



CONCEPTUAL PARKING PROGRAM CHANGES

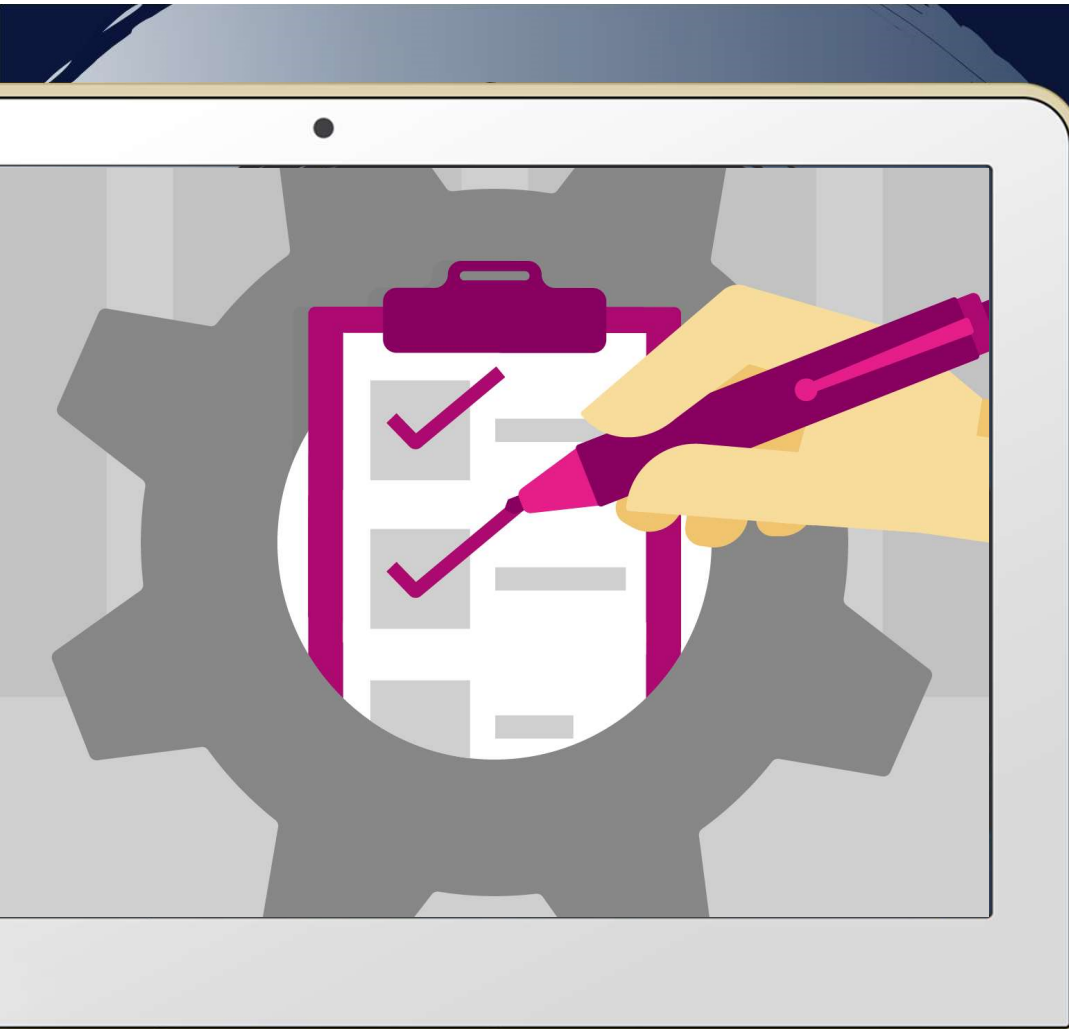
DOWNTOWN PARKING BOARD

MARCH 4, 2020

Desired Outcomes

Alignment with Broader City and DOT Goals:

- Climate Smart
 - *“By 2030, 60% of passenger vehicles in San Jose will be electric”*
 - *“By 2040, only 4 out of 10 commute trips will be in Single Occupancy Vehicles”*
- Envision 2040
 - *“Develop and implement parking strategies that reduce automobile travel through parking supply and pricing”*
- Transition from completely free parking
- Balancing Incentives, City Goals, and Health/Stability of the Parking Fund



Challenges

Considerations

Opportunities

Confusing
Validation Program



Mode Shift Goals



Foregone Revenue (\$1M+)



Validation
Abuse



Transit Pass Subsidy

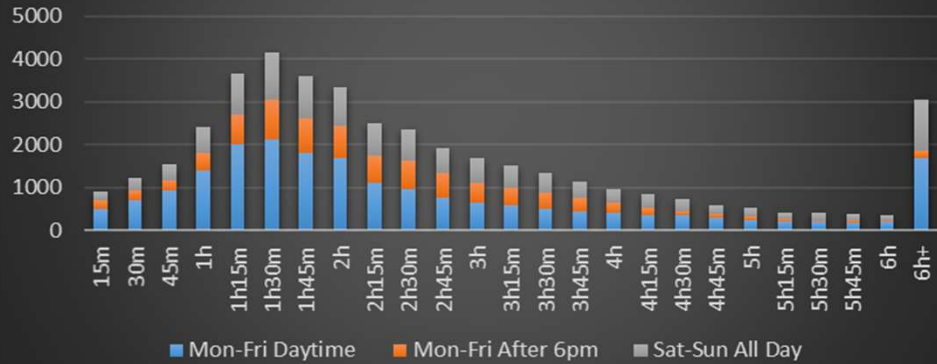


Expanded EV
Access & Infrastructure

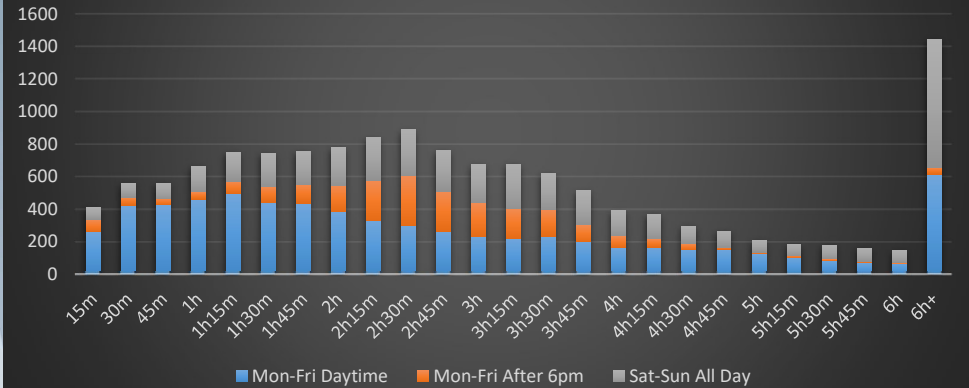


Access to Free Parking
for all Downtown
Visitors

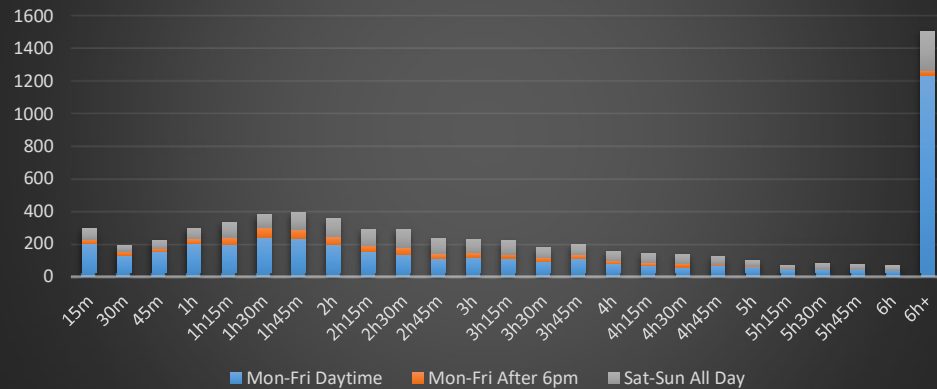
Market Street Garage Duration of Stay January 2020



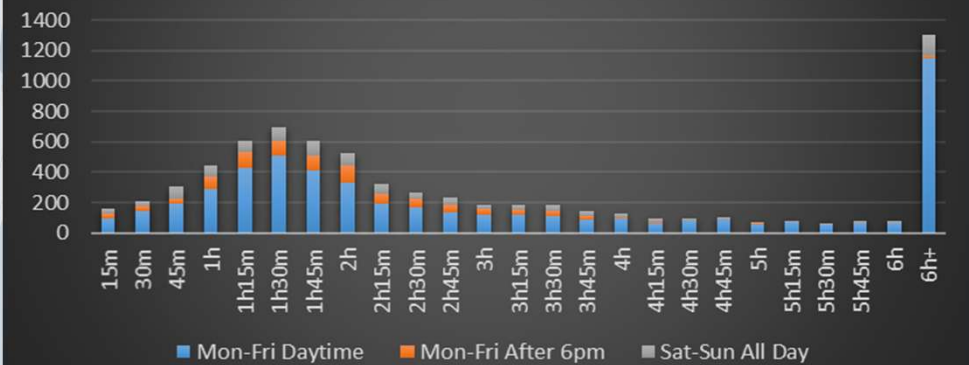
2nd/San Carlos Garage Duration of Stay January 2020



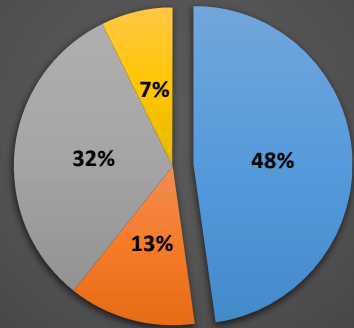
4th/San Fernando Garage Duration of Stay January 2020



3rd Street Garage Duration of Stay January 2020

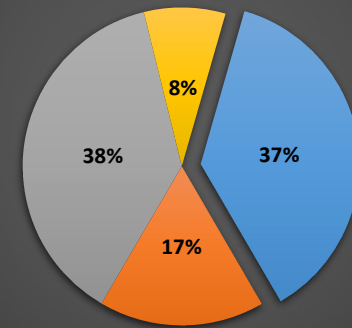


Market Street Garage
Existing Fee Breakdown
January 2020



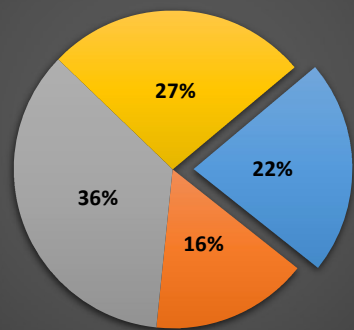
■ Free ■ ≤ \$4 ■ \$5 - \$10 ■ > \$10

2nd/San Carlos Garage
Existing Fee Breakdown
January 2020



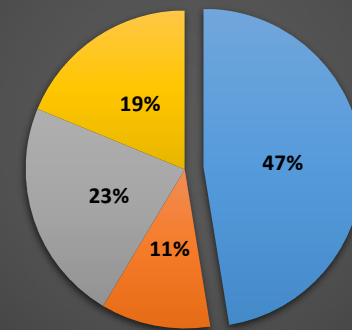
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4th/San Fernando Garage
Existing Fee Breakdown
January 2020



■ Free ■ ≤ \$4 ■ \$5 - \$10 ■ > \$10

3rd Street Garage
Existing Fee Breakdown
January 2020



■ Free ■ ≤ \$4 ■ \$5 - \$10 ■ > \$10

Potential Elements of Program Recommendation



1 Hour Free Parking

Simple to message and understand Free Parking program for all downtown visitors

** Excludes Convention Center Garage*



Standardized Rate Structure

Incremental Rates

\$1/15 minutes

\$25 Max weekday entry before 6pm

\$10 Max weekday entry after 6pm

\$10 Max Sat/Sun



Merchant Employee Parking Program

Available to Downtown ("Merchant") Businesses to purchase for their employees at reduced/tiered rates (All Access, Weeknight, Weekend)



Transit Pass Reimbursement Pilot

Reimbursement to low wage "Merchant" business employees towards the purchase of Annual Transit Pass



Free EV Charging

Transition from free parking to free EV charging

Potential Elements of Program Recommendation (Cont.)



Add or Expand On-Street Meters

Evaluate opportunities to add meters to existing meter areas or expand meters zones to new areas and include access to various pilot incentive programs (i.e. Annual Transit Passes)



Extend Meter Hours

Analyze opportunities to extend on-street meter hours beyond existing 9am-6pm in high demand meter areas



City Employee Parking Fee

Evaluate potential parking fee program for City Employees



City Employee Carpool Program

Evaluate potential carpool program aimed at reducing Single Occupancy Vehicle Trips

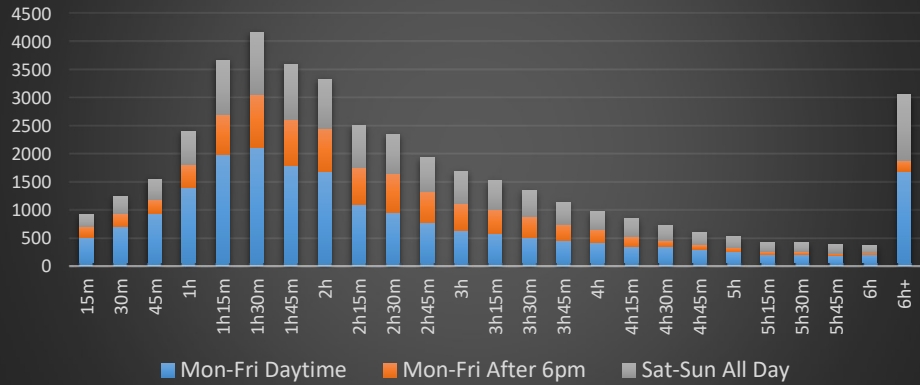


Facility & Service Enhancements

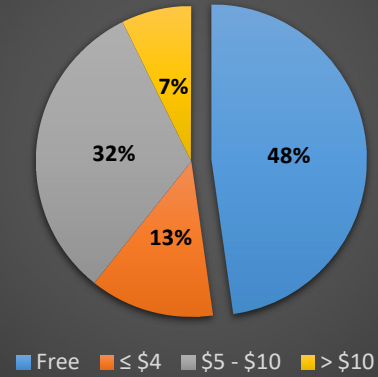
Increased facility security, maintenance, cleaning, and Downtown Marketing

MARKET STREET GARAGE

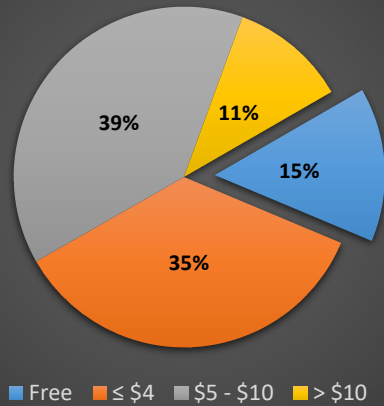
Duration of Stay
January 2020



Existing Fee Breakdown
January 2020



Proposed Parking Fee - New Model

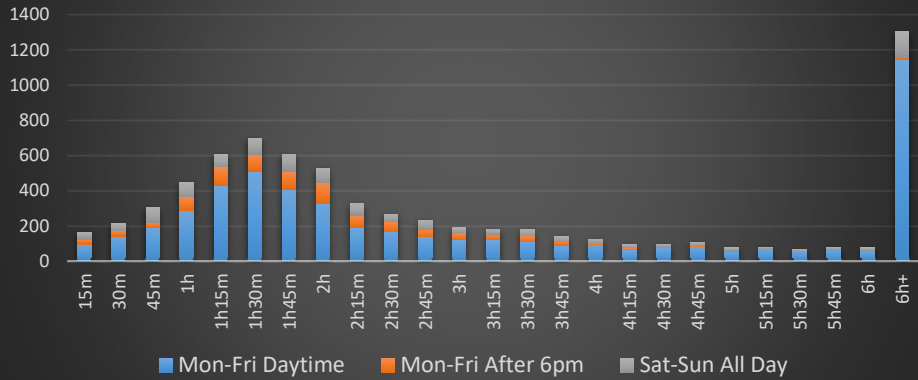


Key Stakeholders

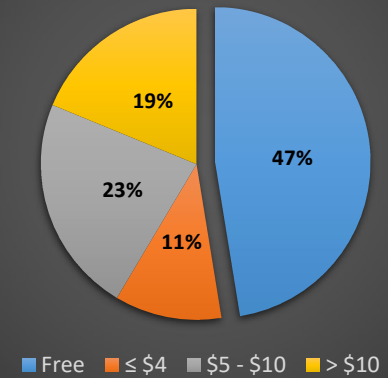
- **Key Merchants (% of Validated Transactions)**
 - San Pedro Market (36%)
 - Old Spaghetti Factory (15%)
 - Olla Cocina (6.4%)
 - Farmers Union (4.5%)

3rd Street Garage

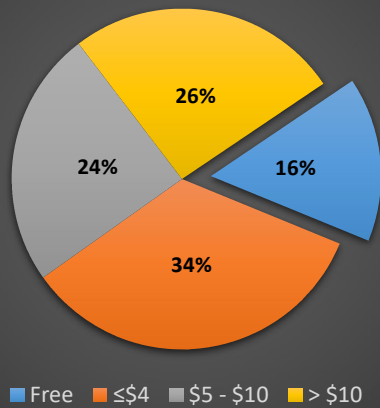
Duration of Stay
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Existing Fee Breakdown
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Proposed Parking Fee - New Model

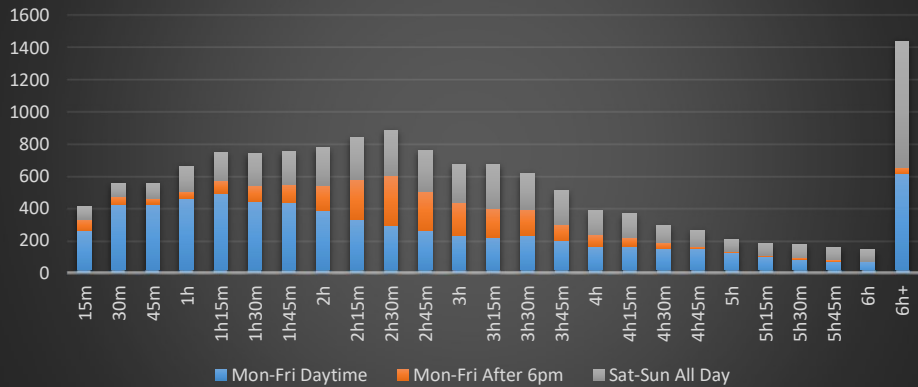


Key Stakeholders

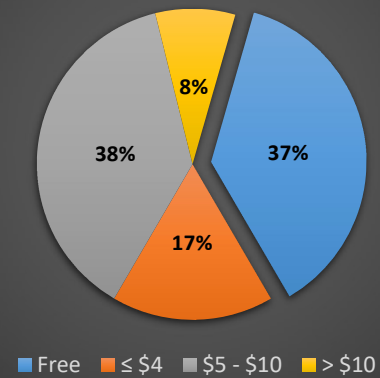
- **Key Merchants (% of Validated Transactions)**
 - WESTCA GYM (52%)

2nd/San Carlos Garage

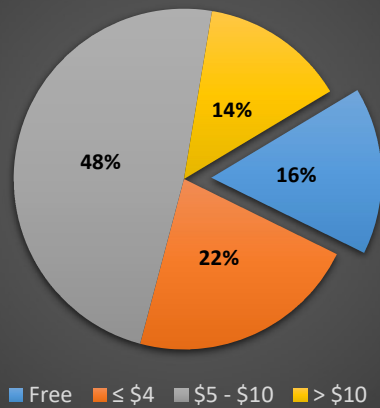
Duration of Stay
January 2020



Existing Fee Breakdown
January 2020



Proposed Parking Fee - New Model

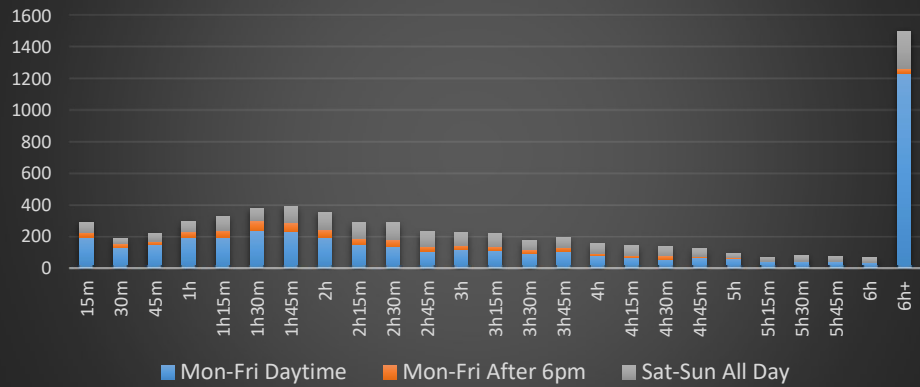


Key Stakeholders

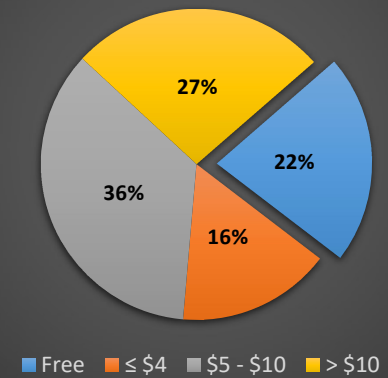
- **Key Merchants (% of Validated Transactions)**
 - 3Below Theaters (34%)
 - Touchstone Climbing (20%)
 - Bedlam Beauty (7%)
 - Tangerine Hair Studio (4%)

4th/San Fernando Garage

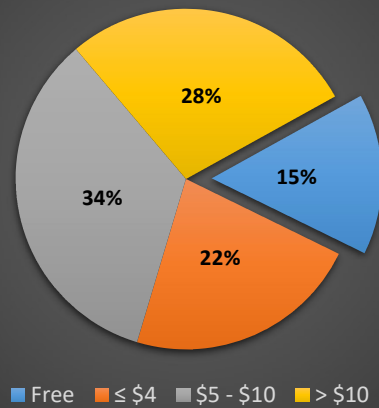
Duration of Stay
January 2020



Existing Fee Breakdown
January 2020



Proposed Parking Fee - New Model

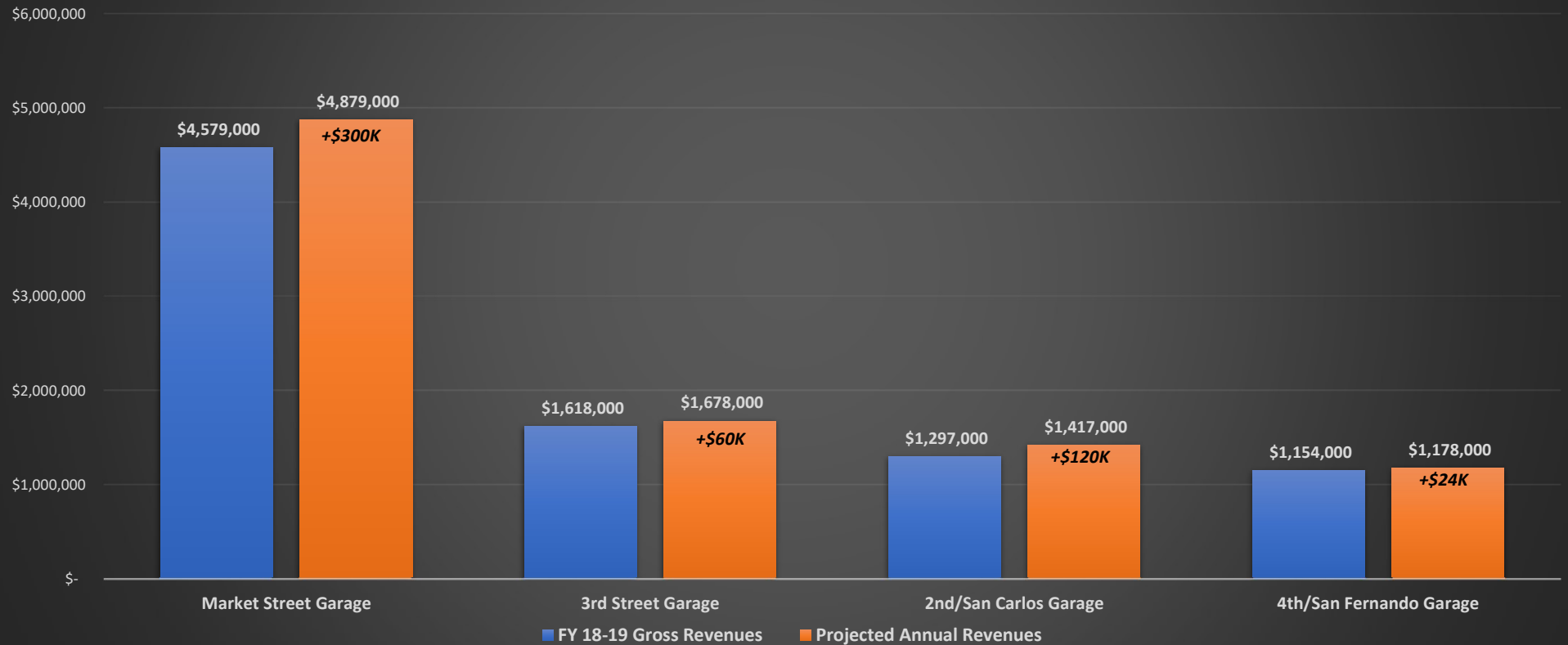


Key Stakeholders

- **Key Merchants (% of Validated Transactions)**
 - Flames (81%)

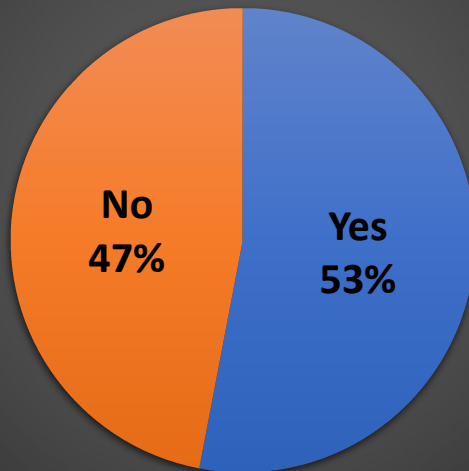
Potential Increase in Parking Fund Revenues

Existing vs. Projected Revenue
with Proposed Programmatic Changes
~ \$500K Annually



Initial “Merchant” Business Outreach and Feedback

“Merchant” Businesses that Pay For or Subsidize Employee Parking



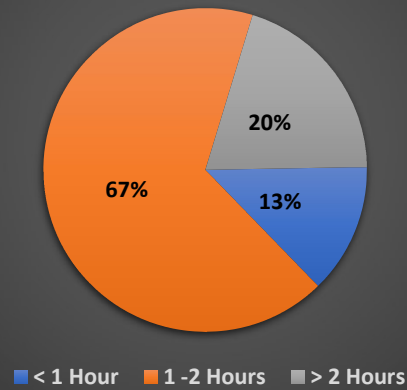
Average Price Paid for Employee Parking:

\$67.34

- 97% believe a discounted employee parking program would be beneficial
- 50% are **willing** to pay a 50% reduced rate (*on \$100-\$125*) for employee parking
- 50% are **unwilling** to pay at **50%**, **60%** or **70%** reduced rate for employee parking

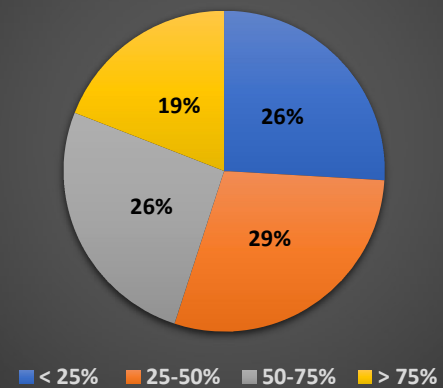
Initial “Merchant” Business Outreach and Feedback (Cont.)

How Long do your Customers Stay at your Business

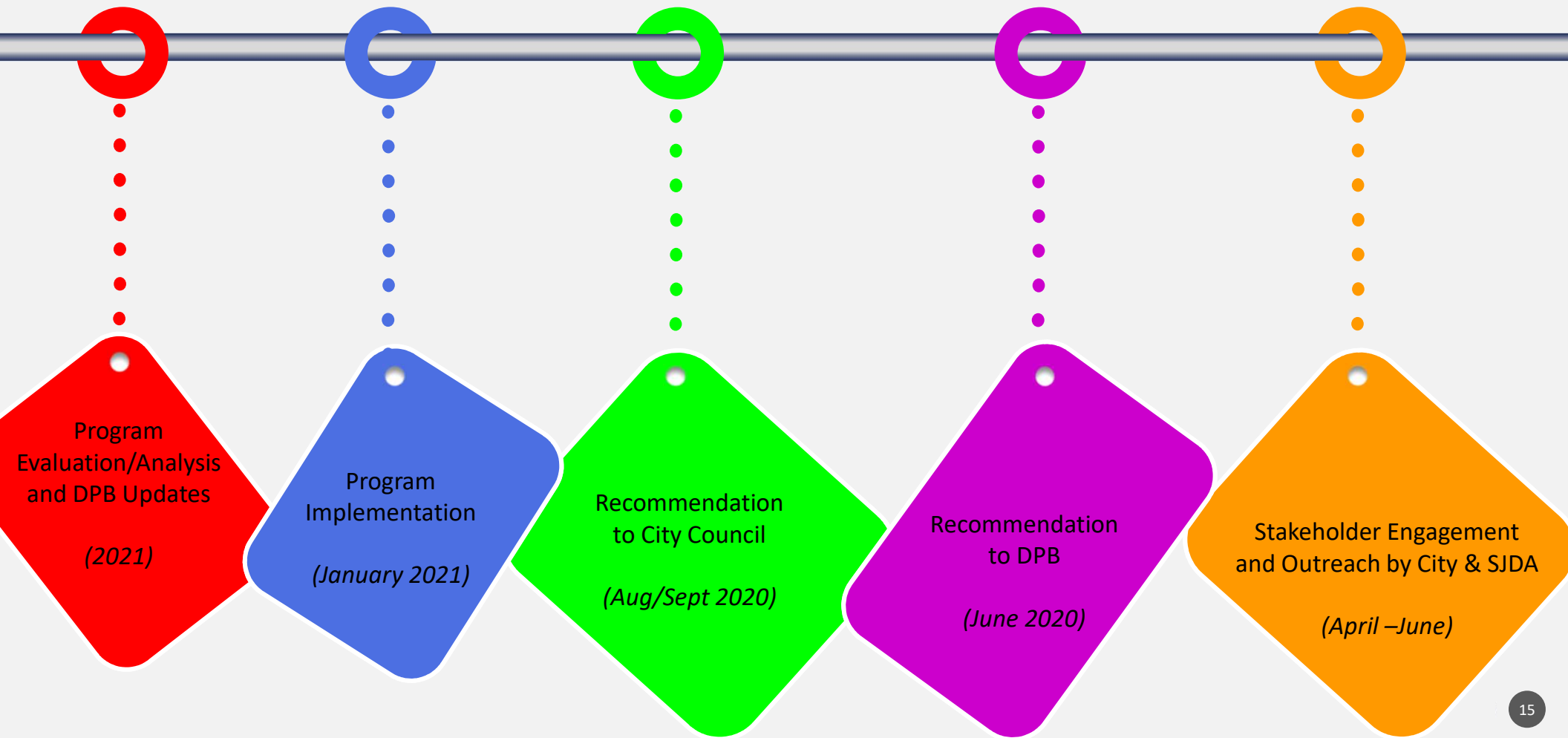


74% of Merchants' reported that they offer validation to every customer

% of Merchants' Customers that get Validation



Next Steps & Proposed Timeline



DISCUSSION