking is good or average. Santa Clara St. merchants are twice as likely as Alum Rock Ave. merchants to feel that their vendor parking availability is poor.

Q11. How would you describe the availability of parking for your vendors?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Good – There’s always parking nearby	31%	38%	36%
Average – Parking is generally available depending on the day and time	38%	38%	40%
Poor – There’s never parking available	27%	12%	19%
<i>Answered question</i>	55	42	129

Table 18: Merchants with off-street vendor deliveries are 19% more likely to feel that their vendor parking availability is good compared to those with on-street vendor deliveries.

How would you describe the availability of parking for your vendors?		
Answer options	Responses for merchants with deliveries only on public parking	Responses for merchants with deliveries on private parking (Including merchants that have access to both public and private vendor parking)
Good – There’s always parking nearby	28%	47%
Average – Parking is generally available depending on the day and time	45%	33%
Poor – There’s never parking available	25%	11%
<i>Answered question</i>	69	56

Table 19: Among merchants that receive their vendor deliveries on the public right-of-way, those that have access to a designated on-street loading zone are 37% more likely to feel that their vendor parking availability is good compared with merchants that don’t have access to a designated loading zone.

How would you describe the availability of parking for your vendors? (Responses for merchants with public vendor parking only)		
Answer options	Responses for merchants with access to a designated loading zone	Responses for merchants without access to a designated loading zone
Good – There’s always parking nearby	45%	8%
Average – Parking is generally available depending on the day and time	42%	50%
Poor – There’s never parking available	12%	36%
<i>Answered question</i>	33	35

Perceived Bicycle and Pedestrian Safety

80% of merchants that participated in TransForm’s survey support improvements to make the Alum Rock corridor safer and more comfortable for pedestrians and bicyclists. Santa Clara St. merchants and merchants with access to on-street parking are particularly supportive. For a block-level representation of support for bicycle and pedestrian safety improvements, see Figures 9 and 10. Merchants’ highest priorities for bicycle and pedestrian safety improvements are better street lighting, safer crosswalks, and more/improved bike routes.

One of the barriers to including streetscape improvements such as landscaping as part of the BRT project is maintenance costs of the improvements over time. One potential source of revenue to finance such improvements is to form a business assessment district. TransForm survey found that the majority of merchants are interested in working together to form a business assessment district. Support for an assessment district is stronger among Santa Clara St. merchants and among business owners (compared to employees and managers). For a block-level representation of merchant’s level of support for a business assessment district, see Figure 11.



Figure 7: Site of the future King Rd. BRT Station on Alum Rock Ave.



Figure 8: Bicyclists are not accommodated on Santa Clara St. and often ride on sidewalks.

Table 20: 56% of merchants feel that there is room to make the corridor safer for pedestrians. Santa Clara St. merchants are twice as likely to feel the corridor is dangerous and unpleasant for pedestrians compared to Alum Rock Ave. merchants.

Q20. How would you describe the safety and comfort of walking to your business from other places in the neighborhood?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Good- Safe and comfortable for everyone	37%	43%	41%
Average - Those people who have to walk to get around can, but others won't	44%	47%	45%
Poor - It's dangerous or unpleasant to walk, even for people who have to	15%	8%	11%
<i>Answered question</i>	93	77	215

Table 21: 62% of merchants feel that there is room to make the corridor safer for bicyclists. Santa Clara St. merchants are twice as likely to feel the corridor is dangerous and unpleasant for bicyclists compared to Alum Rock Ave. merchants.

Q21. How would you describe the safety and comfort of riding a bicycle to your business from other places in the neighborhood?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Good - Safe and pleasant for everyone	23%	37%	30%
Average - Those people who have to ride a bike to get around can, but others won't	39%	40%	40%
Poor - It's dangerous or unpleasant to ride a bike, even for people who have to	30%	17%	22%
Don't know	7%	7%	7%
<i>Answered question</i>	93	76	214

Table 22: 80% of merchants support making walking and biking safer and more comfortable.

Q22. Should improvements be made to make walking and biking along the corridor safer and more comfortable?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Yes	81%	73%	80%
No	16%	25%	19%
<i>Answered question</i>	88	75	207

Table 23: Merchants that are served by on-street parking (and metered parking in particular) are more supportive of bicycle and pedestrian safety improvements than merchants served by off-street parking.

Should improvements be made to make walking and biking along the corridor safer and more comfortable?			
Answer options	Responses for merchants with off-street parking	Responses for merchants with free on-street parking	Responses for merchants with access to metered on-street parking
Yes (Supportive of bike/pedestrian improvements)	76%	84%	89%
No (Opposed to bike/pedestrian improvements)	21%	11%	9%
Other	3%	5%	2%
<i>number of responses</i>	131	74	45

Table 24: Most Alum Rock corridor merchants prefer better street lighting, safer crosswalks, and on-street bike lanes/routes.

Q23. Which improvements do you support the most to make walking and bicycling safer and more comfortable along the corridor? (Check top three)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Better street lighting	47%	54%	52%
Safer crosswalks	47%	52%	46%
On-street bike lanes/routes	51%	30%	44%
Better landscaping	27%	34%	30%
Wider sidewalks	22%	13%	18%
Trails/paths separated from traffic	16%	14%	16%
No opinion	8%	13%	9%
Other	5%	5%	6%
<i>Answered question</i>	77	56	174
"Other" Responses: Drug enforcement/surveillance (2); More police/security; Re-do sidewalks; Remove unused railroad track at 28th St; Bollards along sidewalks; Stop sign/light; Wider sidewalks; Avoid bike lanes on narrow streets. Parking should not be reduced to make way for bike lanes; Less lanes on Santa Clara			

Table 25: Most merchants are supportive of a businesses assessment district. Support is 10% higher among Santa Clara St. merchants compared with Alum Rock Ave. merchants.

Q31. Are you interested in working with other merchants along Alum Rock Ave. and Santa Clara St. to form a business assessment district?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Yes (Supportive of assessment district)	58%	49%	53%
No (Opposed to assessment district)	35%	43%	38%
Other	7%	9%	11%
<i>Answered question</i>	86	67	197
"Other" Responses: Maybe/Undecided (7); Don't know (5); We will be relocating; Don't know if I will be working; Willing to look into it; I have no say in the matter (2); We have too many taxes already. Basic security is more important than beautifying the area; In the future once we get to know other businesses; Flags along the corridor; Boss may be able to give names of other interested merchants			

Table 26: Business owners are more likely to support a business assessment district.

Are you interested in working with other merchants along Alum Rock Ave. and Santa Clara St. to form a business assessment district?			
Answer options	Owner responses	Manager responses	Other/employee responses
Yes (Supportive of assessment district)	56%	47%	47%
No (Opposed to assessment district)	35%	47%	29%
Other	9%	6%	24%
<i>Answered question</i>	97	62	38

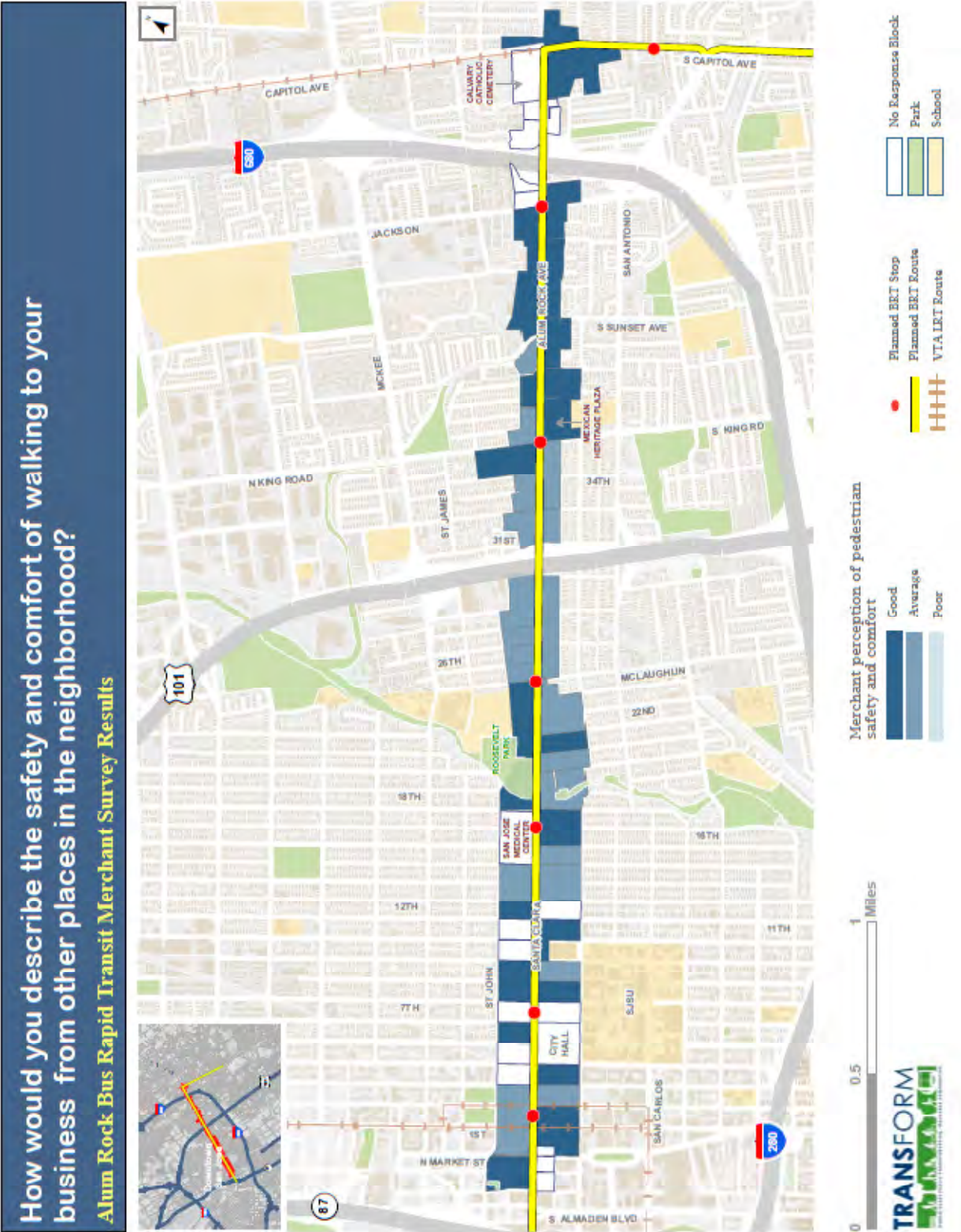


Figure 9: Block-level map representing merchant perspectives regarding pedestrian safety.

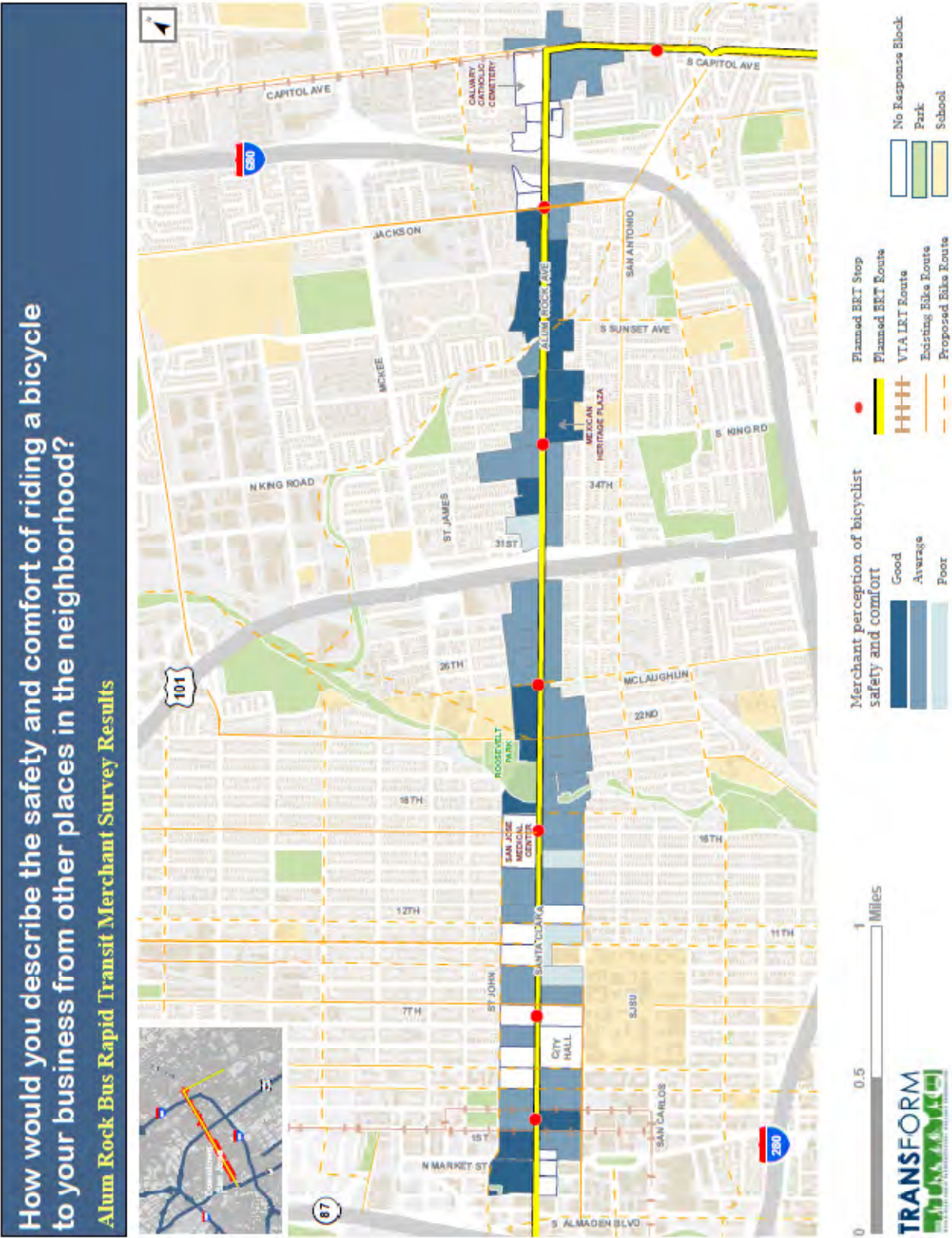


Figure 10: Block-level map representing merchant perspectives regarding bicycle safety.

Are you interested in working with other merchants along Alum Rock Ave and Santa Clara St to form a business assessment district?
Alum Rock Bus Rapid Transit Merchant Survey Results

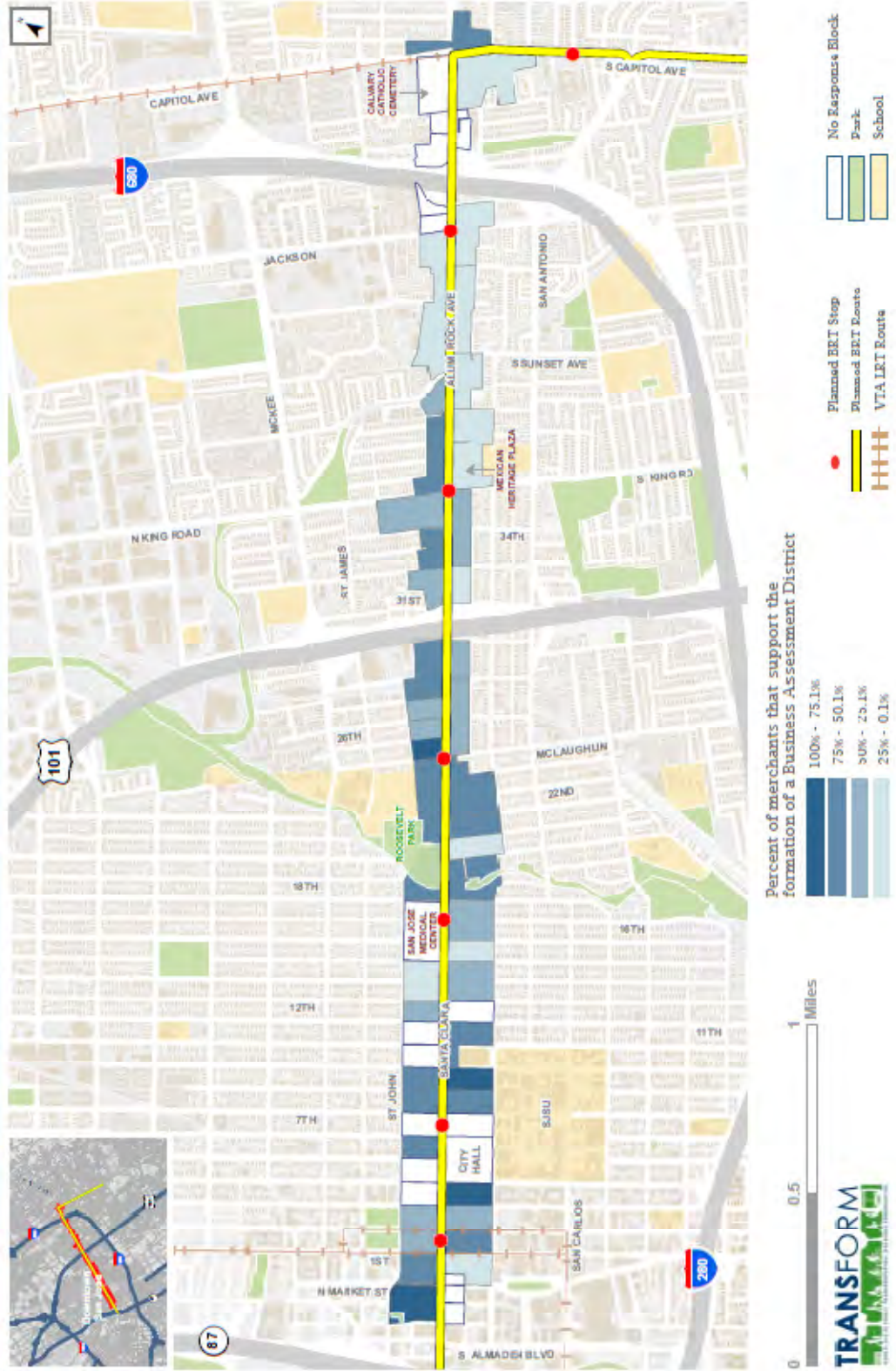


Figure 11: Block-level map representing business owner support for a business assessment district.

BRT Station Design Preferences

The Alum Rock BRT stations represent a significant public investment in the neighborhoods along the corridor. Stations will include amenities such as ample, modern shelters with real-time bus arrival information and ticket vending machines. The design of the BRT stations also represents an important opportunity to reflect neighbor and merchant preferences and values. Merchants' highest priorities for the future BRT stations are that they are safe and secure, clean and well-maintained, and that they offer opportunities to attract more customers to local businesses. Merchants also feel strongly that the stations should incorporate historic, cultural, natural, and environmental elements into the station designs.

Table 27: Security and safety, station cleanliness and upkeep, and opportunities to utilize the stations to attract more customers are the highest priorities for corridor merchants.

Q24. What about the future BRT stations is most important to you? (Check top three)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Security and safety	69%	74%	73%
Station cleanliness and upkeep	44%	47%	47%
Attracting more customers	44%	47%	45%
Aesthetics of the stations	30%	22%	26%
Space for businesses	17%	21%	19%
Restrooms	13%	10%	15%
No opinion	14%	12%	11%
<i>Answered question</i>	92	73	210

Table 28: Merchants are most supportive of natural, environmental, historical, and cultural station design themes and artistic features, and community art.

Q25. What station design themes and artistic features are most important to you? (Check top three)			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Emphasis on nature and the environment	57%	49%	56%
Visual representations of history and culture	54%	53%	54%
Community art	47%	50%	48%
Functional art	37%	38%	35%
Emphasis on technology and innovation	28%	37%	30%
Other	5%	2%	5%
<i>Answered question</i>	83	68	194
<p>“Other” Responses: Updating travel time; Tribal art; Calendar of events; Project cost-effectiveness; Design benches in a way that deters people from sleeping on them; Arcades/internet cafes, etc; Open air market with restaurants and shops; attractions and entertainment for kids; history kiosk + education nutrition marquee w/questions or trivia, interactive art game w/prizes; Design with the surroundings, emphasis on cultural heritage. Space for live street music; History of orchards and low riding culture</p>			

Attitudes towards the Alum Rock BRT Project

Nearly 70% of merchants that participated in TransForm’s survey support the concept of BRT on the Alum Rock corridor and only 3% are opposed. Furthermore, 73% of merchants surveyed expect that BRT will have positive or neutral effects on their customer base, whereas only 7% of merchants surveyed feel that BRT will have a negative impact on their customer base. All of the merchants surveyed that are concerned about BRT impacts on their customer base are located directly on Santa Clara St. and Alum Rock Ave., which may be a reflection of concerns about BRT project impacts such as on-street parking removal.

After receiving general background information about the Alum Rock BRT project and taking the survey, 32% of merchants felt well informed about the benefits and drawbacks the project could have on their business. Business owners in particular generally feel even less informed, indicating that more specific information relevant to each business owner, such as the number of parking spaces to be removed from their block, is needed. For block-level maps representing merchant feelings about BRT, see Figures 13, 14, and 15.



Figure 12: A SJSU Masters in Urban Planning student conducting the merchant survey with a business owner on Santa Clara St.

Table 29: Nearly 70% of merchants surveyed support the Alum Rock BRT project.

Q26. Based on what you know about the proposed BRT project, what’s your opinion of it?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Supportive	69%	65%	69%
Neutral	22%	26%	23%
Opposed	3%	4%	3%
Don't know	6%	6%	5%
<i>Answered question</i>	90	73	207

Table 30: 73% of merchants feel BRT will have a positive or neutral effect on their customer base.

Q27. Do you think BRT will increase or reduce customers for your business?			
Answer options	Santa Clara St. responses	Alum Rock Ave. responses	Corridor-wide responses
Increase customers	45%	40%	46%
No change	23%	32%	27%
Reduce customers	9%	10%	7%
Don't know	23%	17%	19%
<i>Answered question</i>	92	72	209

Table 31: 67% of merchants feel somewhat informed or uninformed about the benefits and drawbacks that BRT could have on their business.

Q28. How well do you feel you understand BRT and the benefits and drawbacks it could have on your business?			
Answer Options	Santa Clara St. Responses	Alum Rock Ave. Responses	Corridor-wide Responses
Well informed	33%	30%	32%
Somewhat informed	53%	58%	55%
Not informed	14%	13%	12%
<i>Answered question</i>	89	71	205

Table 32: Employees and managers are more likely to feel well informed about BRT than business owners.

How well do you feel you understand BRT and the benefits and drawbacks it could have on your business?			
Answer options	Owner responses	Manager responses	Other/employee responses
Well informed	23%	40%	45%
Somewhat informed	61%	54%	45%
Not informed	15%	6%	8%
<i>Answered question</i>	96	63	40

Based on what you know about the proposed BRT project, what's your opinion of it?
Alum Rock Bus Rapid Transit Merchant Survey Results

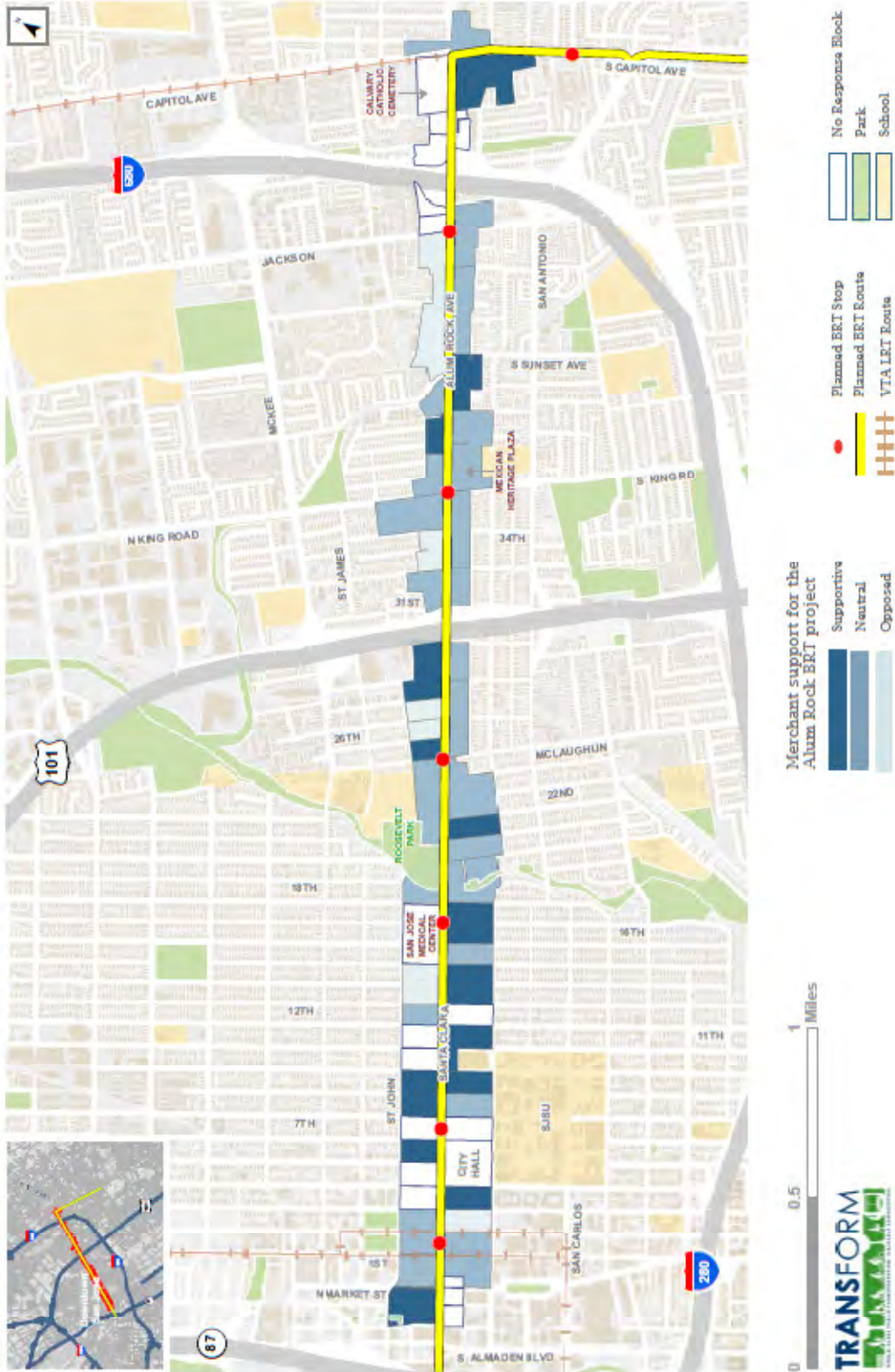


Figure 13: Block-level map representing merchant support for BRT.

Do you think the proposed BRT will increase or reduce customers for your business?
Alum Rock Bus Rapid Transit Merchant Survey Results

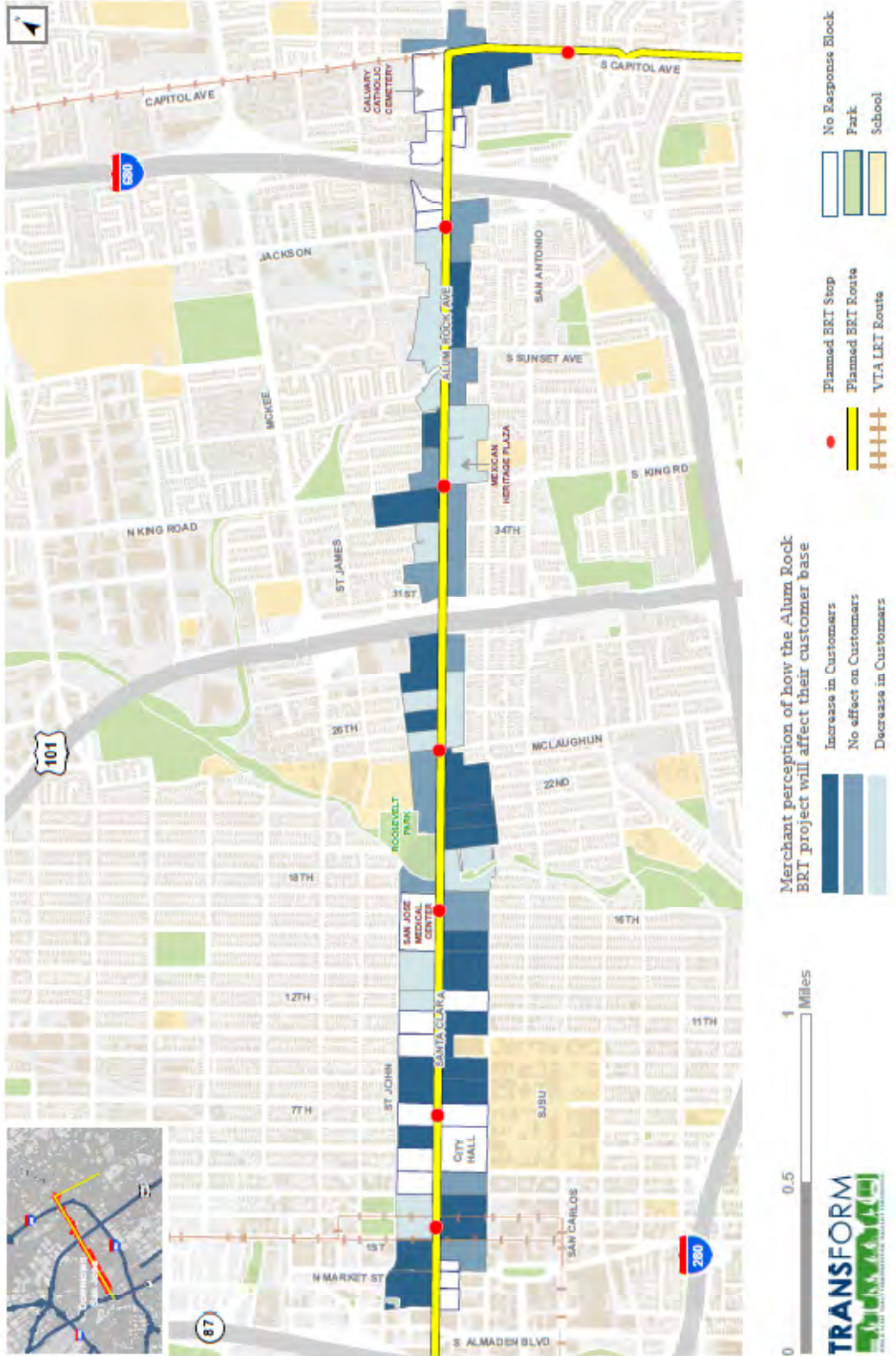


Figure 14: Block-level map representing the degree to which merchants feel informed about the benefits and drawbacks of BRT.

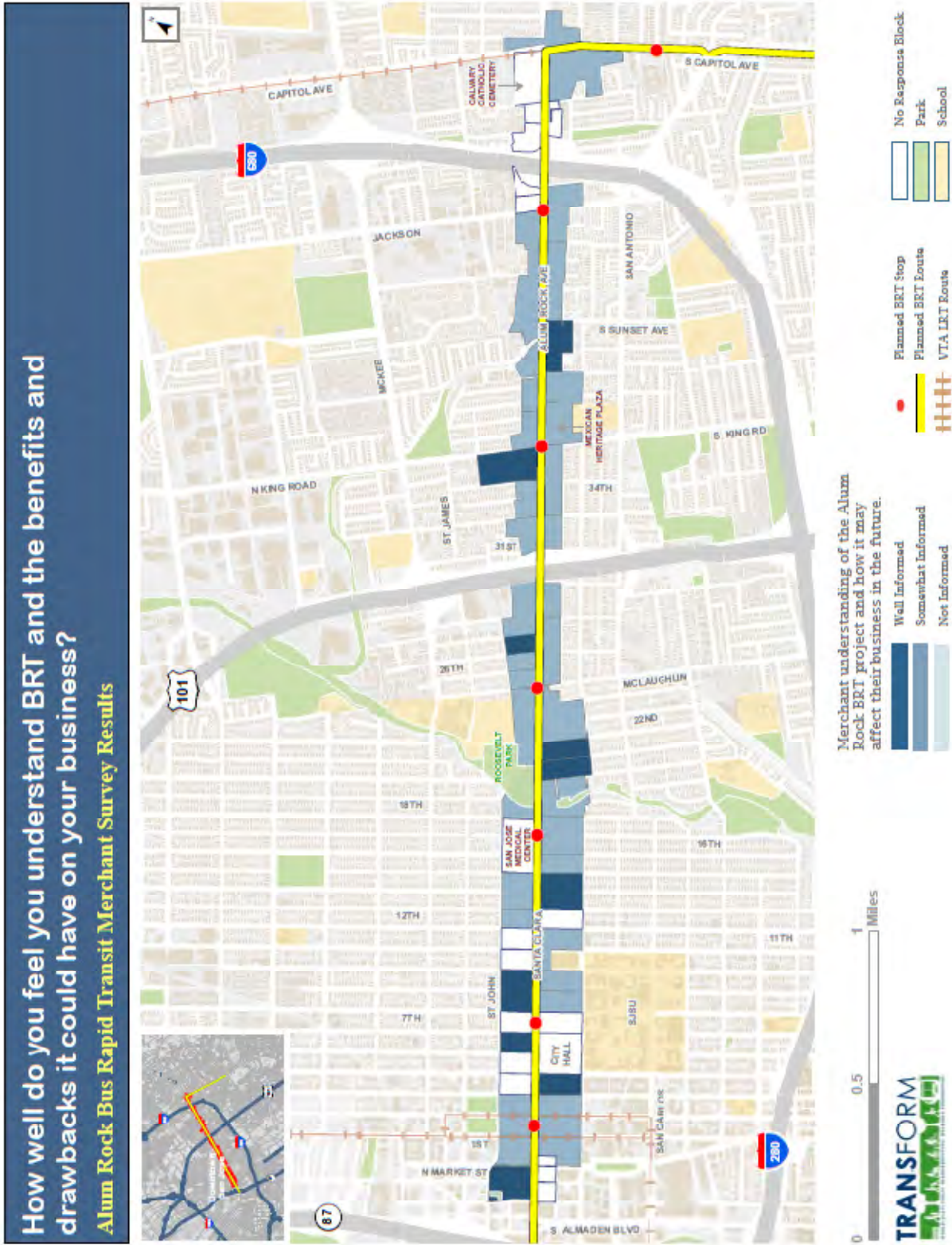


Figure 15: Block-level map representing how merchants feel BRT will affect their customer base.

Open-Ended Questions – Concerns and Interests

When merchants were asked what they are particularly excited about regarding the Alum Rock corridor BRT project, the most frequent responses were:

- Increased foot traffic and opportunities for more business
- Improved transportation options
- Redevelopment and streetscape improvements

The most frequent concerns stated by merchants were:

- Parking removal
- Business disruption during construction
- Traffic
- Security and safety at the future BRT stations

Table 33: The following table lists the concerns and interests of Alum Rock corridor merchants regarding BRT.

Q29. Is there anything in the proposed BRT project that I described that you are particularly concerned, interested, or excited about?		
Concerned:	Answer options	Corridor-wide responses
	Parking (reduced supply and greater demand)	20%
	Business disruption due to construction	16%
	Traffic	16%
	Security and crime near station areas/ Station visibility and lighting	16%
	Other*	34%
	<i>Answered question</i>	51
Excited:	Answer options	Corridor-wide responses
	Increased foot traffic, greater exposure, and more business	26%
	Better transportation options/ Faster, more frequent, reliable, and convenient service to new areas	26%
	Redevelopment and corridor streetscape improvements including landscaping, pedestrian safety, and beautification	24%
	Other**	24%
	<i>Answered question</i>	46
“Other” responses:	* Left-turn restrictions/Business access with new streetscape (4), Cleanliness/Litter (3), Traffic signal priority, Service hours - should run after 2am, Service hours - should not run 24 hrs/day, Loss of storefront/sidewalk space for customers, Poor service due to government-run operation, Safe station access, Project cost/Cost to taxpayers, Safety of BRT along narrow corridor	
	** Reduced traffic (3), Economic savings and opportunities for individuals (3), Environmental benefits (2), Location of BRT stations near important destinations, Signal priority, Greater station accessibility for the mobility impaired	

When asked how the Alum Rock corridor BRT project could help enhance and promote business along the corridor, the most frequent responses were:

- Attracting more foot traffic and customers to the area
- Ensuring the BRT service works well
- Other suggestions included:
 - Offering opportunities for subsidized advertising for businesses
 - Streetscape improvements to make the corridor more pedestrian friendly
 - Increasing community awareness about the new BRT service
 - Providing incentives and subsidies to get more people to take transit

Table 34: Many merchants feel that ensuring the BRT project is well planned and runs well, so that it results in increased foot traffic is the best way for the Alum Rock corridor BRT project to help enhance and promote business along the corridor.

Q30. In what other ways do you think the BRT project could help enhance and promote business along the corridor?	
Answer options	Corridor-wide responses
Attracting more foot traffic and customers to the area, spurring increased business, and increasing employment opportunities	25%
Ensuring that BRT is fast (2), efficient (2), frequent (3), reliable (1), safe (1), clean (3), accessible (3) and convenient (3)	23%
Advertising Opportunities/ Free advertising at stations and on buses	5%
Streetscape improvements to make the corridor more walkable, including lighting and corridor beautification	5%
Increasing community awareness about the new transit service	5%
Incentives such as low cost fares and monthly passes, free transit days; tax write-offs for businesses that encourage their employees to take transit	5%
Expand service to other areas, including lower income districts	3%
Redevelopment of certain portions of the corridor to attract more people to surrounding businesses	3%
Station location near businesses	3%
Provide updates to businesses about the project	3%
Connectivity with other transit services, transfers	3%
Other	17%
<i>Answered question</i>	64
<p>“Other” Responses: (Ensuring efficient use of taxpayer dollars, Avoiding/mitigating parking impacts, Distinctive BRT stations that are easy to locate, Making the transit service and stations visually appealing, Incorporate public restrooms at/near stations, Information of businesses around each station, Kiosks/coffee shops at the stations, Encourage schools and community groups to "adopt-a-station", Electronic transit maps at stations that can provide information about travel times and compare between different modes, including Caltrain and LRT, People mover to connect BRT stations to other surrounding community resources, Avoid increased traffic congestion</p>	

CONCLUSION

TransForm's Alum Rock corridor merchant survey indicates that merchants are generally supportive of BRT but want additional information about how the project will affect their business. Merchant support for BRT is based on the expectation that the project will attract more people to the corridor and improve business opportunities. Their support also reflects a hope that the BRT project will result in a more pedestrian and bicycle friendly environment with stations that incorporate local preferences and are safe, clean, and well-maintained.

TransForm strongly encourages VTA and the City of San Jose to meaningfully engage merchants in multiple languages in the remaining design phases of the Alum Rock BRT project as well as the VTA's other planned transportation projects. TransForm's experience is that door to door outreach may be the best way to involve merchants in BRT planning, but other approaches such as standard public meetings should also be pursued. The extent to which the Alum Rock BRT project works well and reflects the interests and preferences of surrounding businesses and neighborhoods will help determine the success of the project and the extent to which it is embraced by the community.

TransForm will continue to collaborate with the responsible agencies to encourage a rich public input process and will leverage the relationships we built from the BRT merchant survey effort over the past year.

LIMITATIONS AND LESSONS LEARNED

The merchant survey process was useful for establishing initial contact with merchants along the BRT corridor and offered an opportunity to provide them with general information on the BRT project. The survey itself enabled us to get a basic sense of merchants' preferences and attitudes of BRT. Especially important was making the survey and other materials available in multiple languages and having multi-lingual people administer the surveys.

The survey results are based on perception and opinion, which may not necessarily reflect actual conditions. For example, TransForm didn't verify reported parking availability. Furthermore, the recession and other factors may have influenced the survey results such as perceived parking availability and number of customers. Therefore TransForm's survey results should be used as a supplement to more in-depth objective analysis and planning.

Suggestions for improving upon our survey include:

- Eliminate ranking questions in order to make the survey more user-friendly.
- Ask a question to measure the extent to which the outreach effort has informed the merchants.
- Ask follow-up questions that reflect real-life trade-offs such as, "If you feel bike lanes are important to improve bike safety along the corridor, would you be supportive if the installation of bike lanes resulted in a reduction in travel lanes for automobiles?"
- Prepare an on-line survey option that is available for merchants from the beginning.
- Review survey questions for ease of analysis before administering the survey.

APPENDIX I: ALUM ROCK BRT MERCHANT SURVEY INSTRUMENT

Santa Clara St. / Alum Rock Ave. BRT Merchant Survey

1. Business name and type _____
Name Type of business
2. Business street address _____
3. What type of parking is the business served by? (Confirm with merchant)
₁ Free on-street parking
₂ On-street parking with parking meters
₃ Off-street/private parking
₄ Other _____

Merchant Background Information—

4. Are you the manager or owner of this business? ₁ Manager ₂ Owner ₃ Other _____
5. How long has this business been in operation at this location?
₁ Less than 1 year ₂ 1-5 years ₃ 6-10 years ₄ More than 10 years
6. How many employees do you have at this business location?
₁ 0 ₂ 1-5 ₃ 6-10 ₄ More than 10
7. About how many customers or clients do you have per day at this location?
₁ Fewer than 50 ₂ 50-99 ₃ 100-199 ₄ 200 or more

Parking Availability—

8. Does your business have vendor deliveries? (If not, skip to question 12)
₁ Yes ₂ No ₃ Other _____
9. Is your vendor parking public or private? (If not public, skip to question 11)
₁ Public ₂ Private ₃ Other _____
10. Do your vendors utilize a loading zone?
₁ Yes ₂ No ₃ Other _____
11. How would you describe the availability of parking for your vendors?
₁ Good – There’s always parking nearby
₂ Average – Parking is generally available depending on the day and time
₃ Poor – There’s never parking available
₄ Don’t know
₅ Other _____
12. How would you describe the availability of parking for you and your employees/co-workers?
₁ Good – There’s always parking nearby
₂ Average – Parking is generally available depending on the day and time
₃ Poor – There’s never parking available
₄ Not applicable – I/we do not use parking
₅ Don’t know
₆ Other _____
13. How would you describe the availability of parking for your customers?
₁ Good – There’s always parking nearby
₂ Average – Parking is generally available depending on the day and time
₃ Poor – There’s never parking available
₄ Don’t know
₅ Other _____

Transportation Choices, Issues, and Preferences—

14. How do you currently get to work? *(Check all that apply)*
₁ Drive ₂ Transit ₃ Walk ₄ Bike ₅ Other _____
15. B. How do your employees/coworkers currently get to work? *(Check all that apply)*
₁ Drive ₂ Transit ₃ Walk ₄ Bike ₅ Other _____
16. A. Is transit convenient for you to use?
₁ Yes ₂ No ₃ Sometimes ₄ Don't know ₅ Other _____
17. Is transit convenient for your employees/co-workers to use?
₁ Yes ₂ No ₃ Sometimes ₄ Don't know ₅ Other _____
18. Where do most of your customers come from? *(Rank from most to least: 1 = most)*
____ Local neighborhoods
____ City/County
____ Regional (Bay Area and beyond)
____ Don't know
____ Other _____
19. How do most of your customers access your business? *(Rank from highest to lowest: 1 = highest)*
____ Drive
____ Transit
____ Walk
____ Bike
____ Don't know
____ Other _____
20. How would you describe the safety and comfort of walking to your business from other places in the neighborhood?
₁ Good - Safe and comfortable for everyone
₂ Average - Those people who have to walk to get around can, but others won't
₃ Poor - It's dangerous or unpleasant to walk, even for people who have to
₄ Don't know
₅ Other _____
21. How would you describe the safety and comfort of riding a bicycle to your business from other places in the neighborhood?
₁ Good - Safe and pleasant for everyone
₂ Average - Those people who have to ride a bike to get around can, but others won't
₃ Poor - It's dangerous or unpleasant to ride a bike, even for people who have to
₄ Don't know
₅ Other _____
22. Should improvements to the streetscape be made to make walking and biking along the corridor safer and more comfortable? *(If not, skip question 23)*
₁ Yes ₂ No ₃ Other _____
23. Which improvements do you support the most to make walking and bicycling safer and more comfortable along the corridor? *(Check top three)*
₁ Better landscaping ₅ On-street bike lanes/routes
₂ Better street lighting ₆ Trails/paths separated from traffic *(Such as Silver Creek Trail)*
₃ Safer crosswalks ₇ No opinion
₄ Wider sidewalks ₈ Other _____

BRT Station Preferences—

24. What about the future BRT stations is most important to you? *(Check top three)*
- ₁ Aesthetics of the stations
 - ₂ Security and safety (Such as better lighting and security cameras)
 - ₃ Attracting more customers (such as a business directory map and advertising space)
 - ₄ Space for businesses (such as newspaper stands, and flower shop kiosks)
 - ₅ Station cleanliness and upkeep
 - ₆ Restrooms
 - ₇ No opinion
 - ₈ Other _____
25. What station design themes and artistic features are most important to you? *(Check top three)*
- ₁ Community art (such as elementary school art projects with local artists)
 - ₂ Functional art (such as benches with painted tiles and shelters with stained glass)
 - ₃ Visual representations of history and culture
 - ₄ Emphasis on technology and innovation
 - ₅ Emphasis on nature and the environment
 - ₆ Other _____

Conclusion—

26. Based on what you know about the proposed BRT project, what's your opinion of it?
- ₁ Very supportive ₂ Supportive ₃ Neutral ₄ Opposed ₅ Strongly opposed
 - ₆ Don't know ₇ Other _____
27. Do you think BRT will increase or reduce customers for your business?
- ₁ Increase customers ₂ No change ₃ Reduce customers ₄ Don't know
 - ₅ Other _____
28. How well do you feel you understand BRT and the benefits and drawbacks it could have on your business?
- ₁ Well informed ₂ Somewhat informed ₃ Not informed ₄ Other _____
29. Is there anything in the proposed BRT project that I described that you are particularly concerned, interested, or excited about? _____

30. In what other ways do you think the BRT project could help enhance and promote business along the corridor? _____

31. Although BRT will result in streetscape improvements to Santa Clara St. and Alum Rock Ave., more can be done to make the corridor more inviting and attractive to visit. Business assessment districts can help raise revenues for marketing campaigns, signage improvements, trash, litter, and graffiti abatement, landscaping maintenance, increased security, and other measures that can help attract more customers to the corridor.

Are you interested in working with other merchants along Alum Rock Ave. and Santa Clara St. to form a business assessment district?

- ₁ Yes ₂ No ₃ Other _____

Staying informed, getting involved:

Thank you for your time and your thoughts regarding the Alum Rock Bus Rapid Transit project. The information you have provided us with will be compiled and presented to VTA and the City of San Jose to help them plan the BRT project.

TransForm's goal is to ensure that the community's interests, including those of merchants, are reflected in the project. VTA will be holding a series of planning meetings within the coming months that will be important for you to attend. **Would you like to stay informed and involved in the planning of BRT along Alum Rock Ave. and Santa Clara St.?** ___ Yes ___ No

In which of the following ways would you like to be engaged?

- Would you like to **receive the results of this merchant survey?** ___ Yes ___ No
- Would you like to **be kept informed about upcoming BRT planning meetings** so that you can help shape the project to fit your needs and preferences? ___ Yes ___ No
- Is there any **additional information** that I can get for you about any aspect of the project?
___ Yes ___ No
 - *If so:* What? _____
- Are you a member of a business association or chamber of commerce? ___ Yes ___ No
 - *If so:* Which one(s)? _____
 - Business associations and chambers of commerce are groups that advocate for the common interests of businesses. Other benefits of joining a business association or chamber of commerce include access to information and networking opportunities. Would you like to **learn more about your local business association or chamber of commerce?**
___ Yes ___ No - *If so:* Which one?
___ Alum Rock Village Business Association
___ East Santa Clara St. Business Association
___ Other _____
- Are there any **other ways that you would like to be informed or involved?**
 - *If so:* How? _____

To provide this additional information, I do need your name and contact information:

- Name: _____
- Business name and type: _____ - _____
Name Type of business
- Business street address: _____
- Preferred phone number: _____
- Email address: _____

TransForm works to create world-class public transportation and walkable communities in the Bay Area and beyond. We build diverse coalitions, influence policy, and develop innovative programs to improve the lives of all people and protect the environment.

To learn more about the work we do, please visit our website at TransFormCA.org

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