Parking & Curb Management Strategy Options

Downtown Transportation Plan

September 24, 2020

What are your perceptions about parking downtown?

Centering Equity in Downtown Transportation Plan:
Make sure transportation system works for ALL PEOPLE in San Jose.

Today's goal:
Begin to center equity in Downtown Transportation Plan's parking-related planning and policy work.

How? Putting people, especially low-income, communities of color, at the center of designing future mobility choices.

Acknowledging tension in this work…

Decades of unsustainable transportation planning prioritized single occupancy vehicles and freeway construction, increasing congestion, pollution, poor health outcomes, longer commutes, displacement of communities of color

At the same time, **we recognize that many low income/communities of may need cars because of the inadequacy of transit and the distribution of jobs in the Bay Area**. In this interim period, as San Jose transitions from auto-centric to a more balanced transportation system, inhibiting driving may cause further burden for some households.

What the future looks like in downtown…

280% growth over 20 years

- Today: downtown Core has total of 50,000 residents and workers
- By 2040: A total of 140,000 residents and workers

In this period, the City has ambitions goals to reduce single occupant driving:

- 82% to 46% SOV by 2030
- 25% SOV by 2040

In this future, how we invest in and manage parking infrastructure is critical

Structured parking (above and below ground can be up to $75,000 per space to build)

On-site residential parking can cost as high as $55,000 per space to build.

Roads cost a lot of money to build and maintain, with estimates around $2million per lane mile- much of this goes to parking along the curb.

How other cities are dealing with these problems

(and achieved major reductions in single occupancy vehicles while increasing economic vitality and quality of life)

Portland, Oregon

1975 parking maximum (minimize the supply of parking construction)

+

Parking tax

+

Portland Parking Benefits Districts

+

Transit

Palo Alto, California

Downtown transportation management association , serving nearly 300 employees getting to downtown in non single auto modes

San Francisco, California

1970s parking maximum

+

Exemplary transportation demand management program

+

Transit

Bellevue, Washington

Daily parking pricing

+

Comprehensive TDM

This is San Jose's moment!

"Over the last 15 years, San Jose's downtown traffic levels decreased significantly while the number of jobs and residents downtown increased dramatically. Why is this? The answer includes major transit investments as well as decisive investments in biking infrastructure, wise limits on the total amount of parking downtown, smart parking pricing, an exemplary TDM program that helped to attract development and employers, and changing the character of key streets to support rich public life."

Looking ahead:
Preliminary strategies for City Council consideration...

1. **People should pay every time they park downtown-** everyone should be be subject to the same parking rules and prices and pay every time they park downtown (this means no more subsidized city parking, more meters, etc.)
2. Implement a **parking tax**
3. **Curbside management** policy that prioritizes highest value curbside uses
4. Parking benefits district: **reinvest downtown parking revenues** back into the downtown. What should this revenue go towards?
5. Create an **exemplary transportation demand management program**/ establish a third-party transportation management association.

(Through separate effort: **Minimize parking constructed in downtown** and reinvest development dollars into more sustainable modes of transportation)

Outcomes for today:

1. What are your concerns with what we are presenting? How do you think the constituents you represent would feel about these policy changes?

2. What changes would you make?

3. What did we overlook? Please share your ideas!

Policy:

People pay every time they park downtown. Pricing would be based on demand for parking, meaning during peak hours parking is more expensive.

Outcome:

- Strive to always have parking available (85 % utilization rule) meaning it is easier to find parking.
- Lower income people may find pricing cost prohibitive. This could be relevant for small businesses or service workers downtown who need to come downtown frequently. This could be overcome through choice-based subsidies/Use revenue to fund TDM programs to further shift mode

What do you think?

Policy:

Parking benefits district: reinvest downtown parking revenues back into the downtown.

Outcome:

- More investment back into downtown (streetscape enhancement)
- More investment into mobility options, especially for low income residents (such as subsidized transit pass/free transit)

What do you think?

How do we address subsidies for those people who may still need to drive, given transit is still not a viable for everyone?

Example: Subsidized parking (50% for downtown workers) versus subsidized transit passes (50% for downtown workers), or both?

Policy:

Establish a parking tax on publicly available parking.

Outcome:

- Parking lot customers pay the tax directly to the parking facility. (Examples: San Francisco (25%), Oakland (18%), Santa Cruz + Los Angeles + Berkeley (10%))
- Lower income people may find pricing cost prohibitive.
- This could be overcome through choice-based subsidies/Use revenue to fund TDM programs to further shift mode

What do you think?

Policy:

Create an exemplary transportation demand management program/ establish a third-party transportation management association.

Outcome:

- Great transportation options: free shuttle, transit passes
- Ability to focus on local concerns / create tailored solutions to address first and last mile gaps
- More education, marketing and support for mode shift

What do you think?

Policy:

Shift the priority of curbside use from car storage to other modes such as transit, biking and walking

Outcome:

- Curbside parking spaces eliminated to make room for other modes (which are higher value than vehicle storage).
- More protected bike lanes, spaces allocated for community bike parking, carshare, or bus lanes with right of way.

What do you think?

Appendix

Policy:
Minimize parking constructed in downtown and reinvest development dollars into more sustainable modes of transportation

Outcome:

- Instead of building parking, developers would invest in subsidized transit passes, bike share, or complete street investments.
- As parking becomes more limited, people who drive would "spillover" into surrounding neighborhoods, which could be especially problematic in neighborhoods where on street parking is already impacted.

What do you think?

Additional policies

- "Unbundle" parking so that only drivers pay for parking spaces. Parking would not be included as part of rent or sale prices.
- Eliminate parking minimums
- Institute baseline TDM requirement + additional TDM requirement for exceeding parking threshold for downtown
- Mandatory TMA membership

Appendix