



# Memorandum

**TO:** RULES AND OPEN GOVERNMENT  
COMMITTEE

**FROM:** Chu Chang  
John Ristow

**SUBJECT:** SEE BELOW

**DATE:** June 9, 2021

Approved

*D. DSYL*

Date

06/10/21

**SUBJECT: CITY COUNCIL PARKING AND TRANSPORTATION DEMAND  
MANAGEMENT STUDY SESSION**

## **RECOMMENDATION**

Schedule a City Council Study Session entitled *Parking and Transportation Demand Management* for Friday, August 27, 2021 from 9:00 a.m. – 12:00 p.m. in the Council Chambers and approve the Study Session agenda.

## **PURPOSE OF STUDY SESSION**

- This study session will be conducted as a panel convening a diverse group of people (including academics, local developers, community-based organizations and City staff) to discuss the topic of Parking and Transportation Demand Management (TDM). The discussion will focus on how modernizing and updating City policies and codes on parking and TDM can support housing and commercial affordability, climate change, and equity goals.

## **OUTCOME**

By the end of the session, the Mayor and Councilmembers will have a better understanding of how modernization of the City's existing parking and TDM policies and codes can better advance the goals and policies of Envision San Jose 2040 General Plan and Climate Smart San Jose. This item is informational only and Council is not asked to take any action on this item.

## **BACKGROUND**

This study session is a joint effort between the Department of Planning, Building and Code Enforcement and the Department of Transportation under the umbrella of the American Cities Climate Challenge (ACCC) and multi-departmental Climate Smart San Jose team. Over the past

two years, the City has been reevaluating its TDM policies to improve consistency with Climate Smart San Jose and General Plan transportation and land use goals. At present, off-street minimum parking requirements are based on outdated transportation models aimed at satisfying peak parking demand. However, these requirements are largely inconsistent with the City's expressed goals including housing and commercial affordability, decreased traffic congestion, greenhouse gas emissions, and walkability, safety, and urban infill opportunities.

To compliment the evaluation of minimum parking requirements, staff is reviewing the TDM requirements in the Zoning Ordinance (San Jose Municipal Code Title 19). TDM is a set of measures that encourage and make it easier for people to take transit, carpool, bike, walk, or otherwise shift away from driving alone. City staff will be proposing updates to the TDM measures in the future in order to reduce drive-alone trips, parking impact, and traffic congestion generated by new development projects. Staff will propose updates to the City's TDM standards to Council in the future to take advantage of new mobility options such as micromobility, mobility-on-demand, and shared transportation services, major transit projects and bike infrastructure improvements, and urban infill projects in San Jose. In addition, the updated TDM standards to be proposed for later Council consideration will be aligned with the City, region, and state's shared focus on addressing climate change and air quality, including galvanizing efforts to reduce vehicle travel (vehicle miles traveled, or VMT.) These updates are anticipated in the Fall of 2021.

## **ANALYSIS**

A study session agenda accompanies this memo. The format of the session will include a panel representing a diverse group of stakeholders (including academics, local developers, community-based organizations and City staff) to discuss the topics of TDM. The session will take place in the City Council Chambers and will allow for virtual participation and in-person participation if authorized by the August meeting date. The Mayor, Council members and participants will be provided with background information to help frame the conversation. The format will allow for initial presentations by a number of members of the study group panel, followed by questions and informal dialogue. This is an informational meeting and no action by the Council is requested at the Study Session.

/s/

CHU CHANG

Acting Director

Department of Planning, Building  
and Code Enforcement

/s/

JOHN RISTOW

Director

Department of Transportation

For questions please contact Michael Brilliot, Deputy Director, Planning, Building and Code Enforcement, at 408-535-7831 or [michael.brilliot@sanjoseca.gov](mailto:michael.brilliot@sanjoseca.gov)

Attachment – Draft Agenda

# CITY COUNCIL STUDY SESSION AGENDA

## Parking and Transportation Demand Management

**August 27, 2021**  
**9:00 A.M. to 12:00 P.M.**  
**COUNCIL CHAMBERS**

- **Purpose**

This study session will be conducted as a Panel convening a diverse group of people, including academics, local developers, community-based organizations and City staff, to discuss the topics of Parking and Transportation Demand Management (TDM). The discussion will focus on how modernizing and updating City policies and codes on parking and TDM can support housing and commercial affordability, climate change, and equity goals.

- **Outcome**

By the end of the session, the Mayor and Councilmembers will have a better understanding of how modernization of the City's existing parking and TDM policies and codes can better advance the goals and policies of Envision San Jose 2040 General Plan and Climate Smart San Jose. This item is informational only and Council is not asked to take any action on this item.

CHAPPIE JONES, Vice Mayor DISTRICT 1  
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MAGDALENA CARRASCO DISTRICT 5

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DISTRICT 7  
DISTRICT 8  
DISTRICT 9  
DISTRICT 10

Welcome to the San José City Council meeting!

**The San José City Council meets every Tuesday at 1:30 p.m. and Tuesday at 6 p.m. as needed, unless otherwise noted. If you have any questions, please direct them to the City Clerk's staff seated at the tables just below the dais. Thank you for taking the time to attend today's meeting. We look forward to seeing you at future meetings.**

**Agendas, Staff Reports and some associated documents for City Council items may be viewed on the Internet at <http://www.sanjoseca.gov/index.aspx?NID=5322>. Council Meetings are televised live and rebroadcast on Channel 26.**

**All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the Office of the City Clerk at San José City Hall, 200 E. Santa Clara Street, Tower 14<sup>th</sup> Floor, San José, CA 95113 at the same time that the public records are distributed or made available to the legislative body. Any draft contracts, ordinances and resolutions posted on the Internet site or distributed in advance of the Council meeting may not be the final documents approved by the City Council. Contact the Office of the City Clerk at (408) 535-1260 or [City.Clerk@sanjoseca.gov](mailto:City.Clerk@sanjoseca.gov) for the final document.**

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- **Call to Order and Roll Call**

## **CITY COUNCIL STUDY SESSION**

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9:00 AM. – Open Session, Council Chambers, City Hall

### **1. Study Group Panel Presentation**

A panel representing a diverse group of people, including academics, local developers, community-based organizations and City staff, will present background research on topics related to parking and transportation demand management (TDM) reform in San Jose. Approximately 3-4 panelists will present roughly 10-15-minute presentations each.

## **2. Mayor and Council Q&A.**

The Mayor and City Council Members will have an opportunity to ask questions to staff and the panelists on information provided at or prior to the study session, as well as any related questions or concerns related to the subject matter.

- **Public Comments**
- **Adjourn**