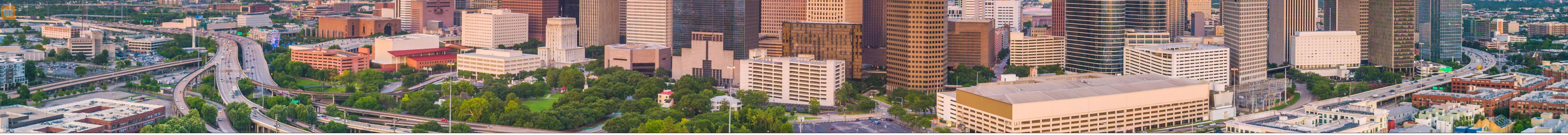




TRANSPORTATION EQUITY: **Meeting the Moment** 2024

**53rd National Meeting & Training
Conference
July 8-12, 2024
Houston, TX**



Speakers



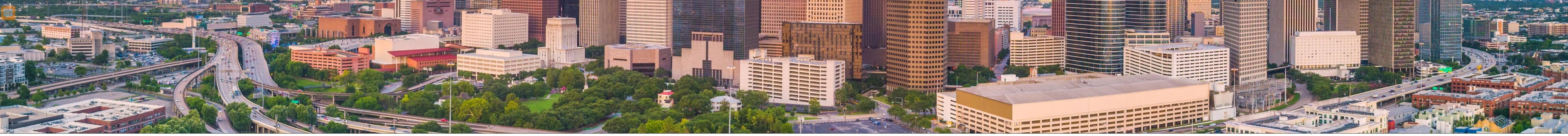
Jacquelyn Dupont-Walker, D.Hum, MSW, LCSW
2nd Vice Chair
LA Metro Board



Tashai R. Smith
Executive Officer,
Diversity & Economic
Opportunity
Department (DEOD)
LA Metro



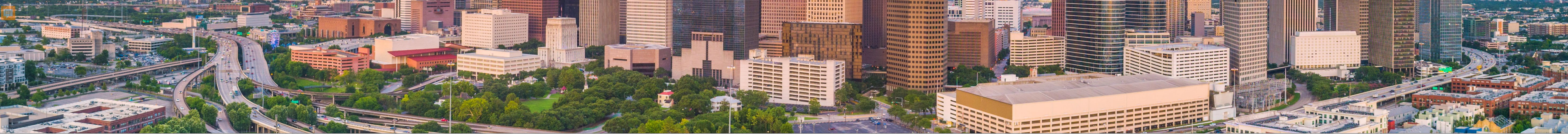
Angela B. Winston
Director, Diversity &
Economic Opportunity
Department (DEOD)
LA Metro



Key Challenges of BIF- The Real Story

The Challenge: Small "mom and pop" businesses face difficult times operating during Metro construction impacts due to business revenue losses.

- Small business challenges
- Gathering consensus from opponents to program (internal and external)
- Issue -"gift of public funds" and the nexus of construction impacts
- Resolving the issues and finding the funds – Board Motion and support
- Using Houston Metro's Business Assistance Fund Program as a model
- Creating the solution

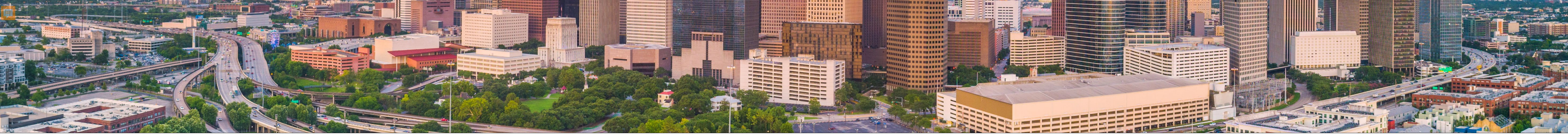


Meeting The Moment:

Solution: Help small “mom and pop” businesses continue to thrive throughout construction and post construction by community re-investment.

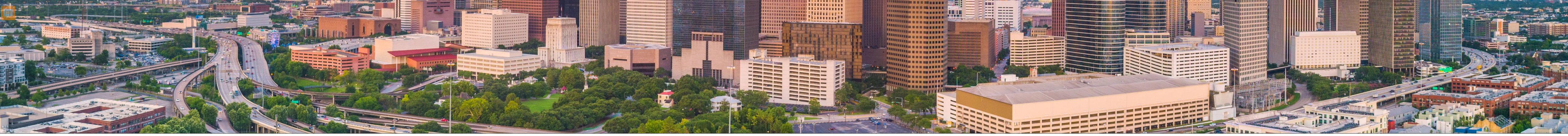
Metro’s BIF provides financial assistance up to a maximum of \$60,000 to small “mom and pop” businesses directly impacted by Metro transit rail construction along four project areas:

- **Crenshaw/LAX Transit Project**
- **Purple Line Extension, Sections 1, 2, & 3**
- **Regional Connector, Little Tokyo area and 2nd/Broadway segment**
- **East San Fernando Valley Light Rail Transit Project**



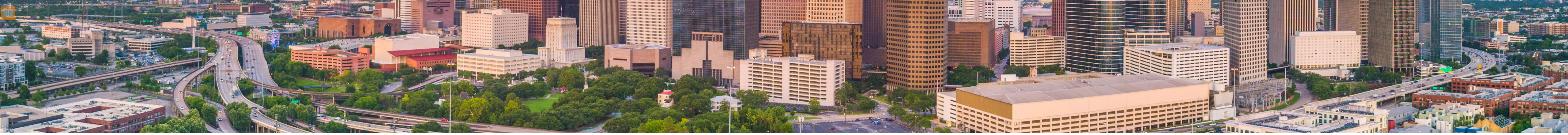
BIF Eligibility Requirements

- **Small “mom and pop” business with 25 or fewer total full-time employees.**
- **Businesses located immediately adjacent to the rail corridor and directly impacted by Metro construction.**
- **Continuous operation for at least 2 years along the corridor.**
- **For-profit business or non-religious, non-profit.**
- **Must be a solvent business.**
- **Must be able to produce relevant financial records demonstrating a loss of business revenue directly related to period of Metro’s construction disruption.**
- **Must be in good standing with all local, state and federal taxing and licensing authorities.**
- **Initial BIF claims (applications) must be submitted within 180 days from the end of the quarter of direct impact.**
- **Meet other technical qualifications.**

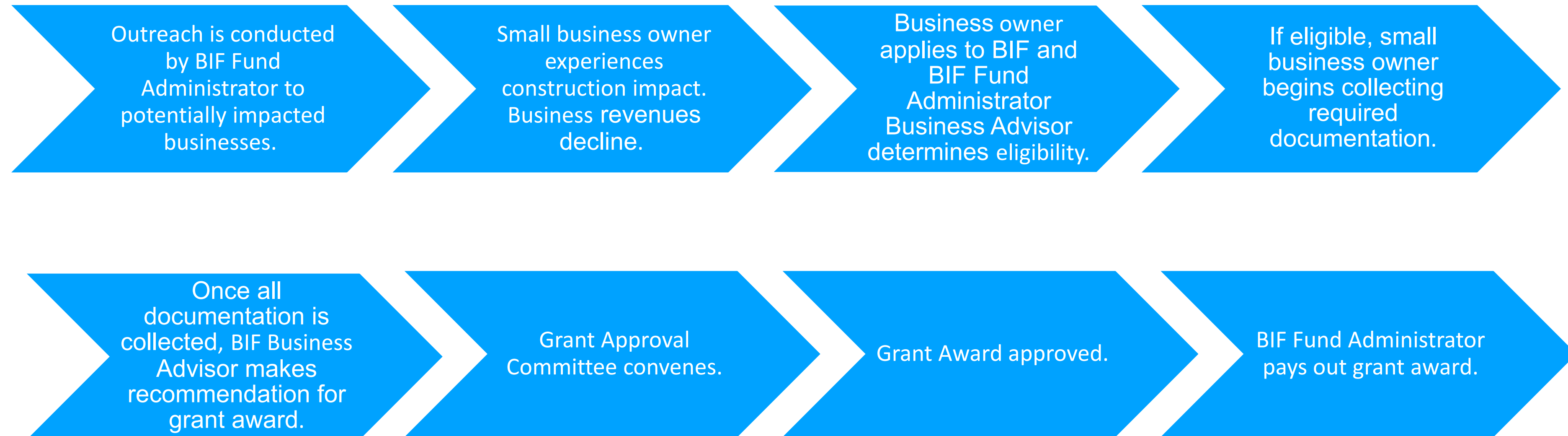


BIF Outreach & Engagement

- **BIF Fund Administrator conducts outreach and engagement.**
- **Outreach begins in advance of construction impacts to those businesses that are potentially eligible.**
- **BIF Fund Administrator determines eligibility in accordance with the BIF Administrative Guidelines.**
- **BIF Business Advisors work directly with business owners to collect financial documentation.**
- **BIF Business Advisors can also help or refer business owners to appropriate resources as needed.**



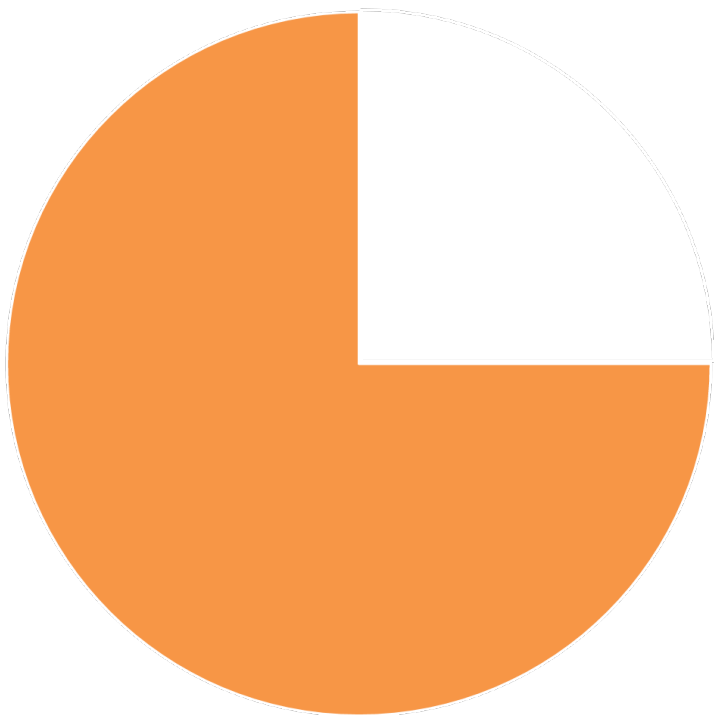
BIF Application Process



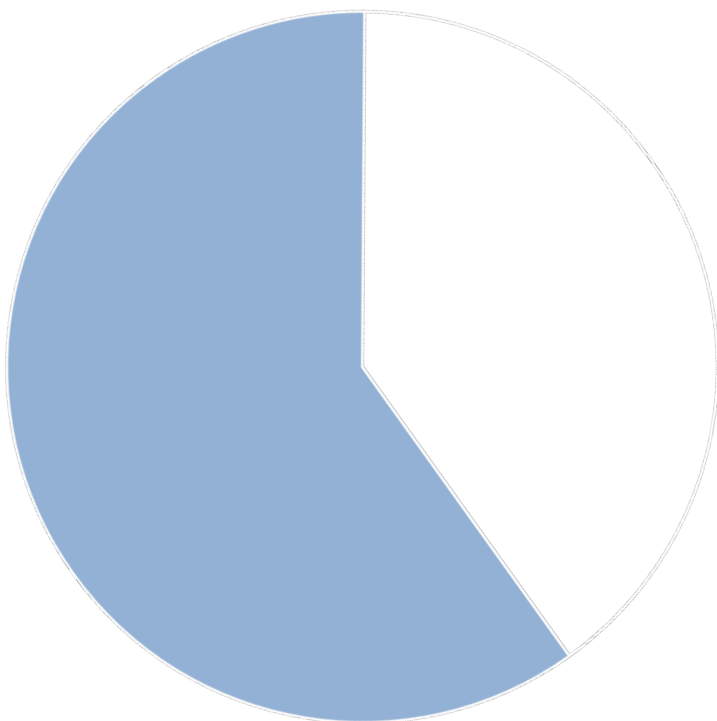


Metro’s BIF has successfully preserved small “mom and pop” businesses along the K Line and the A & E Line corridors.

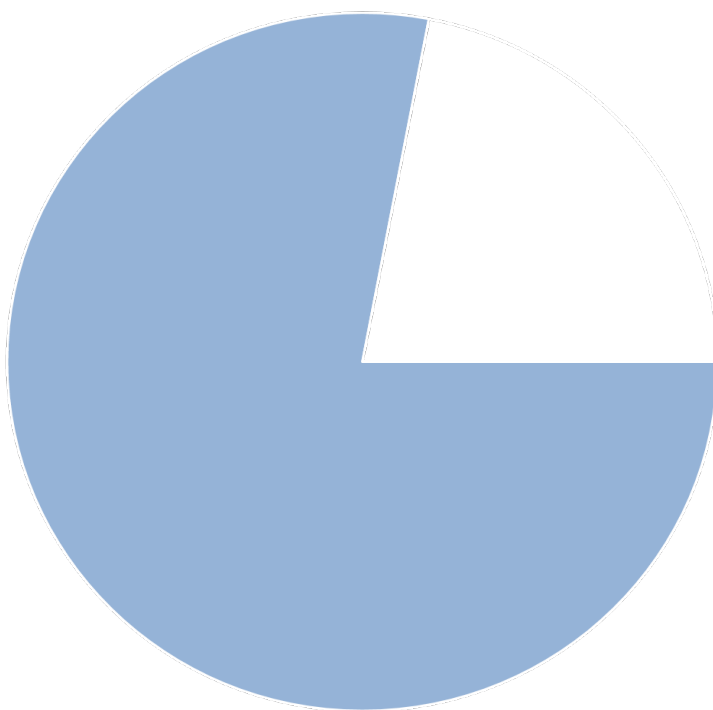
75% 180 of 240 BIF Grantees along the Crenshaw/LAX Transit Project (now, the K Line* corridor) remain in business, open and operating as of December 31, 2023.



60% 19 of 33 BIF Grantees in the Little Tokyo of the Regional Connector Project (now, the A & E Lines**) area remain in business, open and operating as of December 31, 2023.

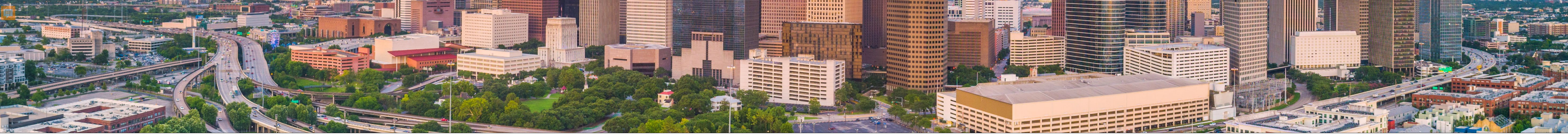


78% 14 of 18 BIF Grantees along the 2nd & Broadway segment of the Regional Connector Project (now, the A & E Lines) remain in business, open and operating as of December 31, 2023.



June 16, 2023 – Grand Opening of the Regional Connector now, the A & E Lines.

*Metro’s K Line opened in October 2022 with 7 new stations.
**Metro’s Regional Connector Project opened three new stations along the A & E Lines in June 2023.



Case Study: Dulan's Soul Food Restaurant, Greg Dulan - Owner





Transportation Project Impact vs. Post Transportation Project (Actual Photos)

Crenshaw/LAX Project 2014-2022

(February 2017)

March (2017)

(June 2024)



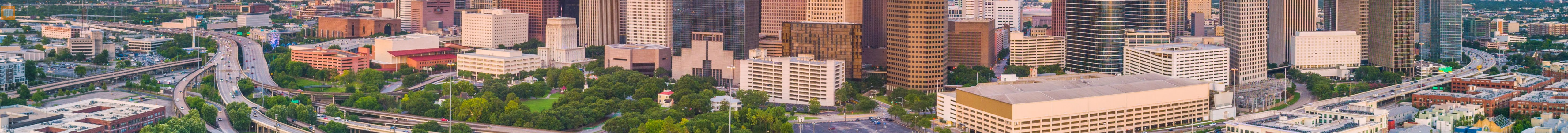
Construction located across the street from Dulan's Restaurant.



Construction located next to and across the street from Dulan's Restaurant.



The Crenshaw/LAX Transit Project, now the K Line, is operational with the renovation of Dulan's Restaurant.



Case Study: Crenshaw Yoga & Dance, KarLee Young, Owner





Transportation Project Impact vs. Post Transportation Project (Actual Photos)

Crenshaw/LAX Project 2014-2022

(April 2018)

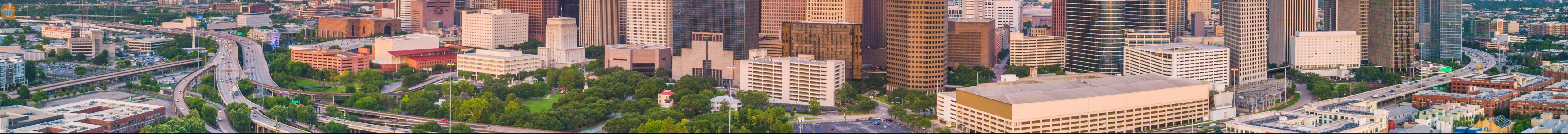
(May 2024)



Construction located across the street from Crenshaw Yoga & Dance.



The Crenshaw/LAX Transit Project, now the K Line, open and operational across the street from Crenshaw Yoga & Dance.



Conclusions/Takeaways

"Putting People First" in building a world-class transportation system for all!

- **Identify the challenge, develop mitigation measures that target the solution.**
- **Determine MOEs and KPIs to evaluate your mitigation measures with data driven qualifiers.**
- **Ask yourself—What does success look like? Ensure equity and access.**
- **Practice culturally competent outreach for maximum community engagement, support and participation.**
- **Ideally, mitigation measures should re-invest in the community with long-term positive results. Leave the community better than when you came!!**