

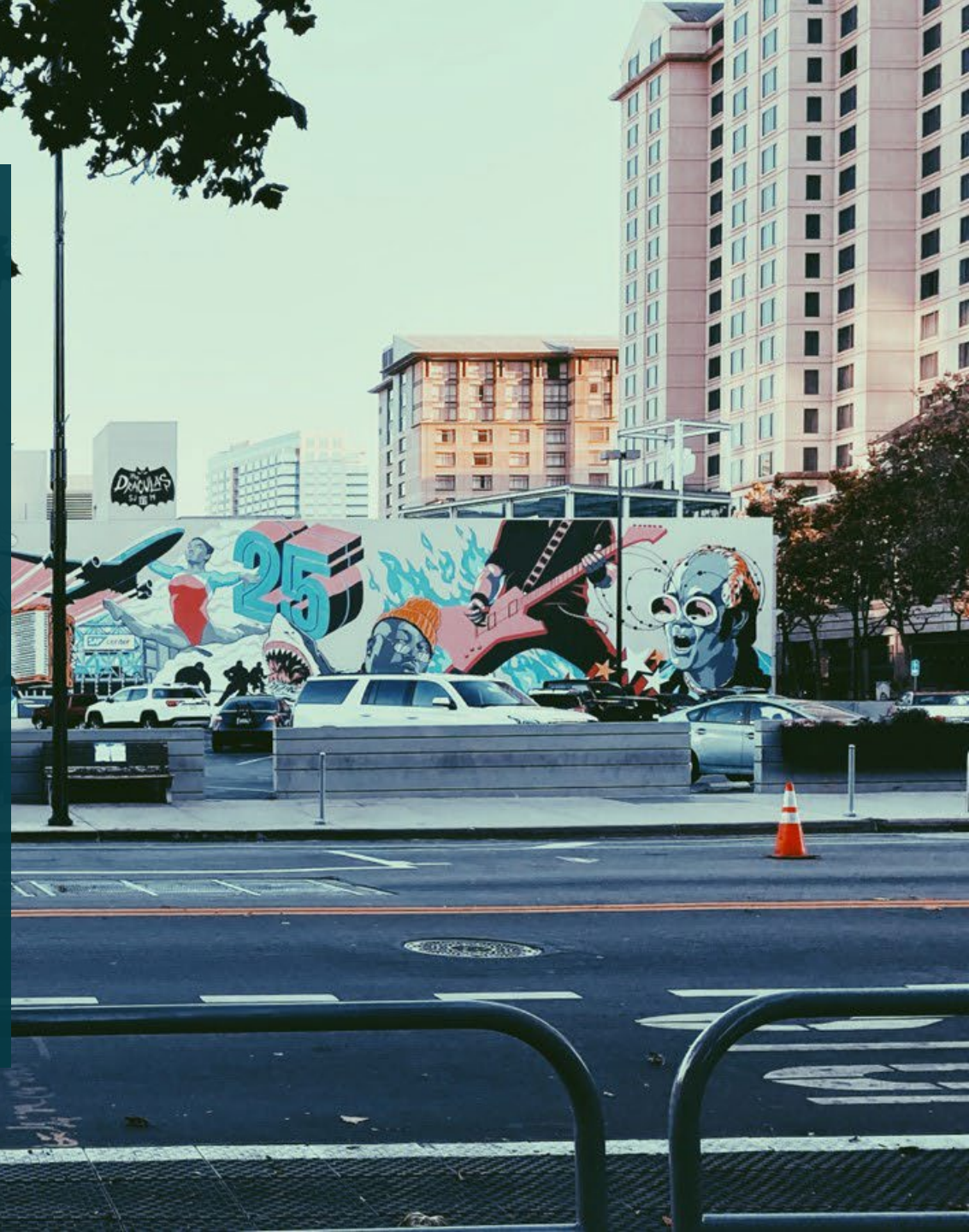
June 14, 2022 – Item 10.3

Rethinking Parking Policy in San José

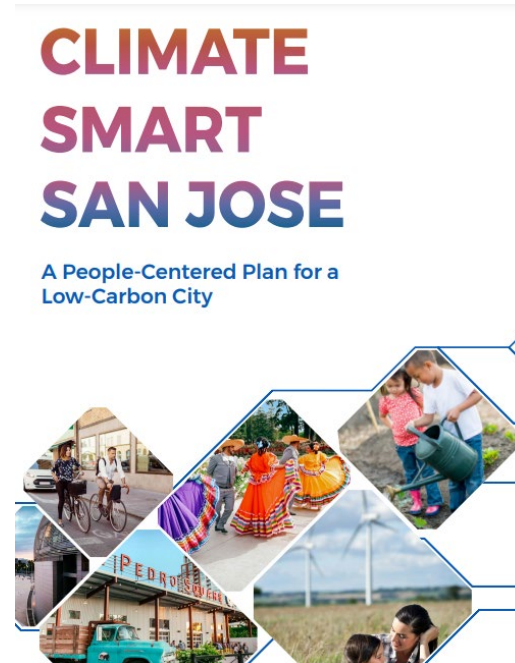
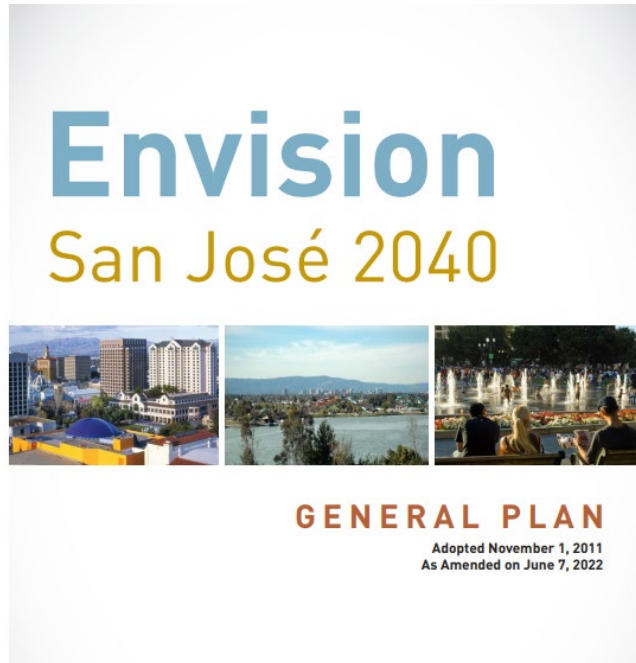
How better parking policies can fight climate change, strengthen our economy, and build a more equitable city

Michael Brilliot, Deputy Director, PBCE

Wilson Tam, Transportation Planning Manager, DOT

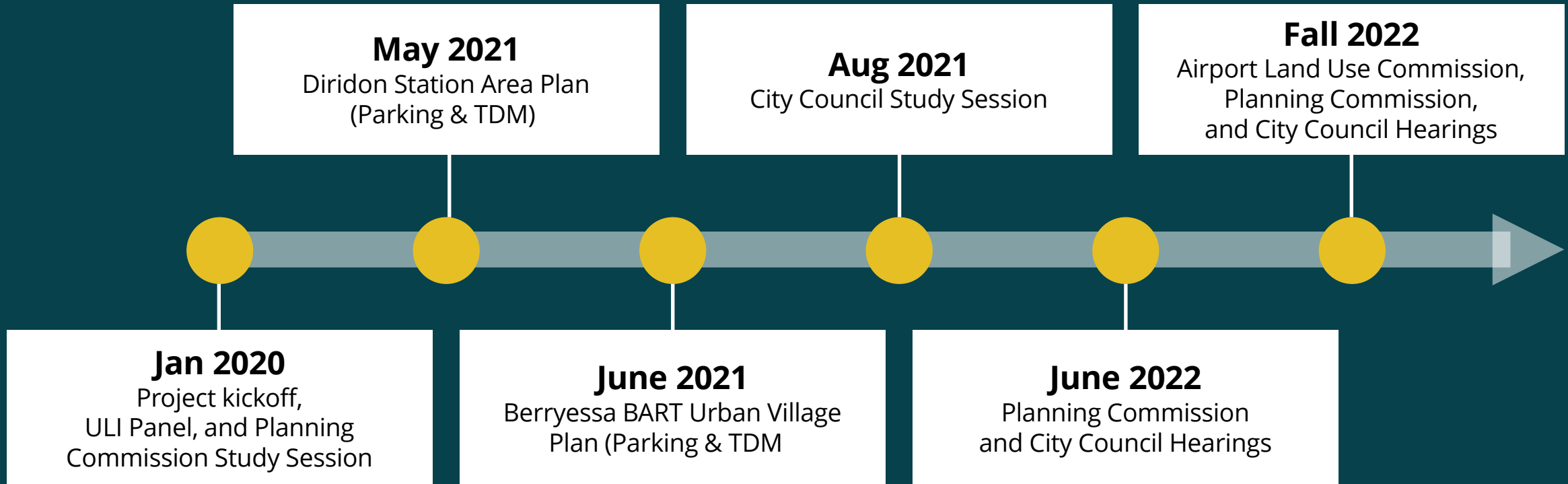


Why are we doing this?



- Carbon neutral by 2030 pledge
- Outdated parking policies
- One of many actions needed to achieve our goals

Timeline



Community Feedback



Renters



Homeowners



Employers



Developers



Peer Cities

Who We've Engaged With

1,318
San Joséans

2

Study
Sessions

17

Focus
Groups

9

Webinars &
Workshops

3

Developer's
Roundtables



Today, any new property development in San José requires a specified minimum amount of *off-street* parking



Parking requirements are designed so that the supply of parking exceeds demand—**so there are nearly always empty spaces**

An aerial photograph of a suburban area. The landscape is dominated by large, rectangular parking lots filled with cars, interspersed with several large, multi-story commercial or office buildings. A major multi-lane highway runs along the right side of the image, with several on-ramps and off-ramps. The overall impression is one of a car-centric urban environment.

Parking minimums assume cars are the only way to get from Point A to Point B

The result has been cities built for cars rather than for people

So, why is this a problem?

1

**Climate, choice,
and traffic**

2

**Business
flexibility**

3

**Land, space,
and ecology**

4

**Housing
affordability**

Problem 1: Climate, choice, and traffic



Climate, choice,
and traffic



Business
flexibility

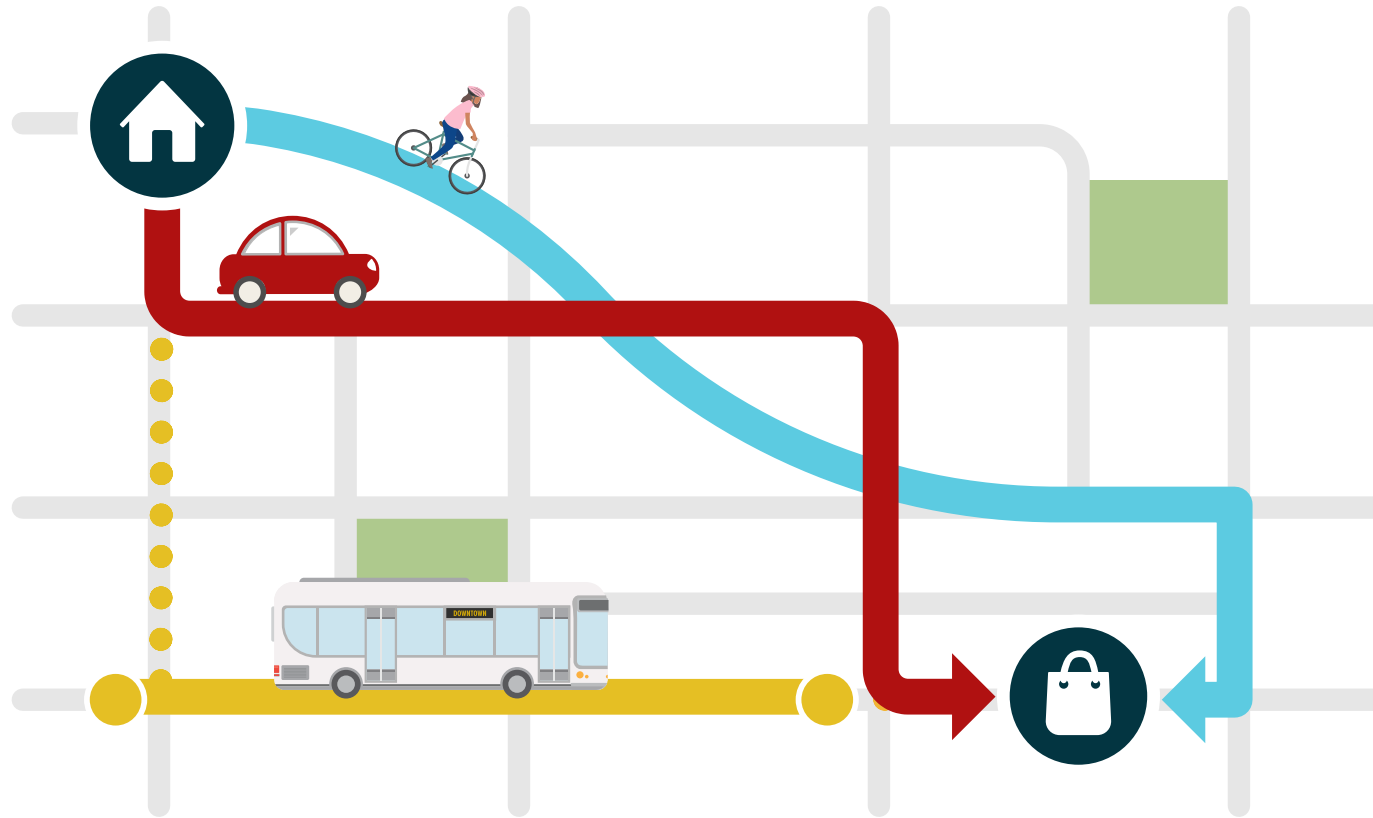


Land, space, and
ecology



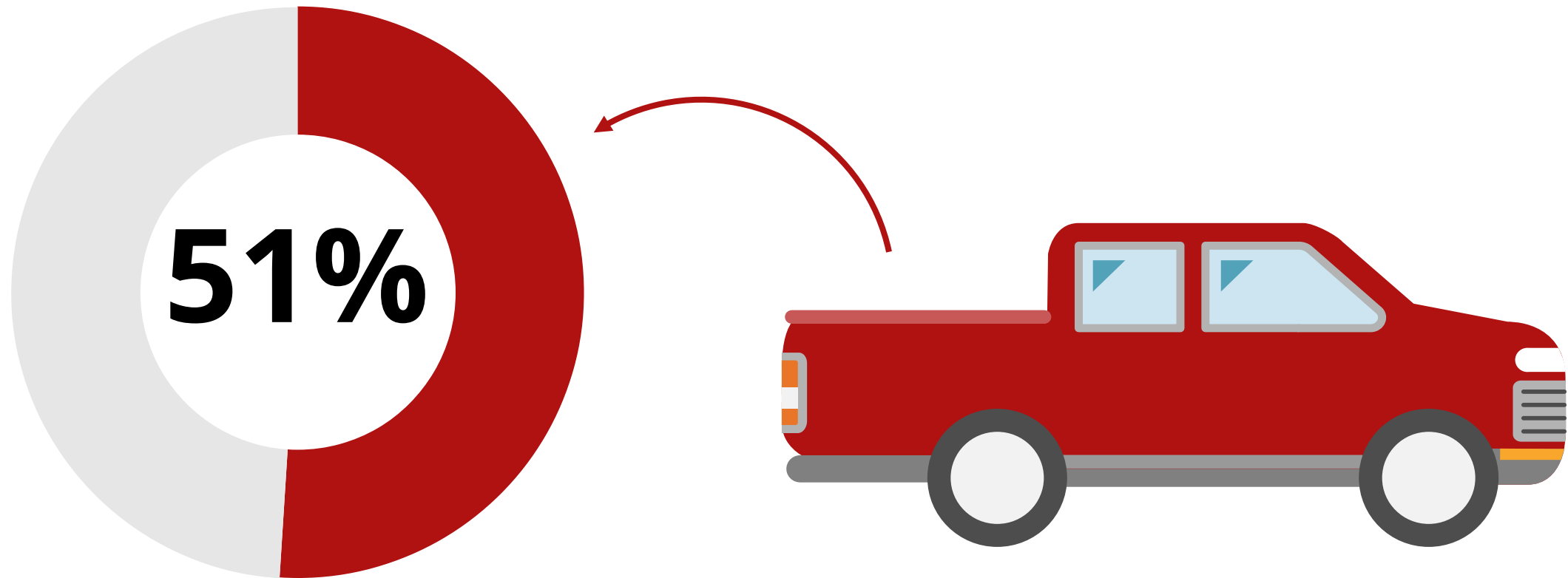
Housing
affordability

Studies show free parking encourages people to drive



Even where they are open to walking, riding transit, and biking

In 2019, more than half of GHG emissions in San José came from transportation—much of that simply people driving to work



Problem 2: Business flexibility



**Climate, choice,
and traffic**



**Business
flexibility**



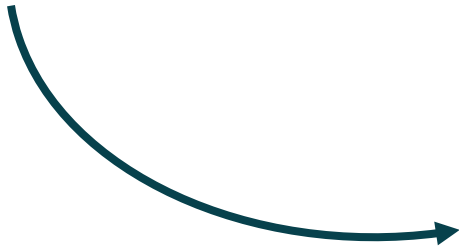
**Land, space, and
ecology**



**Housing
affordability**

Preferences have been shifting, even before the pandemic

For example, more and more, people have been ...



Using
ride-hailing



Shopping
online

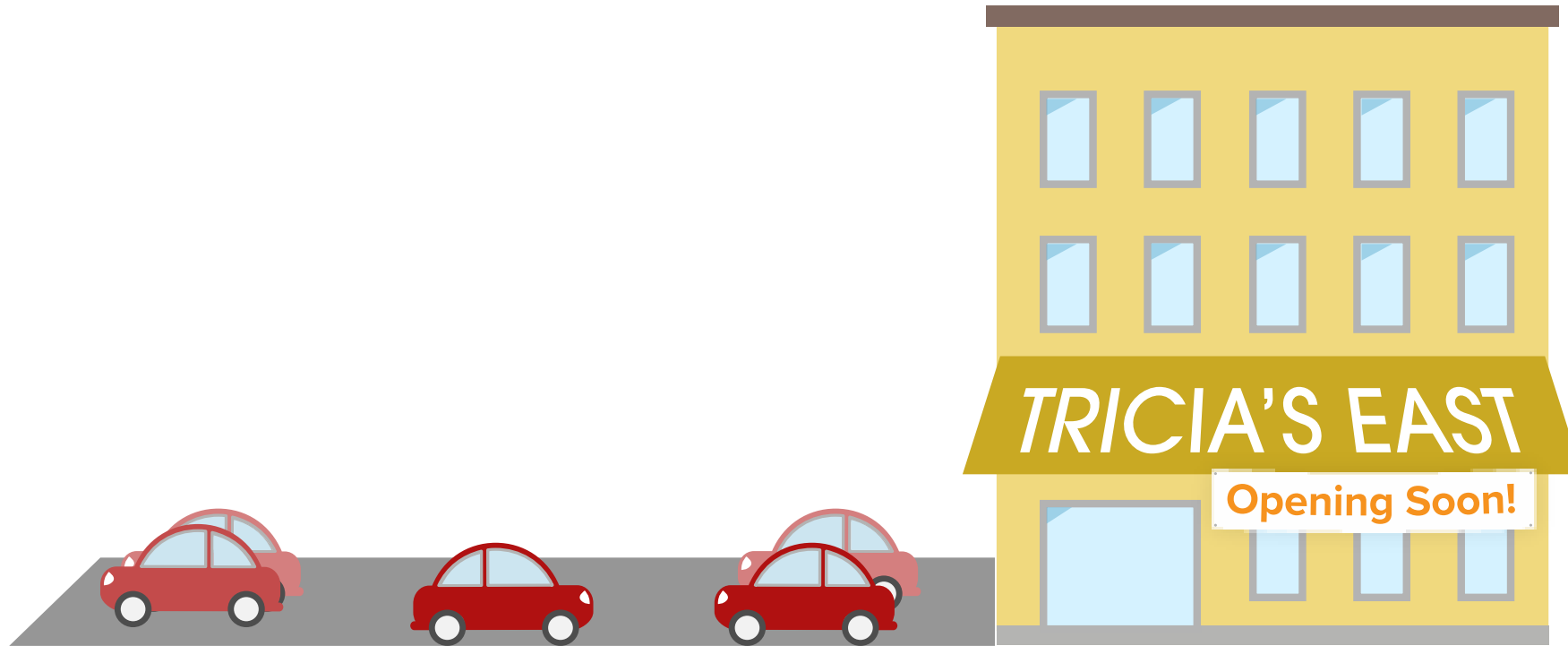


Working
from home



Prioritizing
experience
over things

A business can't move into a building unless the property has an arbitrary amount of parking dictated by the Zoning Code



**Even if the amount of parking available
meets their needs**



Problem 3: Land, space, and ecology



Climate, choice,
and traffic



Business
flexibility



Land, space, and
ecology

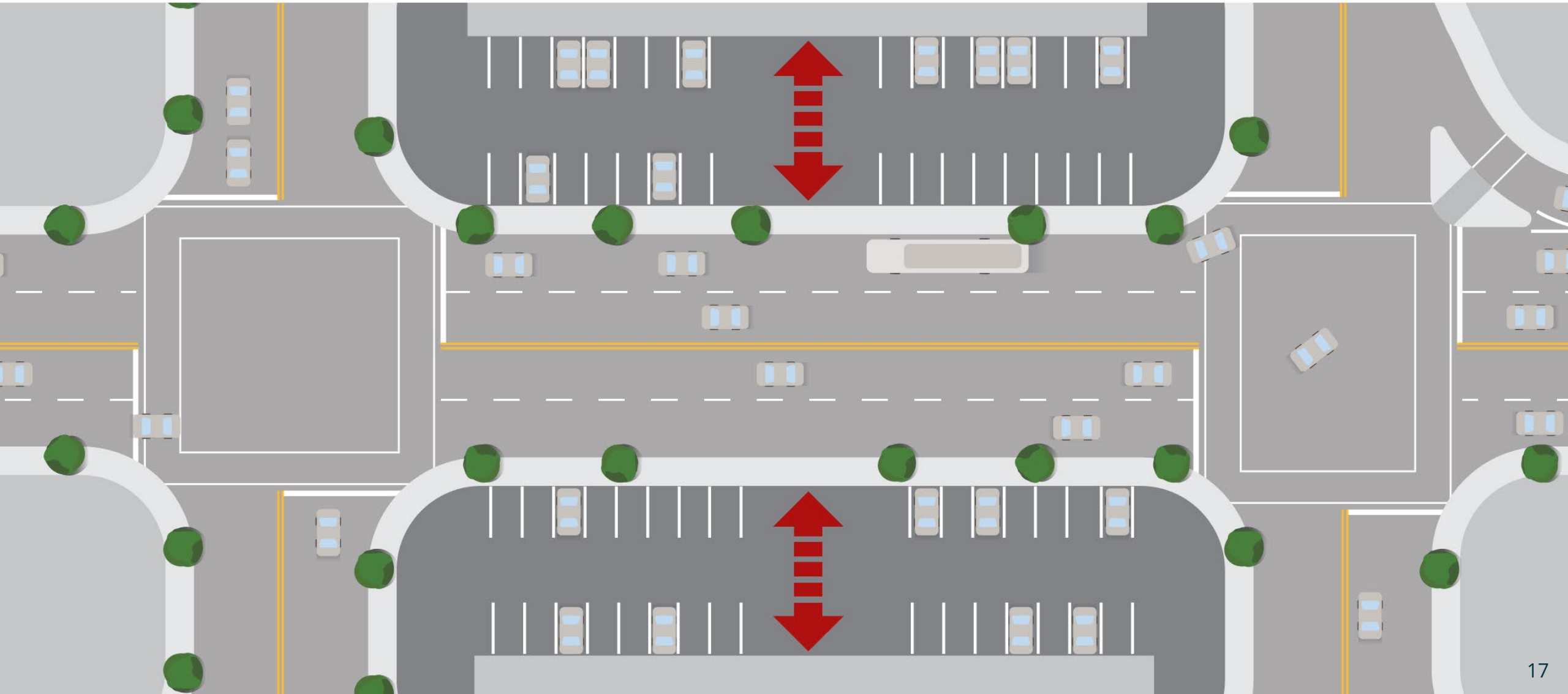


Housing
affordability

Parking lots are not appealing places ...



All this room for parking pushes destinations apart, which makes it less appealing to walk, bike, or take transit



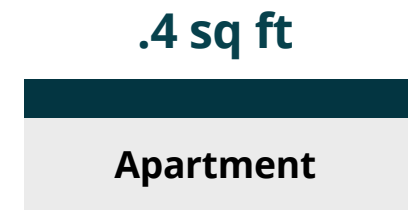
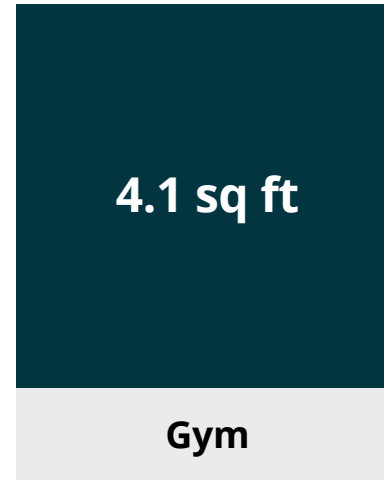
This is because parking takes up a lot of space



How much
parking area
is required
for every

1 sq ft

of ...



Problem 4: Housing affordability



**Climate, choice,
and traffic**



**Business
flexibility**



**Land, space, and
ecology**



**Housing
affordability**

Parking is expensive to build and maintain



\$34,000

to

\$75,000



per space

initial construction cost
for structured parking

*(That's at least \$1.7M
just to build 50 spaces)*

Parking is never actually free: the costs show up everywhere in our lives



Higher rents

For housing, retail,
and office space



Higher purchase prices

Including higher
construction costs



More expensive goods and services

An aerial photograph of a city landscape. The image shows a large, multi-lane highway on the right side, curving through the scene. To the left of the highway, there are several large, rectangular parking lots, many of which are mostly empty. These parking lots are interspersed with some commercial buildings and green spaces. The overall impression is one of a city where a significant portion of the land is dedicated to vehicle storage rather than dense residential or commercial development.

At the end of the day, regulations tell us a lot about our values and priorities

Today, empty housing for cars takes precedence over housing for people

Removing mandatory minimum parking requirements does not directly remove parking and does not mean parking will not be built.

Instead, it allows developers, businesses, and residents to “right size” their parking to meet their needs

Changes to parking minimums could take three forms:



Eliminate mandatory parking minimums citywide*



Eliminate mandatory parking minimums everywhere except single family zones*



Eliminate mandatory parking minimums in Envision San José 2040 "Planned Growth Areas"*

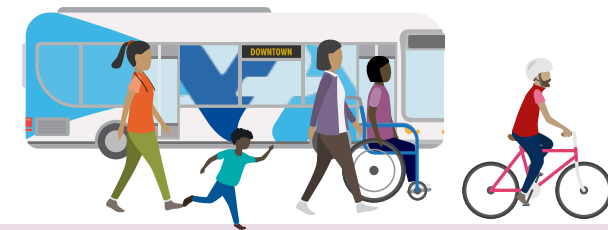
***Where the City has contractual parking obligations (e.g., the Diridon Area), some minimum requirements would remain for commercial development.**

Yet parking minimums are only half the story



PARKING STRATEGY

Right-size the parking supply to avoid building excess parking spaces and incentivizing driving over other means of transportation.



TDM STRATEGIES

Manage demand for transportation and parking by providing high-quality transportation options such as walking, carpooling, transit, and biking.

**We also need to make it easier to
walk, carpool, take transit, and
bike**

How do TDM work today?



Developers

1

TDM requirements are triggered by parking reduction below the mandatory minimums and separately triggered by CEQA reviews



City staff

2

TDM requirements have unclear metrics, are complicated, are expensive, and requires the professional expertise of a traffic engineer. Development review is a lengthy process with unpredictable outcomes and oftentimes negotiation with City staff.

Residents and workers



3

TDM is not effectively provided to the tenants. In absence of viable transportation options, traffic and parking demands go up in the community, making it worse for people who walk, bike, rely on public transit, and those with disability.



City staff

How would the proposed TDM work?

De-couple TDM requirements from parking reductions. Require TDM for all larger projects and consolidate requirements with CEQA (Council Policy 5-1).

Create a clear approach to standardizing TDM plans. Developers can comply without needing professional expertise.

Streamline the process with a standard menu of TDM options and pre-set TDM point target that create predictable outcomes.

Transportation Demand Management (TDM) measures encourage people to walk, carpool, take transit, and bike to destinations.



Land use

- Mixed-use
- More affordable housing
- Density
- Others...



Streets

- Ped/ Bike Crossings
- Bus stops
- Pedestrian lighting
- Wayfinding
- Landscape
- Passenger loading
- Others...



Parking

- More bike parking
- Shared parking
- Low parking supply
- Others...



Programs

- Subsidized transit passes
- VTA service upgrade
- Flexible work times
- Education and marketing
- Unbundled parking
- Bike share station/ subsidy
- Car share station/ subsidy
- Others...

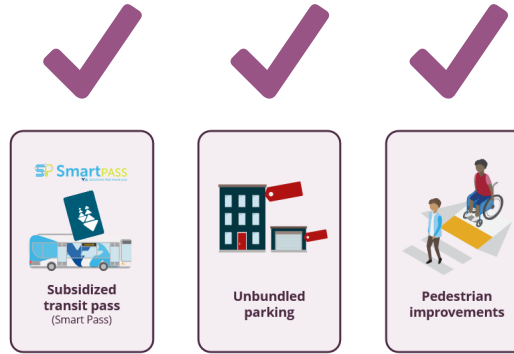
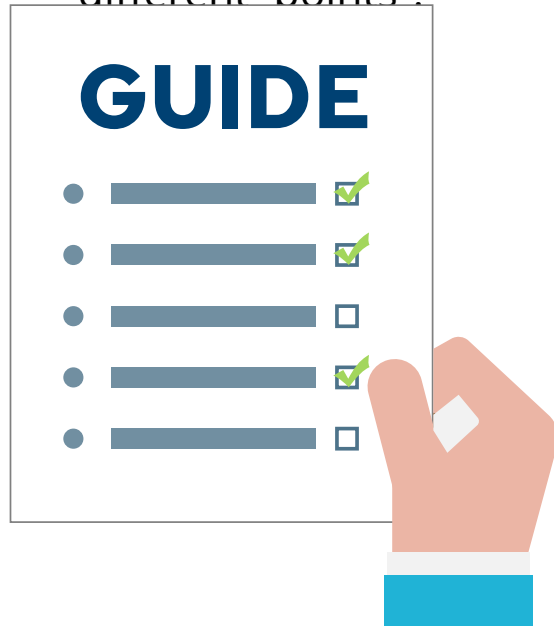
There are 30 options in 4 categories



City staff

How would the proposed TDM work?

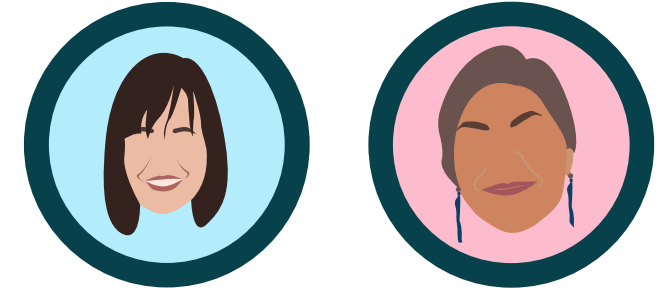
- 1 The City provides a menu of 30 options—for new development—designed to make it easier for tenants to walk, bike, carpool, and take transit. Each option has different “points”.



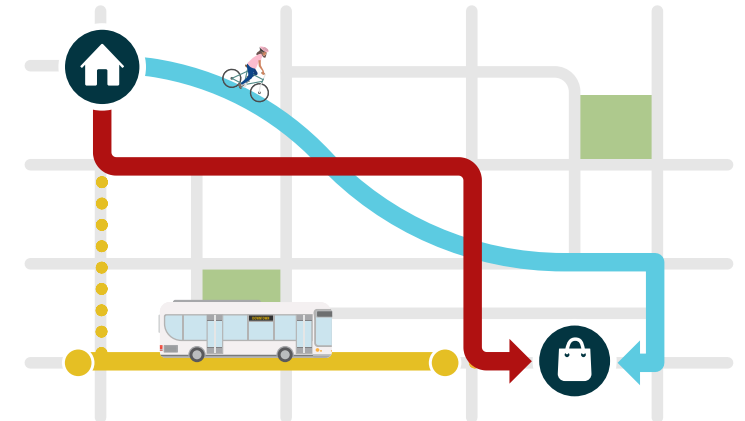
Developers

- 2 A developer is required to implement a TDM plan that meets a total point target. They choose options from the menu to accumulate the points for the development.

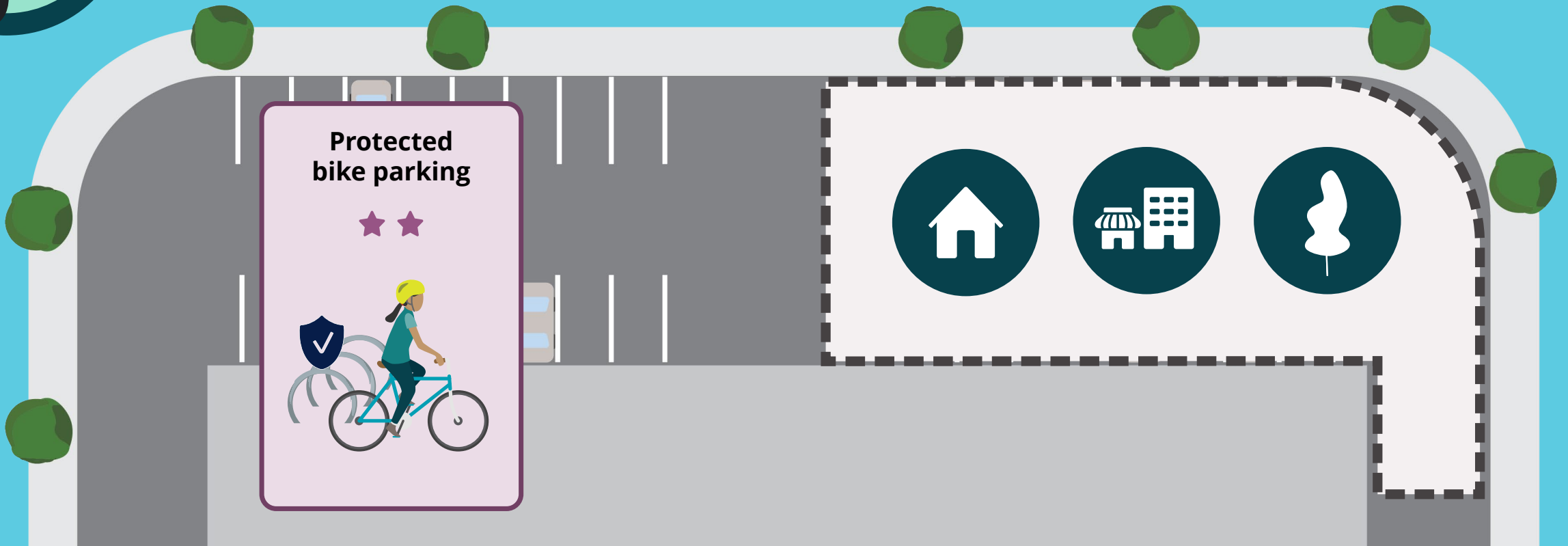
Residents and workers



- 3 The selected options are provided to the tenants and subject to ongoing monitoring. Tenants feel more empowered to walk, carpool, take transit, and bike when convenient.



If a developer chooses to build less parking, they would have more space to build other things ... and receive more TDM points, resulting in fewer remaining point requirement.



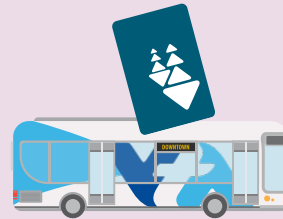
If a developer chooses to build more parking, they would meet the TDM target via other options in the menu to compensate for the increase in traffic generated by the parking



Protected
bike parking



Subsidized
transit passes



Pedestrian
improvements



Responses to most common questions and concerns

Would these changes affect housing affordability?

If so, how?

- Projects that elect to build less parking would see a significant cost benefit.
- Lower costs would be passed down to renters and homebuyers.

Responses to most common questions and concerns

Would these changes affect small businesses?

If so, how?

- Open up more options for a business to move into an existing building.
- Provide greater flexibility for developing on a smaller lot.
- Small projects would be exempt from TDM requirements.

Responses to most common questions and concerns

Would these changes affect existing neighborhoods?

If so, how?

- The market demands that developers build enough parking to meet project needs.
- Crowding is an existing issue that needs alternate solutions.
- Provide new transit options and enhancements.
- TDM measures incentivize usage of existing transportation infrastructure.

Responses to most common questions and concerns

Has equity been considered as part of this process?

- Partnered with Veggielution to engage with underserved neighborhoods, hold focus groups, and provide recommendations.
- Partnered with Latinos United for a New America (LUNA) to meet with communities to identify TDM measures that will have the most community benefits
- TDM policy will be designed to incentivize adoption of these TDM measures.

Responses to most common questions and concerns

What are the implications of new TDM requirements on the cost to develop?

- TDM measures are 10% the cost of building parking.
- Working with the cost of development survey to “right size” the TDM requirements in relation to project feasibility.

The Planning Commission is generally in favor of the concept

Comments from individual commissioners:



Recommended additional outreach to lower income communities



Improvements needed to transit, bike, and pedestrian safety



Concerns about impacts to those who have no choice but to drive



Some expressed strong support for citywide adoption



Some recommended an incremental approach



Concern about undermining General Plan policies that preserve single family neighborhoods

Staff recommendations



PARKING

Eliminate mandatory parking minimums citywide.



TDM

Update TDM requirements citywide. Develop a TDM program for ongoing monitoring and compliance.

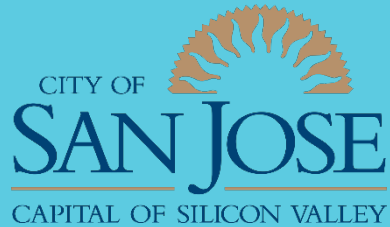
An aerial photograph of a city street, likely San Francisco, showing a dense traffic jam with many cars. In the background, there are buildings and a green street sign that reads "San Francisco" and "Market Street".

The City has made strong commitments to combat climate change.

We cannot continue the status quo in the City's transportation sector.

Eliminating mandatory minimum parking requirements and requiring TDM measures is the bold step we need.

Thank you!



Michael Brilliot, Deputy Director, PBCE

Wilson Tam, Transportation Planning Manager, DOT