



City of Oakland  
**Business Sustainability Program**  
 for  
**Bus Rapid Transit (BRT)**  
 "Build Your Business While We Build BRT"



### About the City of Oakland Business Sustainability Program

The Oakland Business Sustainability Program (BSP) offers a comprehensive, integrated mix of services to support businesses along the East Bay Bus Rapid Transit (BRT) route.

The technical assistance part of the BSP is provided by Mainstreet Launch. It includes free one-on-one business consulting and workshops to help businesses develop growth and mitigation strategies before, during, and after BRT construction.

Make the most of the new BRT by using this program to reduce construction impacts and grow your business.

**Schedule a one-on-one appointment today:**  
 Call us at 510.830.3202 or email us at [brt-consulting@obdc.com](mailto:brt-consulting@obdc.com).

### Contact Us:

Paula Groves

Program Director  
 Senior Vice President  
 Business Consulting

510.830.3202

[paula@mainstreetlaunch.org](mailto:paula@mainstreetlaunch.org)

### More about BRT

Bus Rapid Transit (BRT) is a new bus system that employs a combination of innovative technologies to create a safer, faster, and more reliable transit system. BRT will include 38 new stations that will feature off-board fare collection, weather protection, security lighting and cameras, and public art.

The 9.5 mile BRT Route extends from the BART station at 19th and Broadway in Oakland, continues along International Boulevard, and ends at the San Leandro BART station.

The BRT project will also:

- Renew the roadway
- Install new traffic signals and street lights
- Increase pedestrian access and safety
- Promote better bicycle movement.

Together, these features will contribute to a healthier business climate and more livable communities.



### Set Up Your Appointment To:

Prepare an Action Plan

- Design a customer communication plan
- Prepare for changes associated with BRT
- Research costs to upgrade your business

Connect with Customers

- Join a merchant directory
- Create a coupon or customer loyalty program
- Create a new website or improve your current site
- Launch a page on Facebook, Yelp, Instagram, or Pinterest

Enhance Curb Appeal

- Get new lighting to make your business more safe and inviting
- Get new signage to improve visibility from the street
- Upgrade your facade to attract new customers
- Complete a remodel to make the most of your space

Improve Finance & Admin

- Obtain a new loan for:
  - New equipment or remodel
  - New signage, lighting, or facade upgrades
- Join a Lending Circle to boost your credit
- Apply for a business license or seller's permit
- Plan for retirement or develop a succession plan

