

From: [Zenk, Jessica](#)
To: [Downtown West Project](#)
Subject: Fwd: Parking and TDM follow up
Date: Monday, April 26, 2021 8:03:24 PM

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From: Breslin, Emily <Emily.Breslin@sanjoseca.gov>
Sent: Monday, April 26, 2021 7:48 PM
To: Bill Souders
Cc: Zenk, Jessica; Eidlin, Eric
Subject: Parking and TDM follow up

Hi Bill,

Sincere apologies for my delay, I was out of the office last week.

As promised, I am linking to the documents Jess mentioned in her previous email and am responding (in blue) to your questions (in red). Please let me know if you would like to discuss any of this via Zoom or phone at your convenience.

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.

- This [week's planning commission on 4/28](#), with Downtown West and updated Diridon Station Area Plan on agenda
- [Memo highlighting key elements of Downtown West proposal](#)
- [Planning Commission memo](#) highlighting key elements of Diridon Station Area Plan
- [Diridon Station Area Plan](#) - 2020 update
- [Diridon Station Area Plan environmental report](#)
- [Link to Downtown West Proposal](#)

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?** The framework encompasses Downtown West and DISC. As the Downtown Transportation Plan is being developed over the next several months (I can email you the upcoming public workshop dates once we have them confirmed) we will be thinking about how the Diridon parking and TDM framework applies to the downtown context.

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? See page 28 of DSAP for development capacity ([link here](#)) and 3.13-64 and other portions of the Downtown West [EIR here](#) for more details surrounding impacts.

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.

I completely agree. As part of our citywide parking and TDM policy work and at the project level in the Diridon Area, this has been a subject of continued discussion and vetting. We see the TDM and Parking framework in the Diridon Area as a comprehensive framework that, through active management and oversight, can efficiently managing parking resources while providing viable alternative modes of travel to commuters, residents, Arena fans, and visitors to the area- while mitigating impacts on surrounding neighborhoods.

I am very concerned that a patchwork of TDM proposals by individual development projects will be suboptimal. Where are the teeth in the policy?

The TDM and Parking framework includes several requirements, notably: at the project-level during the planning review phase, project applicants must commit to mandatory TDM requirements, one of which is membership to a transportation management association (TMA). At the district level, the TMA would work in coordination with the City to ensure 1) developments are implementing the TDM measures they agreed to and depending on the size of the project, meeting an agreed upon mode split goal, 2) that parking is being efficiently managed in the area (as part of the shared parking district), and 3) leveraging grants and other opportunities to ensure that the overall transportation goals for the district are being met.

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.

[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.** Yes, with the help of our consultants, we continue to explore best practices from [Santa Monica](#), [North Bayshore in Sunnyvale](#), [Arlington, Virginia](#), [Sacramento](#), and [San Francisco](#).

Thanks for your patience and understanding,
Emily

Emily Breslin

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