



Memorandum

TO: RULES AND OPEN
GOVERNMENT COMMITTEE

FROM: Mayor Matt Mahan
Vice Mayor Rosemary Kamei
Councilmember Omar Torres
Councilmember Pam Foley

SUBJECT: SEE BELOW

DATE: August 24, 2024

APPROVED

Date: 08/24/2024

SUBJECT: EXTENDING THE POST STREET TRAFFIC CLOSURE PILOT PROGRAM

RECOMMENDATION

Direct staff to:

1. Extend the Post Street Traffic Closure Pilot Program until December 31, 2024.
2. Allocate funding from the downtown storefront grants program to pay for the estimated costs of extending the Post Street Traffic Closure Pilot program through FY 23/24, not to exceed \$50,000.
3. During the FY 24/25 budgeting process, return to Council through an MBA analyzing the costs to continue the Post Street Traffic Closure Pilot Program through December 31, 2024, and for permanently closing Post Street to automobile traffic.
4. Prior to the conclusion of the Post Street Traffic Closure Pilot Program, begin the legal proceedings to permanently close Post Street to automobile traffic.

BACKGROUND

Thanks to the Post Street Businesses, the San José Downtown Association, Project MORE, and City Staff for their work to enliven Post Street.

For the last three years, Post Street has undergone full closures, subsequent reopenings, and partial closures between S. First Street and Lightston Alley. The closure first began under the San José Al Fresco program launched during the pandemic.

On August 21, 2023, the City of San Jose partnered with the San José Downtown Association to hold a joint gathering of businesses and community members aimed at gathering input from Post Street stakeholders. A significant majority of attendees expressed a desire to prolong the Post Street Traffic Closure Pilot Program. According to the San José Downtown Association, 85% of pedestrians surveyed support the permanent closure of Post Street to automobiles.

The street closure over time has proven to be successful for both the businesses and patrons of Post Street, and for the South Bay's premiere LGBTQ+ district known as the Qmunity District. New businesses like the Club on Post have opened and benefited from an increase in foot traffic, visitors to the various night clubs now safely spill out onto the streets after the night has ended, a queer market with micro businesses have launched onto the street, and ProjectMORE partnering with Splash Night Club has begun hosting a bi-weekly Drag Brunch.

The estimated cost to extend the Post Street Traffic Closure Pilot Program through June 30, 2024, is approximately \$30,000. The direction in the memorandum does not approve more than \$50,000. The Office of Economic Development in consultation with the Budget Office believe there is flexibility in the downtown storefront grants program to use this pot of money for the closure.

The City of San José should extend the Post Street Traffic Closure Pilot Program and then initiate the permanent closure of Post Street to automobile traffic.