Supporting & Growing Local Businesses
Goal: Maximize the likelihood that diverse, locally owned businesses thrive during and after the construction period.

A. Foster Small and Local Business Development

1) Foster new businesses creation while helping existing businesses grow
2) Create a Purple Line Small Business Chamber of Commerce that supports and promotes Small Businesses
3) Promote business growth within walking distance of Purple Line Stations and increase bus routes to those areas that are more affordable than others
4) Adopt a commercial inclusionary zoning policy that reserves 20 percent of rental space for local businesses

B. Minimize Local Business Displacement

1) Provide technical assistance to existing businesses
2) Engage local, ethnic chambers of commerce
3) Adopt a commercial renter’s right of first refusal statute
4) Offer local business grants or tax breaks
5) Discourage large scale land clearance and the development of single use urban districts (both commercial and residential)
6) Discourage big box development
7) Develop a comprehensive business impact plan, include local businesses

C. Minimize Construction Disruption

1) Work with local businesses during construction to address disruption issues
2) Coordinate construction services to limit disruption to business operation (only dig once)
3) Host business workshops on how to stay afloat during construction, and how to prepare for after construction
4) Provide clear communication to businesses and technical assistance
5) Keep businesses informed about what to expect throughout the process.
6) Ensure access to businesses from the purple line
7) Provide easy legal process to help small business owners hurt by the construction process.
8) Add Marketing & promotion to consumers during construction

D. Monitor and Measure Health of Small and Local Business Environment