

From: [Bill Souders](#)
To: [Zenk, Jessica](#)
Cc: [Breslin, Emily](#); [Eidlin, Eric](#); [Downtown West Project](#)
Subject: Re: Follow up on your TDM and parking questions
Date: Sunday, February 14, 2021 1:51:20 PM

Thanks. Safe travels and hello to your mom. I am traveling as well. In fact, just temporarily back on the grid now to send this message. I am back on the 21st for a day then gone again. Anyway, my main point in all of this is residential quality of life through this dramatic change. Seems to be a big blindspot, IMHO. That is my only concern.

Thanks for your support. B

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From: Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>
Sent: Sunday, February 14, 2021 7:33:12 AM
To: Bill Souders [REDACTED]
Cc: Breslin, Emily <Emily.Breslin@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>; Downtown West Project <downtownwest@esassoc.com>
Subject: Re: Follow up on your TDM and parking questions

Thanks very much, Bill.

FYI - we will certainly get back to your follow up questions. But it may take a while - I'm able to visit my mom this week (for the first time since the end of the summer!) while the kids are off of school; I am supposed to be on vacation through 2/19. We will be back in touch, thanks in advance for your patience.

Best,
Jess

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From: Bill Souders [REDACTED]
Sent: Thursday, February 11, 2021 7:50 PM
To: Zenk, Jessica <Jessica.Zenk@sanjoseca.gov>
Cc: Breslin, Emily <Emily.Breslin@sanjoseca.gov>; Eidlin, Eric <eric.eidlin@sanjoseca.gov>
Subject: RE: Follow up on your TDM and parking questions

Thanks for following up. My responses/questions/remarks are in-line below in **RED**.

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. **Yes, there is, and I continually have trouble tracking down the relevant (and updated) documents on so many of these traffic, transportation, parking activities on the DoT website. Pointing me to all those relevant documents and recordings would be appreciated.** 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. **Does this include Downtown West, DISC, and the Downtown Transportation Plan as well?** 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](#)). **Can you tell me how many residences, residents, and vehicles you are assuming/estimating in your planning analysis within the Downtown and Downtown West boundaries?** 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. **I have participated in the evaluation of a few residential development across the city and the plans to provide no (or very limited) parking is proving to be seriously problematic, especially for lower income families. This is not a simple decision.**
- 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](#). **I am very concerned that a patchwork of TDM proposals by individual development projects will be suboptimal. Where are the teeth in the policy?**
- 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. **If it is not a holistic approach, it will fail.**

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. **What are your assumptions? This is exactly what concerns me. A**

working parent picks up their kids from school, stops at the grocery store, and then drives into the downtown core to their home, during a Sharks home game, a concert at SJ Civic, and a show at the CPA. And then they need to compete for a parking spot somewhere. This is not an extreme example; I know; I live here. You focus on visitors, but residents are supposed to just...??? I'll say it again, this is not a destination for us, this is our HOME. As far as I can tell, no one is planning for or designing to address accessible, safe, convenient parking. I have shared ideas and suggestions in the past but, apparently, you've got it figured out. I just haven't see the design options.

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 will 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); **HOW?** 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](#) **I'm heading out of town but will look at this and any other relevant documents that you might recommend when I got back.**
 - [TDM Effectiveness Memo](#) (technical document helping us establish defensible and feasible TDM mechanisms) **do you have examples of successful models from other cities? Please share.**
 - 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. **When? Will it include all of your assumptions, scenarios, modeling, contingencies?**

Again, I appreciate that there are a lot of layers here – again, especially when we consider the overlaps with the Downtown Transportation Plan underway. **You have heard me say in the past, multiple times in multiple meetings, that the complexity of this activity, with all these massive projects underway simultaneously in the center of our city, is on the scale of putting a man on the moon. But we have no overall program management.** 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; **what I said is that THEY MUST BE!** 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. **To be honest, I am getting seriously worn down after years of witnessing magical thinking and city-hall-'splainin' how everything is copesetic. This has the potential of having seriously negative unintended consequences. The Quality of Life for residents in our downtown core is declining rapidly at this very precarious time. My interpretation of your comments above is that thousands of current residents, with thousands more planned, are secondary, incidental, and ultimately collateral damage.**

Convince me that I am wrong.

Best,

Jess

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[REDACTED]

[REDACTED]

[REDACTED]

To request a time to meet: [Here's my calendar link](#)

Live as if you were to die tomorrow.

Learn as if you were to live forever.

--*Mahatma Gandhi, 10/02/1869 - 01/30/1948*

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