

Supporting Businesses during Light Rail Construction

November 13, 2025

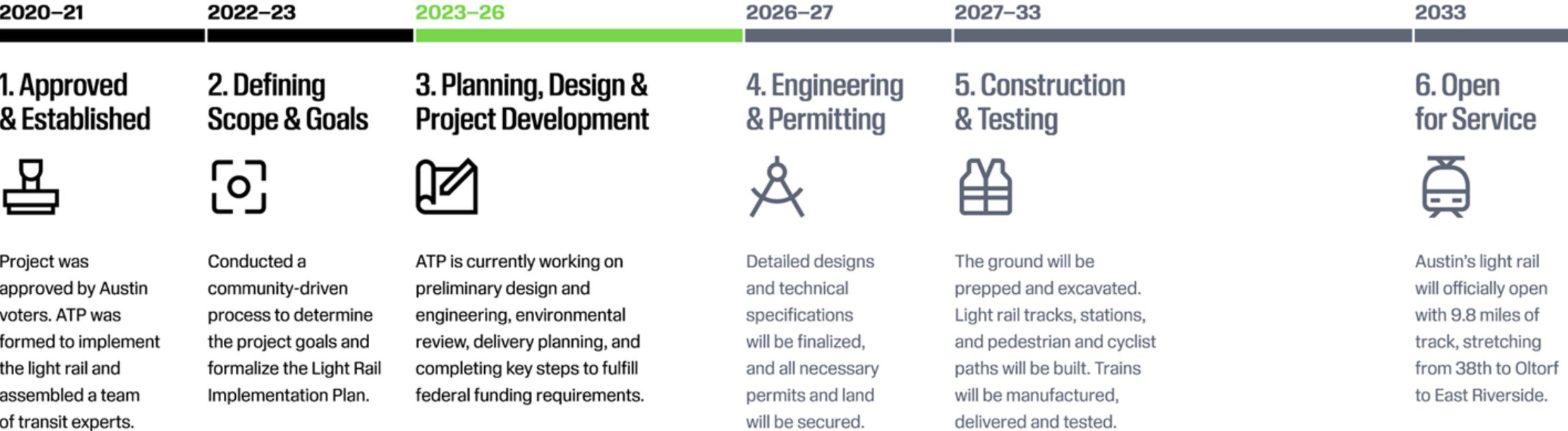


Austin Transit
Partnership

Agenda

1. Light Rail Timeline
2. ATP Needs Assessment
3. Austin's Business Community
4. Best Practices
5. Next Steps

Proposed Light Rail Timeline



Completed Step
 Current Step
 Upcoming Step



Needs Assessment for Business Support

ATP is initiating a dialogue to assess the needs of local businesses and key stakeholders to identify resources to support businesses along the alignment during the construction phase of Austin Light Rail, which is anticipated to begin in 2027.

This input will help ATP identify what will be most useful to support businesses along the light rail alignment.

Local Businesses Make Austin Unique

Austin's restaurants, retail, and unique stores are not just destinations—they are the lifeblood of neighborhoods that create economic vitality and a powerful sense of place through:

- **Authenticity:** locally made goods and neighborhood personalities that feel genuine.
- **Variety:** from high-end dining to quirky thrift finds, there's something for every taste and budget.
- **Accessibility:** concentrated, walkable districts and bike-friendly streets make visiting easy and enjoyable.
- **Community:** businesses are often community-oriented, supporting events, causes, and local artists.



Our main goal: Keep Austin, Austin.

Supporting Businesses During Construction

Austin Light Rail will transform how we move around our city by providing a frequent and reliable transit service, making it easy to access businesses along the rail line.

In addition, Austin Light Rail will:

- Enable more people to live and work nearby
- Increase foot traffic and potential customers for businesses along the alignment



 We want to work together to support a strong and vibrant business community as the light rail continues to advance.

What We've Heard

Feedback from public meetings held in 2024 and 2025 as well as continued conversations with stakeholders have included concerns about construction on businesses along the alignment.

Businesses are concerned about:

- Construction disruptions
- Customer retention
- Consistent access to information
- Proper notice to allow time to plan
- Financial cushion to help with any disruptions



We want to continue listening to businesses, stakeholders and community members as we build support for the business community.

Construction Mitigation

ATP's contractor requirements for the Progressive Design Build partner will include:

- Vehicular and pedestrian access
- Wayfinding / Signage
- Dust / Noise control
- Proactive communication about construction activities



Not all sections of the alignment will be under construction all at once and sequencing information will be released when it is finalized.

Best Practices

Initiatives throughout the country offer services tailored for local business needs, offering a range of resources and assistance that have included:

- Business consultation services
- Communication strategies
- Financial assistance
- Legal assistance
- Marketing support
- Construction mitigation



Used in rail projects across country, business assistance programs have proven effective in connecting resources to support for eligible businesses during construction.

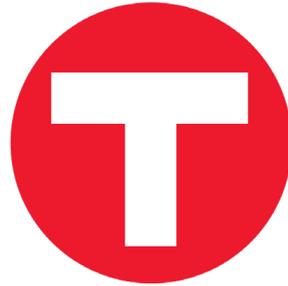
Nationwide Examples



Valley Metro
Phoenix, AZ



Sound Transit
Seattle, WA



Metro Transit
St. Paul, MN



LACMTA
Los Angeles, CA



Maryland Transit Administration, MD



Valley Metro
Phoenix, AZ

Small Business Financial Assistance Program (SBFAP)

- Offers free business consulting services, promotional materials and directional signage
- 362 businesses along the corridor have participated in one or more elements of these programs
- Distributed more than \$1.6 million in grant funding to over 270 small businesses adjacent to light rail construction

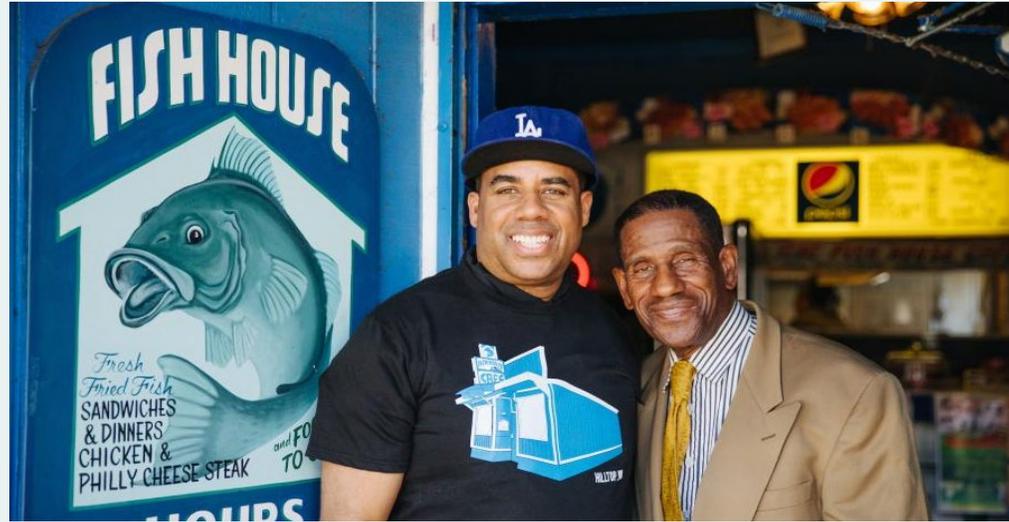




Sound Transit
Seattle, WA

Business Relations Program

- Promotes businesses with the Loyal to the Local campaign through online videos, print ads and social media
- Offers digital marketing support for individual businesses including:
 - Google My Business optimization
 - SEO coaching
 - Social media setup
 - Online campaign creation





**LA Metro,
Los Angeles, CA**

Business Solution Center (BSC)

- Offers business development services and referrals including:
 - Accounting management
 - Access to financial capital
 - Brand development
 - Marketing
 - Social media
 - Long-term business planning



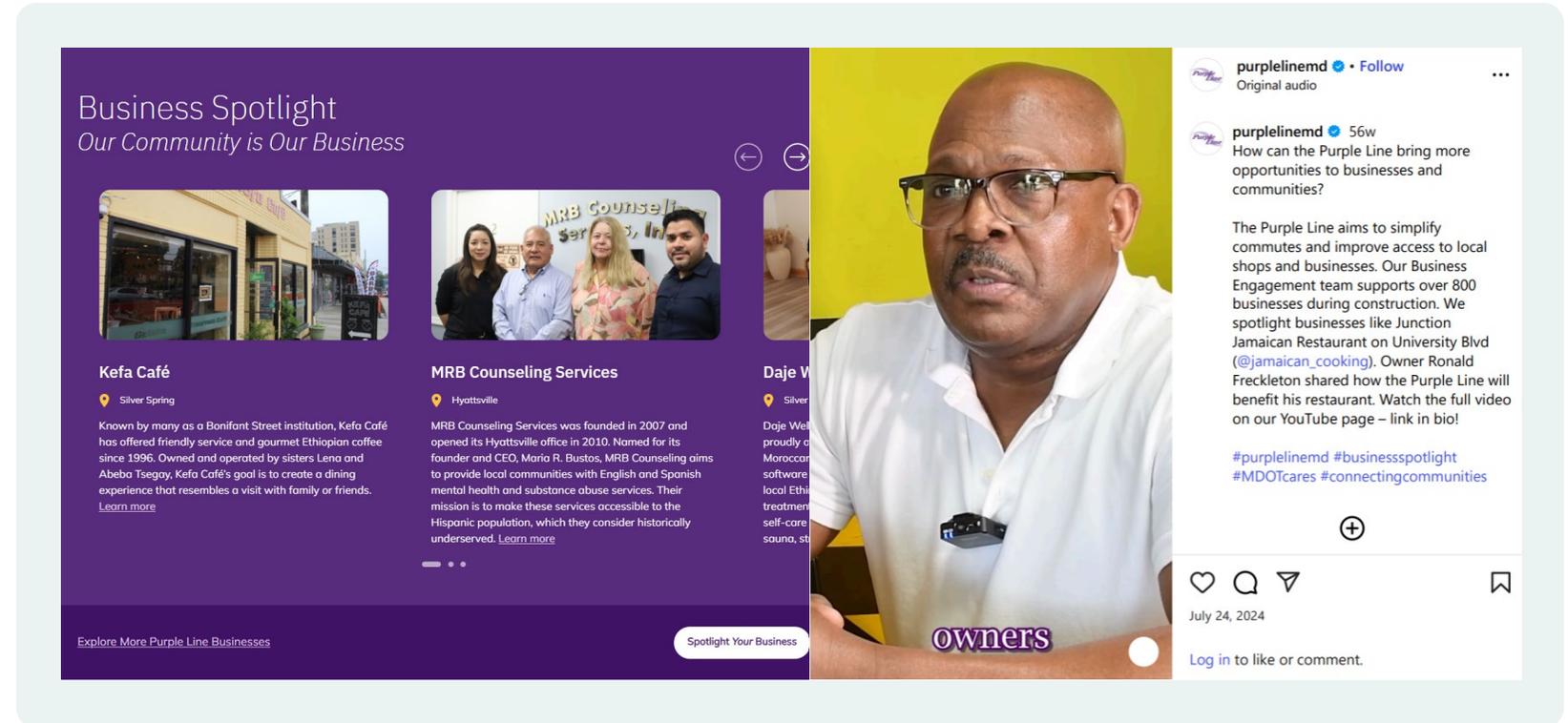
"I am grateful for the resources that were provided for my business during a time when we needed it the most. I was provided information that helped me secure a grant that allowed us to upgrade our studio aesthetically and purchase equipment to help us better serve our clients and community. From all of us at Morris Media Studios...Thank you so much!"

— Business owner Felicia Morris of Morris Media Studios received support from the BSC during the construction of Metro's Crenshaw/LAX Transit Project.

Source: [Spring-2024-BIF-and-BSC-Report.pdf](#)

Business Spotlight

- Highlights impacted businesses on the Business Engagement webpage
- Offers an extensive directory of businesses adjacent to the alignment
- Enhances visibility of local businesses through video spotlights on the project's social media and YouTube channels
- Provides a resource bank of entities that deliver business support and development programs



Steps to Complete Needs Assessment

Continued outreach to local businesses will take place to better understand their needs and concerns.

How can the CAC support the needs assessment?

- Spread the word
- Connect ATP to potential partners and opportunities
- Recommend participants for focus group members

Activities we anticipate completing in the next six months include:



Partner outreach for services or resources

Community partnerships and collaboration will play a key role in how we deliver these services.



Focus groups

Business owners, local organizations and community members will give input regarding priorities.



Business block walking

Staff will walk the light rail corridor to ensure that contact is made with every business along the light rail alignment.



Survey distribution

Surveys will be shared with the business community to ensure that the services provided are aligned with business needs.



Needs assessment complete

Thank You.

