

From: [Zenk, Jessica](#)
To: [Bill Souders](#)
Cc: [Breslin, Emily](#); [Eidlin, Eric](#)
Subject: Follow up on your TDM and parking questions
Date: Wednesday, February 10, 2021 3:27:45 PM

Hi Bill,

I wanted to respond to your comments about parking and transportation demand management (TDM) for the Diridon Station Area Plan and Downtown West. There's a lot going on – so please excuse the rather lengthy email. We are also happy to sit down (virtually) to discuss any of this and get additional thoughts from you as a downtown resident as we proceed with these efforts and/or related efforts like the Downtown Transportation Plan.

As a starting point, the **Diridon Station Area Plan** proposes changing our parking and TDM framework to meet the unique needs of the area – namely with the Arena and Diridon Station at its core. With that in mind, we are proposing that development in the DSAP be *required* to implement TDM measures, with lower minimum parking requirements for commercial property and no parking requirements for residential property (per section 4.5 of the [Draft DSAP](#)). This is the reverse of our current policies and code (where today developers are required to put in parking, but only required to do TDM under special circumstances). These changes are being recommended explicitly to reduce traffic and maintain quality Arena operations.

For a little more detail on the specifics proposed within the DSAP:

- Office development is proposed to still have a minimum parking requirement, but one that is greatly reduced from today and that incentivizes developers to share their parking – thus providing parking for people going to the Arena and/or driving to the Station.
- As you note, residential development – where it chooses to provide parking – will need to sell / lease that parking separately from the home. The primary purpose of this policy is to avoid “forcing” people without cars to pay for a parking space they don't need.
- Regarding TDM, City staff proposes that development be required to implement a suite of measures to reduce traffic – as detailed in pages 126-129 of the [Draft DSAP](#).
- City staff also is exploring a Parking and Transportation Management District to implement the required parking and transportation demand management strategies. As a public-private partnership between the City of San José, third-party Transportation Management Association (TMA) and advisory committee comprised of local stakeholders, residents and/or employers, the District would be responsible for efficiently managing parking resources, administering overall transportation demand management programs and specific project-level TDM, and monitoring the performance of the Diridon Station Area to achieve its access and mobility goals. This would originate in the DSAP area, but – to your conversation with Emily and Eric in the Fall - could be expanded to other parts of Downtown as well.

From your email over the weekend, it seems like you'd be interested in this type of District providing “pooled” parking resources for local residents; is that right? If yes, while it's not been expressly on our mind as such, I do think this is an interesting idea – perhaps the District could help people find unused overnight parking that would meet the needs of local residents who don't have dedicated parking at their homes.

Moving from the DSAP to the **Downtown West project** and parking/TDM, at the development proposal stage we certainly have more specifics to offer than are available at the Draft Plan level. I'll start again with parking and move to TDM:

- The Downtown West project proposes to provide up to 4,800 parking spaces associated with office development and up to 2,360 parking spaces for the project's proposed residential

uses. The minimum amount of parking associated with the office development is roughly 0.64 spaces per 1,000 square feet of office space, or an estimated 4,000 spaces at full office buildout. The plan proposes that office parking be made available to the general public (shared with other users like the Arena and Station) and be priced as is done today at the existing parking lots in the area.

- Residential parking will be “unbundled” per the proposed DSAP framework above.
- The City is requiring implementation of a robust Transportation Demand Management (TDM) program that includes measures such as transit pass subsidies and priced parking for Google employees. The City would regulate and monitor the TDM program to assure compliance with the target at buildout that 65% of all trips to use alternative modes of transportation (meaning a maximum of 35% of people going to the new development drive alone); significant monetary penalties will be imposed if the requirements are not met. The amount of new people and 65% target is similar to the daytime population and travel patterns of San Jose State University, located on the eastern edge of Downtown. Here are a couple of the Draft materials on TDM associated with the project:
 - The requirements the TDM Plan for Downtown West can be on pages 5-9 of the [Draft Local Transportation Analysis](#)
 - [TDM Effectiveness Memo](#) (technical document helping us establish defensible and feasible TDM mechanisms)
 - Please note that a final, stand-alone TDM plan is being prepared to put all information, requirements, penalties, etc. into a single place and incorporate feedback on all the draft project elements.

Again, I appreciate that there are a lot of layers here – again, especially when we consider the overlaps with the Downtown Transportation Plan underway. As I believe you, Eric and Emily discussed, there are many ways in which the parking and transportation demand management components proposed in the DSAP could be applied to the rest of Downtown; that’s an active discussion as part of the Downtown Transportation Plan, with some different and some similar needs for our existing residents and businesses. We hope you’ll continue to share your thoughts with us on what the best path is.

Best,

Jess

Jessica Zenk
Deputy Director
Department of Transportation, Planning & Project Delivery
408-535-3543
jessica.zenk@sanjoseca.gov