



We're helping  
local businesses  
as we build.



**Metro**

*Metro's Pilot Business Interruption  
Fund and Crenshaw/LAX Pilot  
Business Solution Center Report*

SPRING 2019



**Metro has been busy constructing the future of mobility for LA County. We have continued to ensure that LA County’s small businesses continue to thrive as we build the future of transportation for Los Angeles.**

Although many of our “mom and pop” businesses located along transit corridors have been challenged by construction, Metro recognizes the opportunities that are created for small businesses when transit rail projects are completed and communities are connected.

Metro’s Pilot Business Interruption Fund (BIF) and Crenshaw/LAX Pilot Business Solution Center (BSC) continue to support small businesses sustain throughout construction. Both small business programs have been supporting small businesses impacted by Metro’s construction since the programs’ inception in 2014. This report provides an update on the accomplishments of these two first-ever pilot programs over the past four years.

*“I would like to thank Metro’s Business Solution Center and the Business Interruption Fund for all the support provided during the construction of the Metro line. We truly appreciate the assistance. On behalf of our business, I thank you.”*

– Business owner *Mayra Hernandez* of *Shop & Save Furniture* has received support from the BIF and BSC during the construction of Metro’s Crenshaw/LAX Transit Project.

*“The Business Interruption Fund and the Crenshaw/LAX Pilot Business Solution Center have been instrumental in sustaining small, family-owned and independent neighborhood businesses during construction. Metro is committed to protecting the future of these small businesses and the surrounding communities they serve as we build a world-class transportation system in LA County.”*

*Phillip A. Washington, Chief Executive Officer  
Los Angeles County Metropolitan Transportation Authority*

Metro continues to commit an unprecedented level of resources for the pilot Business Interruption Fund and Crenshaw/LAX Pilot Business Solution Center. Small businesses are vital to the economic sustainability of our communities, and ensuring they have support through these two programs is Metro's priority.

MORE THAN

**670**

SMALL BUSINESSES HAVE BENEFITTED FROM THE RESOURCES THAT METRO HAS DEDICATED TO THESE TWO PROGRAMS.

BIF

**OCTOBER 2014**

Metro's Board of Directors provided authorization for Metro to establish the pilot Business Interruption Fund (BIF).

**APRIL 2015**

**BIF formally launched.**

**DECEMBER 2015**

Metro's Board of Directors authorized the expansion of the BIF to include "mom and pop" businesses directly impacted by unprecedented full street closures with a duration greater than six continuous months, such as the 2nd/Broadway segment of the Regional Connector.

**DECEMBER 2016**

Metro's Board of Directors authorized the expansion of the BIF to include "mom and pop" businesses directly impacted by transit rail construction along Metro's Purple Line Extension Section 2.

**MARCH 2017**

BIF provided more than **\$8 million** in financial assistance to directly impacted businesses along these Metro transit project corridors:

- Crenshaw/LAX
- Purple Line Extension Section 1
- Regional Connector, Little Tokyo area
- Regional Connector, 2nd/Broadway segment

**JUNE 2018**

BIF provided more than **\$15 million** in financial assistance to directly impacted businesses along these Metro corridors:

- Crenshaw/LAX
- Purple Line Extension Section 1 and Section 2
- Regional Connector, Little Tokyo area

**FEBRUARY 2019**

Metro's Board of Directors authorized the expansion of the BIF to include "mom and pop" businesses directly impacted by transit rail construction along Metro's Purple Line Extension Section 3.

**MARCH 2019**

BIF has provided more than **\$20.1 million** in financial assistance to directly impacted businesses along these Metro transit project corridors:

- Crenshaw/LAX
- Purple Line Extension Section 1 and Section 2
- Regional Connector, Little Tokyo area

BSC

**JULY 2014**

Metro's Board of Directors authorized the establishment of Metro's Crenshaw/LAX Pilot Business Solution Center (BSC).

**FEBRUARY 2015**

**BSC formally launched.**

**DECEMBER 2016**

Metro expanded the BSC program to provide an increased level of services to small businesses along the Crenshaw/LAX corridor.

**MARCH 2017**

BSC provided assistance to more than **300 businesses** along the Crenshaw/LAX transit corridor.

**JANUARY 2018**

BSC provided small business owners along the Crenshaw/LAX transit corridor with more than **1,000 referrals** to expert professionals.

**FEBRUARY 2019**

BSC has contacted more than **400 businesses** along the Crenshaw/LAX transit corridor; and over 300 businesses have completed intake/assessment.

2014

2015


2016

2017

2018

2019





WE HAVE AWARDED OVER  
**\$20.1 MILLION**  
IN GRANTS TO MORE THAN  
**340**

SMALL “MOM AND POP” BUSINESSES.

*“Our experience with Metro and the BIF has been great. Staff made certain that we understood all the phases of the street closures and how to keep our customers informed, thus minimizing our customers’ inconvenience. Staff was also instrumental in helping us regain and recuperate lost revenues from the street closures.”*

– Business owner Elizabeth Villarreal of *Brides by Liza* has received support from the BIF during the construction of Metro’s Purple Line Extension Section 2.

# BUSINESS INTERRUPTION FUND



**BUSINESSES OPEN  
DURING CONSTRUCTION**

**OPEN**

Since the inception of the program, the Business Interruption Fund has provided financial assistance to “mom and pop” businesses impacted by Metro’s transit rail construction. Metro’s projects will be transformative to communities throughout LA, thus we look forward to continuing to help businesses thrive during and after construction.

Metro’s Board of Directors recognizes the importance of supporting small businesses during construction and how vital it is to the economic sustainability of communities. As such, the agency’s commitment is unwavering to small businesses; as **we continue to designate \$10,000,000 annually for implementation of the Business Interruption Fund.**

In collaboration with Pacific Coast Regional Small Business Development Corporation (PCR), a well-known Los Angeles based Community Development Financial Institution (CDFI) and Small Business Development Center (SBDC), Metro has provided financial assistance to more than 340 small “mom and pop” businesses located along the Crenshaw/LAX Transit Project, the Little Tokyo area and the 2nd/ Broadway segment of the Regional Connector, and Section 1 and Section 2 of the Purple Line Extension.

The BIF has demonstrated Metro’s ongoing commitment to the communities and business corridors that have been impacted by transit rail construction. With **85% of businesses remaining open 12 months after**

**receiving a grant**, Metro continues to support the businesses’ ability to sustain through the challenges of construction.

Small businesses that have received grants represent an amazingly diverse business community that is representative of LA County. Owners of restaurants, retail stores, salons, auto repair shops, dry cleaners and many other specialty businesses have been helped by the BIF.

Recognizing Metro’s commitment to being a trusted community builder and partner, it has been a priority to outreach and engage business and community members.

Since launching the BIF, **Metro staff has attended more than 150 community meetings and events, and hosted more than 50 workshops** throughout our diverse communities. This level of engagement has resulted in extraordinary confidence from business owners and community members, and continues to demonstrate Metro’s commitment to help businesses as we build for the future.

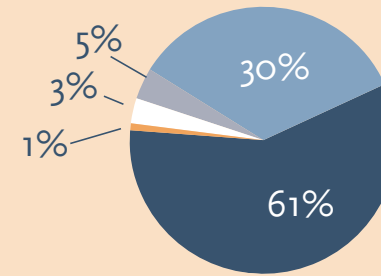
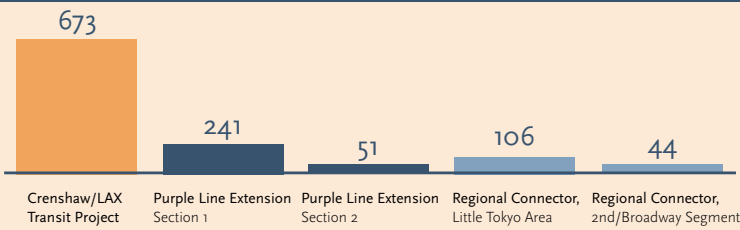
# Business Interruption Fund Facts at a Glance

MONTHLY AS OF MARCH 2019

# Business Information

QUARTERLY AS OF CY2018 Q4

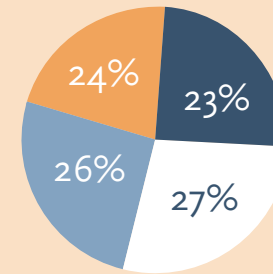
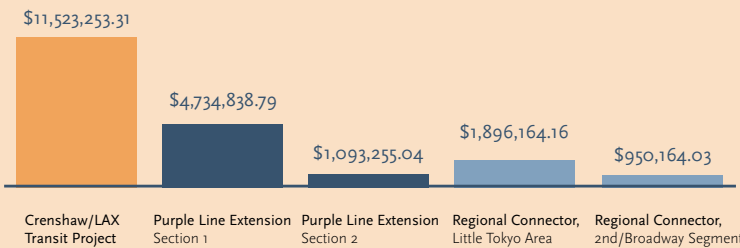
## 1115 BIF Applications Submitted



## Businesses by Category

- Service
- Retail
- Professional
- Commercial Property Owners
- Non-Profits

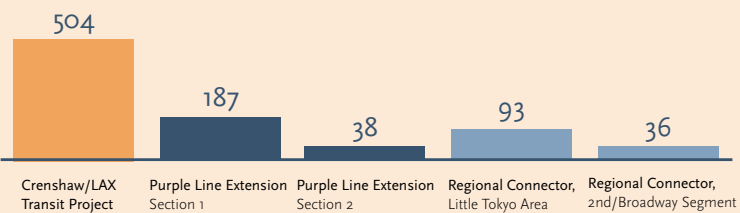
## \$20,197,675.33 Value of BIF Grants Awarded



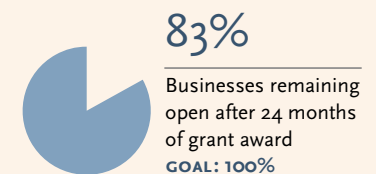
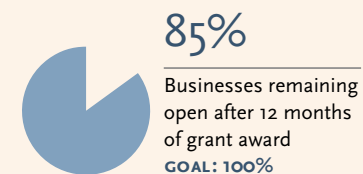
## Businesses by Years of Operation

- 2 to 5 years
- 6 to 10 years
- 11 to 20 years
- 21+ years

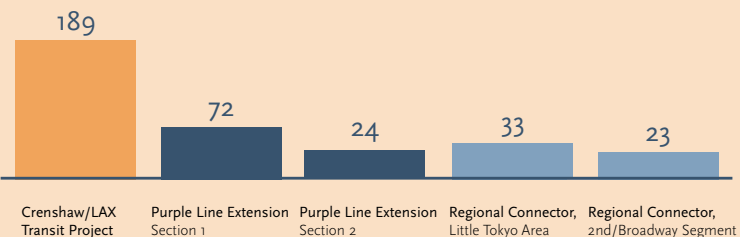
## 858 BIF Grants Awarded



## Measures of Effectiveness QUARTERLY AS OF CY2018 Q4



## 341 BIF Grantees





<p><b>HAMBURGER-BEEF</b></p> <p>VEGAN CHILI QUESO 2.99</p> <p>WIGAN CHILI CHEESE 10FO 3.29</p> <p>HAMBURGER 3.99</p> <p>HAMBURGER W/ BACON 4.99</p> <p>HAMBURGER W/ BACON &amp; EGG 5.99</p> <p>CHEESE BURGER 3.99</p> <p>CHEESE BURGER W/ BACON 4.99</p> <p>CHEESE BURGER W/ BACON &amp; EGG 5.99</p> <p>CHILI BURGER 3.99</p> <p>CHILI BURGER W/ BACON 4.99</p> <p>CHILI BURGER W/ BACON &amp; EGG 5.99</p> <p>DOUBLE HAMBURGER 4.99</p> <p>DOUBLE CHILI BURGER 5.99</p> <p>DOUBLE CHEESE BURGER 4.99</p> <p>DOUBLE CHILI CHEESE BURGER 5.99</p> <p>COUSCOUR BURGER 4.99</p> <p>DOUBLE CHEESE BURGER W/ POLO 5.99</p> <p>DOUBLE CHILI CHEESE BURGER W/ POLO 6.99</p> <p>TRIPLE HAMBURGER 7.99</p> <p>TRIPLE CHEESE BURGER 8.99</p> <p>TRIPLE CHILI BURGER 9.99</p> <p>TRIPLE CHILI CHEESE BURGER 10.99</p> <p>TRIPLE BURGER W/ POLO 11.99</p> <p>TRIPLE CHILI BURGER W/ POLO 12.99</p> <p>TRIPLE CHEESE BURGER W/ POLO 13.99</p>	<p>DOUBLE TURKEY BURGER W/ BACON 6.99</p> <p>DOUBLE TURKEY BURGER W/ BACON &amp; EGG 7.99</p> <p>DOUBLE TURKEY CHILI BURGER 6.99</p> <p>DOUBLE TURKEY CHILI BURGER W/ BACON 7.99</p> <p>DOUBLE TURKEY CHEESE BURGER 6.99</p> <p>DOUBLE TURKEY CHEESE BURGER W/ BACON 7.99</p> <p>DOUBLE TURKEY CHILI CHEESE BURGER W/ BACON 8.99</p> <p>POLO BURGER 3.99</p> <p>POLO BURGER W/ PATTY 4.99</p> <p>FRITTY MELT 4.99</p> <p>FRITTY MELT W/ POLO 5.99</p> <p>FRITTY MELT W/ BACON 6.99</p> <p>FRITTY MELT W/ BACON &amp; EGG 7.99</p> <p>BACON &amp; EGG SANDWICH 7.99</p> <p>BLT SANDWICH 8.99</p> <p>POSTRAM SANDWICH 9.99</p> <p>POSTRAM SANDWICH W/ CHEESE 10.99</p> <p>STEAK PICADO BURRITO 5.99</p> <p>STEAK PICADO BURRITO W/ CHEESE 6.99</p> <p>TAMALE W/ CHILI &amp; CHEESE 7.99</p> <p>TAMALE W/ POLO CHILI CHEESE TACO 2.99</p>	<p><b>DRINKS</b></p> <p>ROOT BEER, STRAWBERRY, PEPSI, ORANGE, LEMONADE, ICE TEA, PUNCH 1.49</p> <p>SM. 1.49, MED. 1.99, LARGE 2.29, XL. LARGE 2.89</p> <p><b>SLUSHES</b></p> <p>PUNCH, GRAPE, LIME, ORANGE 1.49</p> <p>CHERRY, STRAWBERRY, PINEAPPLE, MANGO 1.49</p> <p>SM. 1.49, MED. 1.99, LARGE 2.29, XL. LARGE 2.89</p> <p><b>SHAKES</b></p> <p>VANILLA, STRAWBERRY, CHOCOLATE 1.49</p> <p>SM. 1.49, LARGE 4.50</p>	<p><b>CHILLER DILLER</b></p> <p>PUNCH, GRAPE, LIME, ORANGE 1.49</p> <p>CHERRY, STRAWBERRY, PINEAPPLE, MANGO 1.49</p> <p>SM. 1.49, LARGE 4.50</p> <p><b>DESSERT</b></p> <p>PEACH COBBLER- 4.00</p> <p>LEMON-JELLO- 3.50</p> <p>BROWNIES- WALNUT &amp; CHOCOLATE CHIP 3.50</p> <p>SWEET POTATO PIE- 4.00</p>
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“Metro’s BSC has been instrumental in assisting us. The staff has and continues to provide much needed help with grant funding, website design and a host of other support services. I am also grateful for the assistance received from the BIF. Thank you, Metro, for supporting my business!”

– Business owner Cary Jordan of Jordan’s Hot Dogs has received support from the BIF and BSC during construction of Metro’s Crenshaw/LAX Transit Project.

**53%**  
 OF BIF GRANTEES ARE COMMUNITY-ANCHORED BUSINESSES  
 AND HAVE BEEN OPERATING FOR MORE THAN  
**10 YEARS.**





# CRENSHAW/LAX TRANSIT PROJECT BUSINESS SOLUTION CENTER



## Spanning four years, Metro's first-ever Business Solution Center (BSC) continues to provide hands-on business support services and referrals to small businesses along the Crenshaw/LAX Transit Project corridor.

The BSC was created to provide business development, support services and referrals to a network of providers to the small businesses within the Crenshaw and Inglewood communities impacted by construction of the Crenshaw/LAX transit line. The BSC has continued to serve the South Los Angeles business community impacted by transit rail construction through a dedicated resource center located within the community along the Crenshaw/LAX corridor.

The mission of the BSC is to enhance the capability of impacted businesses to persevere through disruptions caused by construction and ultimately take advantage of opportunities arising from the completion of the Crenshaw/LAX Transit Project.

Metro's BSC is delivered by a team of small business and economic development professionals. Metro in partnership with Del Richardson & Associates Inc. (DRA), through an established collaborative with Vermont Slauson Economic Development Corporation (VSEDC) and the Los Angeles Urban League (LAUL),

has **provided hands-on assistance to more than 300 small businesses.**

Metro continues to deliver business development services to small businesses within these communities, and referrals to experts in areas such as: accounting management, access to financial capital, brand development, marketing, social media and specialized business service areas **resulting in more than 1,000 individual referrals.** Referral experts are often partners and small business owners located within the Crenshaw and Inglewood communities allowing for community collaboration, economic uplift and reinvestment.

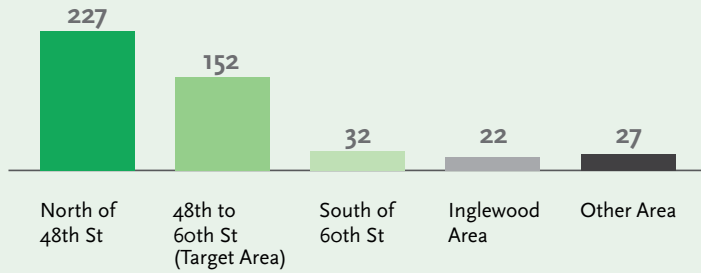
Focusing on long-term business planning and leveraging technology, Metro's BSC has provided lasting solutions through the development of **more than 20 first-ever business websites** for small business owners. Websites are designed at no cost in consultation with each individual business owner. Metro's BSC designs, tests and provides maintenance for each site and assists with website content, photography of merchandise and business location, search engine optimization, e-commerce and more.



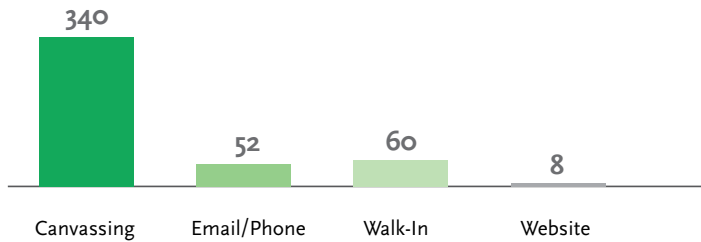
# Business Solution Center Facts at a Glance

QUARTERLY AS OF CY2018 Q4

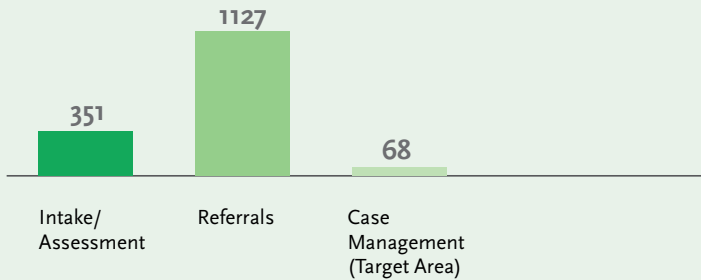
## Businesses Contacted by Location – 460



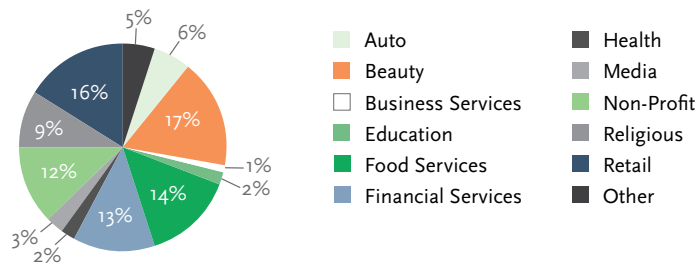
## Method of Contact



## Business Support Status

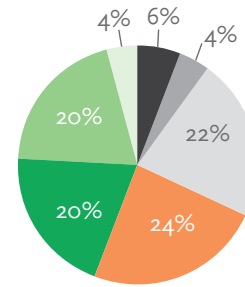


## Client by Industry Type

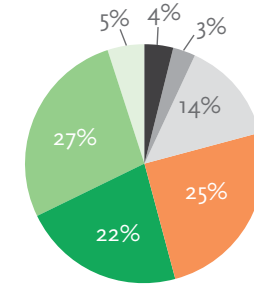


# Areas of Service

QUARTERLY AS OF CY2018 Q4



Alignment

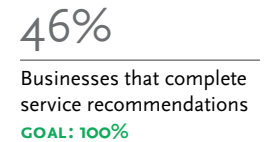
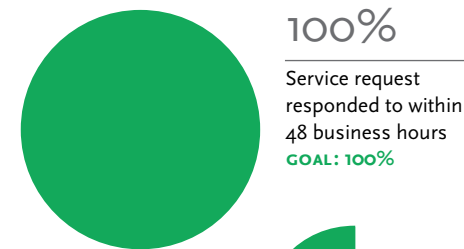


48th to 60th – At Grade

- Accounting Management
- Access to Capital
- Business Development
- Business Interruption Fund
- Marketing
- Social Media & Website
- Zoning & Land Use

# Measures of Effectiveness

QUARTERLY AS OF CY2018 Q4





THE BSC HAS REFERRED OVER

**300**

BUSINESSES TO RESOURCE PROVIDERS, EXPERTS  
AND ECONOMIC DEVELOPMENT PROFESSIONALS  
THROUGHOUT LA COUNTY.

*“Through the Metro BSC, I was able to attend informative workshops and received direct assistance in website development, mobile and search engine optimization, accounting and QuickBooks. The BSC staff has made a great difference toward helping me sustain and grow Ride On! Bike Shop/Co-op.”*

– Business owner Adé E. Neff of Ride On! Bike Shop/Co-op has received support from the BSC during construction of Metro’s Crenshaw/LAX Transit Project.



**Listening closely to our small business partners has provided us with first-hand knowledge, lessons learned and best practices to enrich and improve the BIF and BSC programs. In the last four years, we have been able to incorporate enhancements and deliver the programs with greater innovation.**

We have learned that direct community outreach and in-person engagement is the most effective way for building community trust and engaging the community in the programs. This has led to delivering programs that meet the needs of the businesses impacted by construction.

Each program has been delivered through a collaboration of small business professionals and Metro staff. The great diversity of the business communities that comprise our county demonstrates the importance of having diverse teams.

Since the inception of the BIF and BSC pilot programs, we have learned that ongoing and clear communication between program staff, community members, constituents and stakeholders, as well as collaboration with construction outreach staff are vital to the success of the small business programs.

Capturing feedback and promoting engagement of the small business community early into the implementation of the small business programs has provided an opportunity to enhance the structure of each of the pilot programs. Consistently gathering feedback and ensuring ongoing program engagement over the last four years has afforded Metro an opportunity to be collaborative, responsive and proactive with each of the pilot programs.

In delivering the BIF through defined program eligibility requirements and guidelines, Metro has ensured equitable access to financial resources for businesses in each of the transit rail project corridors.

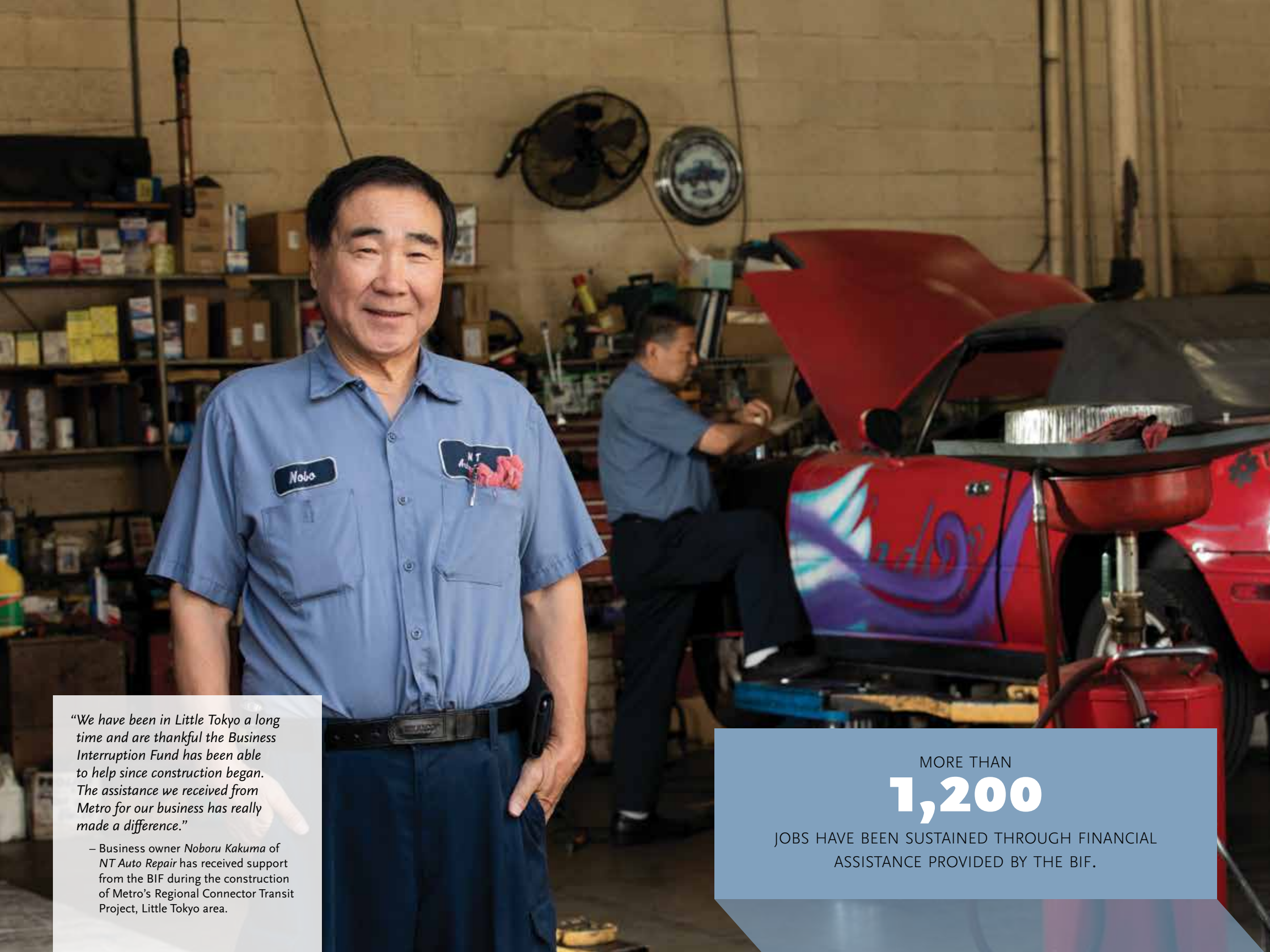
THE BIF AND BSC COLLABORATIVES  
HAVE CONDUCTED MORE THAN

**730**

DIRECT OUTREACH ACTIVITIES TO SUCCESSFULLY  
ENGAGE THE SMALL BUSINESS COMMUNITY.

*“Metro’s expansion has impacted our business in terms of reduced street level visibility and customer access. As such, we are grateful that the BIF grant came when it did and touched that a program like this even exists. Despite our longevity of 32 years in the heart of LA, our small shop could not endure without the help and recognition of our community and those that run it. We look forward to serving our fellow Angelenos for another 30 years.”*

– Business owner Paula Kim of Kidsland has received support from the BIF during construction of Metro’s Purple Line Extension Section 1.



*“We have been in Little Tokyo a long time and are thankful the Business Interruption Fund has been able to help since construction began. The assistance we received from Metro for our business has really made a difference.”*

– Business owner *Noboru Kakuma* of *NT Auto Repair* has received support from the BIF during the construction of Metro’s Regional Connector Transit Project, Little Tokyo area.

MORE THAN  
**1,200**

JOB<sup>S</sup> HAVE BEEN SUSTAINED THROUGH FINANCIAL ASSISTANCE PROVIDED BY THE BIF.



**Metro's Business Interruption Fund**

*[metro.net/bif](https://metro.net/bif)*

**Metro's Business Solution Center**

*[metrobsc.net/crenshaw](https://metrobsc.net/crenshaw)*



**Metro**<sup>®</sup>