West Coast Urban District Forum

Walnut Creek, CA

March 2018

IDA
INSPIRED LEADERS
SHAPING CITIES

CALIFORNIA
DOWNTOWN
ASSOCIATION

WALNUT CREEK
downtown

Growth Without Gridlock: Making the Case for Mobility Investments

Wednesday, March 14 | 10:30am - 12:00pm

Speakers:
Joshuah Mello, Chief Transportation Official, City of Palo Alto
Ryan Russo Director of Transportation, City of Oakland
Jessica Zenk, Division Manager, Transportation, Planning, Policy & Sustainable Options, City of San Jose

INSPIRED LEADERS SHAPING CITIES

#WCUDF18

please
silence your
mobile
phones

INSPIRED LEADERS
SHAPING CITIES

CALIFORNIA DOWNTOWN ASSOCIATION

WALNUT CREEK downtown

#WCUDF18

City of Palo Alto Downtown Mobility Strategies

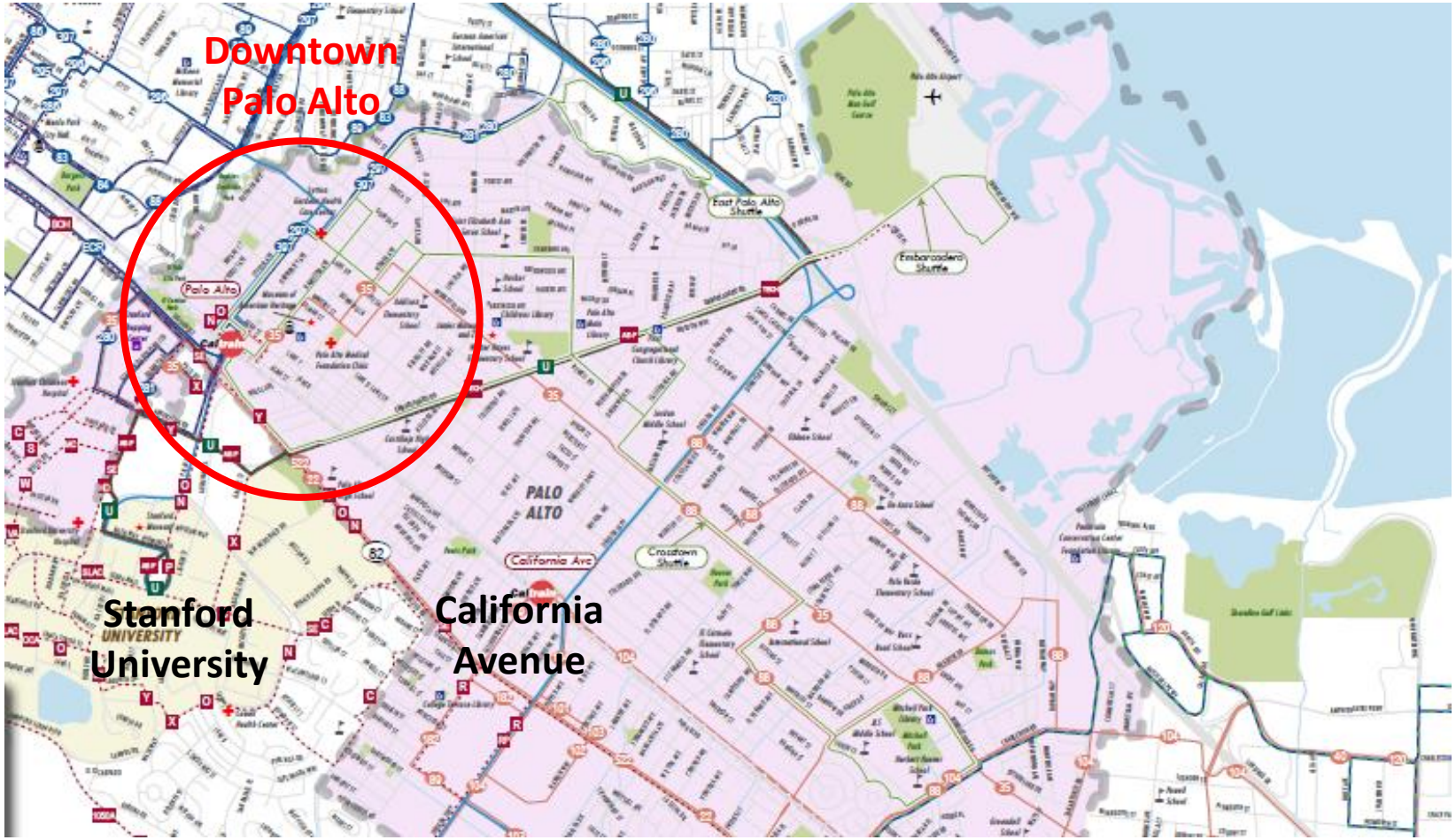
March 14, 2018

West Coast Urban District Forum

About Downtown Palo Alto

- Vibrant streets (movie theatres, restaurants, shops, offices + residential)
- ~10,000 employees
- Commercial vacancy rate of ~5% (high of 6.9% in 2008-2009)
- 53% employee drive-alone rate
- 20-24% of visitors do not drive
- 216,000 bicyclists/year on Ellen Fletcher Bryant Street Bicycle Boulevard
- 19 public parking garages + lots (3,092 spaces)

About Downtown Palo Alto



Transportation in Downtown Palo Alto

- Between I-280 + US 101
- Second Busiest Caltrain Station
- VTA Transit Hub
- SamTrans Transit Hub
- Stanford Marguerite Shuttle Hub
- AC Transit + Dumbarton Express Transbay Buses
- Palo Alto Free Shuttle
- Menlo Park Community Shuttle
- Private shuttles

2016: Commute to Work Bicycling Mode Share

Top 10 Cities With Highest Share of Bicyclists

Source: Open Street Map; 2016 American Community Survey; The League of American Bicyclists; City of Palo Alto

Palo Alto City Transportation Division

- Unique - Planning + Community Environment Department
- Signs + markings
- Traffic signal programming
- Local shuttle service
- Capital projects
- On-street parking management
- Bikeways + bike parking
- Bike share system
- Development review
- Transportation demand management

Palo Alto Citywide Transportation Goals

1. **Less reliance on single-occupant vehicles**
2. **Convenient public transit system**
3. **Encourage and promote walking and bicycling**
4. Efficient multi-modal roadway network
5. Minimal impacts to residential neighborhoods
6. Safety for motorists, pedestrians, and bicyclists
7. Mobility for people with special needs
8. Attractive and convenient parking
9. Shape regional transportation decisions
10. Local airport with minimal impacts

Downtown Palo Alto Transportation Initiatives

1. Palo Alto Transportation Management Association
2. Palo Alto Bicycle + Pedestrian Transportation Plan
3. Palo Alto Free Shuttle Re-visioning
4. Parking Management
5. Upgrade Downtown Project

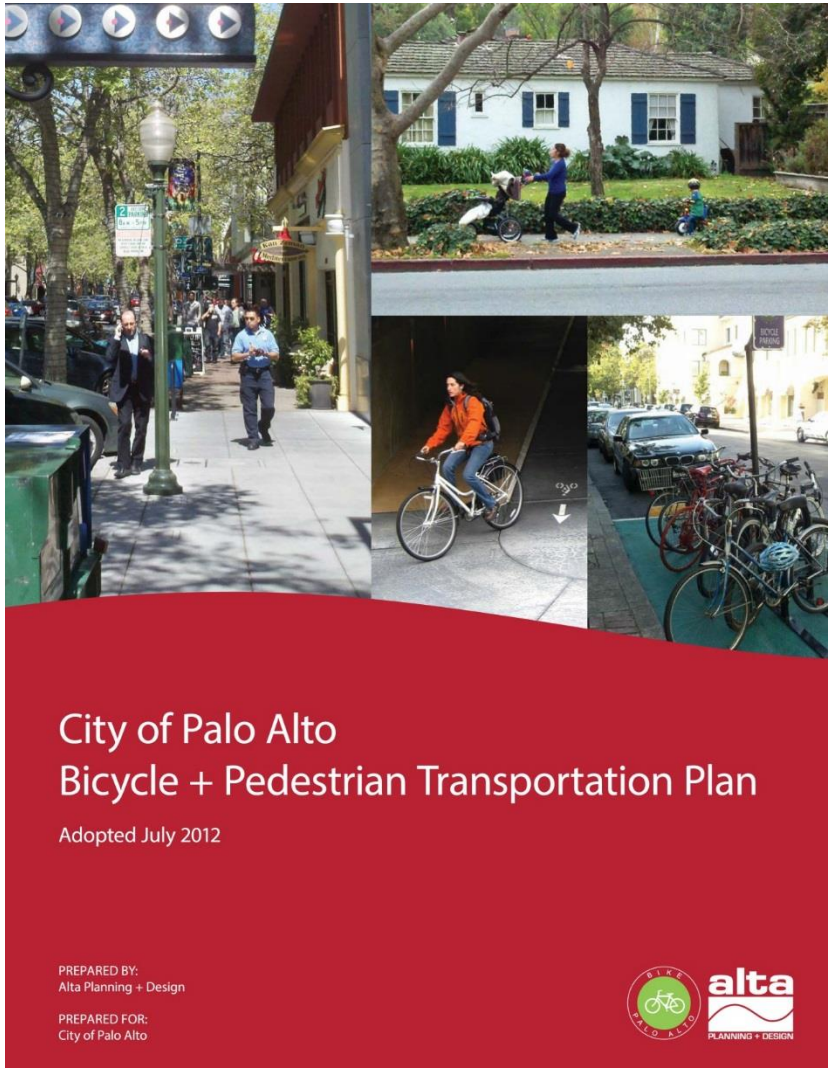
Palo Alto Transportation Management Association

- NGO formed in 2016 by city to reduce SOV trips to downtown by 30%
- Annual scientific survey of employees for benchmarking
- $100k in seed money from City in first year
- $480k this fiscal year and coming year from increased parking permit fees
- Board Members: Philz Coffee, Google, Palantir, Garden Court Hotel, City of Palo Alto + IDEO
- New executive director hired this year

Palo Alto Transportation Management Association

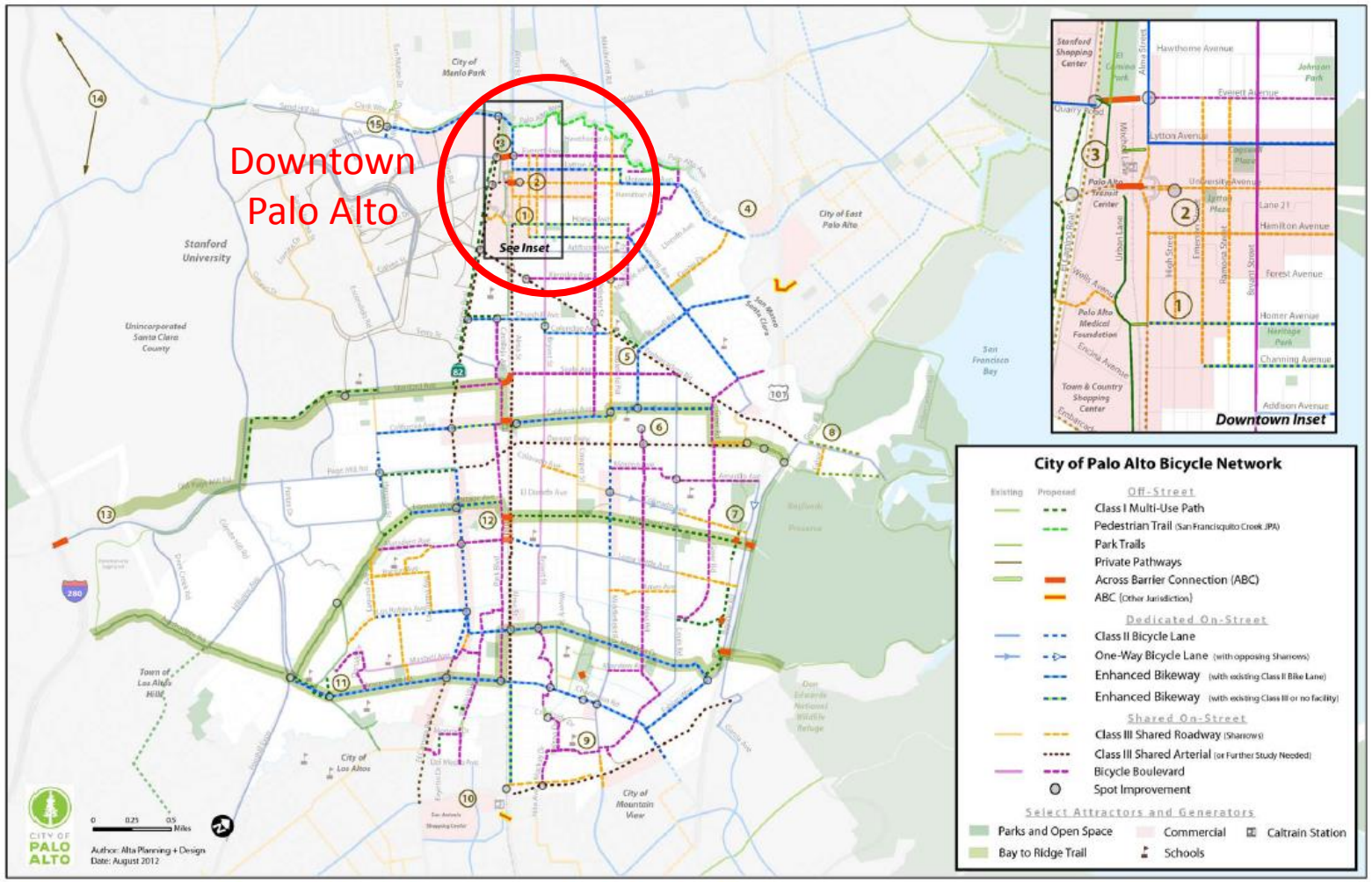
- **Piloting Scoop carpool app, subsidized transit passes for low-income worker and other programs**
- **Advocating for changes to Caltrain fare structure (allow TMAs to buy bulk passes under GoPass program)**
- **2017 Employee Survey Results**
  - 31% of respondents live in **South Bay**, 22% in the **Peninsula**, 18% in Palo Alto, 20% from **SF or East Bay**
  - 53% **drive-alone** rate (rate was 57% in 2016)
  - Transit is up 2% overall; by 6% among **service workers** (service workers have higher drive-alone rate)
  - Rideshare is up 2%; by 7% among service workers and by 5% among **government and light office** workers
  - 30% have heard of the **TMA** (up from 29% a year ago)

Palo Alto Bicycle + Pedestrian Transportation Plan



- Adopted in 2012 (Only 10% of Previous Plan Implemented)
- Key Plan Objectives:
  - By 2020, achieve **15% bicycle mode share** for trips to work
  - Significantly expand **low-stress bikeways** and **close gaps**
- Part of Larger Infrastructure Plan, **$20+ million** allocated for implementation starting in 2014
  - Stanford University Development Contributions
  - Transient Occupancy Tax

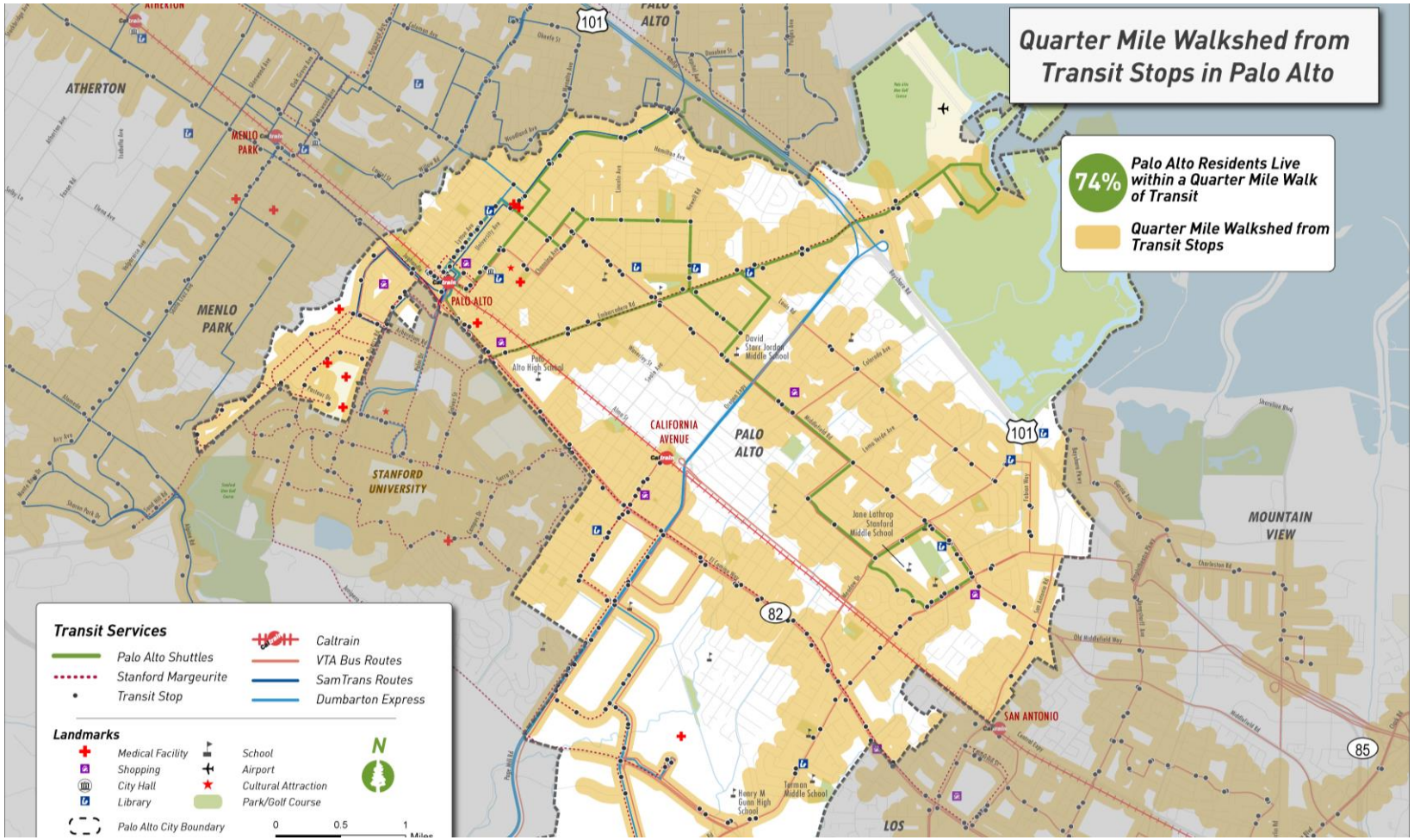
Palo Alto Bicycle + Pedestrian Transportation Plan



Palo Alto Bicycle + Pedestrian Transportation Plan

- 7 Miles of New/Upgraded Bicycle Boulevards in 2017-2018
- 6 Miles of New Bicycle Boulevards in 2018-2019
- 62.5% of Plan Completed by End of 2019
- 37.5% Remaining Projects after 2019

Palo Alto Free Shuttle Re-visioning



PARKING MANAGEMENT PLAN

CITY OF PALO ALTO

2019 | 2020 | 2021 | 2022

PLANNING & IMPLEMENTATION

PHASE 1: Customer Service Improvements

- Wayfinding
- New permit system
- Parking Guidance System (PGS)
- Low-income permits available on a monthly basis
- Parking Ambassador
- Security cameras

PHASE 2: Efficiency Improvements

- License Plate Recognition (LPR) and transition to virtual permits

PHASE 3: Sustainability/Financial Stabilization

- New Downtown garage*
- On-street paid parking
- Restrict residential short-term parking

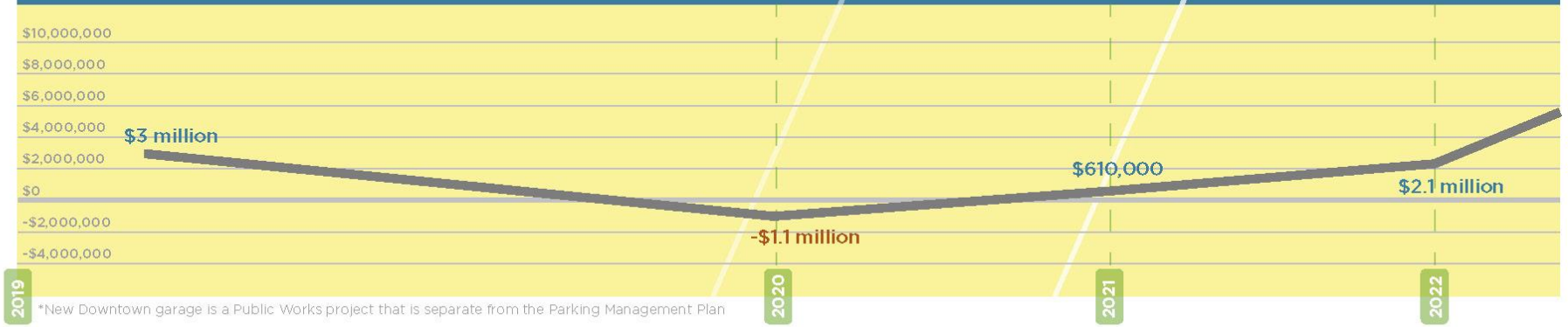
CUSTOMER BENEFITS

- all parking permits available online
- increased accessibility to parking permits for low-income employees and overall decrease in residential neighborhood parking
- more convenient and efficient ways to find available parking
- parking garages will operate more efficiently, reduced time searching for spaces
- safer and cleaner parking garages where customers will be provided with assistance as necessary

- improved access and customer support through online self-management of user's permits accounts
- eliminate need for new or replacement permit stickers
- improved enforcement through efficiency and automation

- increased vehicle turnover and more available parking
- efficient monitoring of timed parking
- simplified and easier-to-understand parking program
- reduce residential impact

FISCAL YEAR FUND BALANCE



*New Downtown garage is a Public Works project that is separate from the Parking Management Plan

PLANNING AND COMMUNITY ENVIRONMENT
TRANSPORTATION DIVISION

JANUARY 2018

#WCUDF18

Upgrade Downtown Project

- Part of Larger Utility Reconstruction Project
- Early Implementation: Countdown Pedestrian Signal Heads + Green Wave Signal Timing
- New Parking Wayfinding Signs, New Traffic Signal Equipment, Curb Extensions, ADA Ramps + Repaving of University Ave
- Considering Bicycle Lanes on University Ave and Alma St
- Allowing the Complete Closure of a Block of University Ave at a Time to Speed Construction

Contact Information:

Joshuah Mello, Chief Transportation Official, City of Palo Alto

Joshuah.Mello@CityofPaloAlto.org

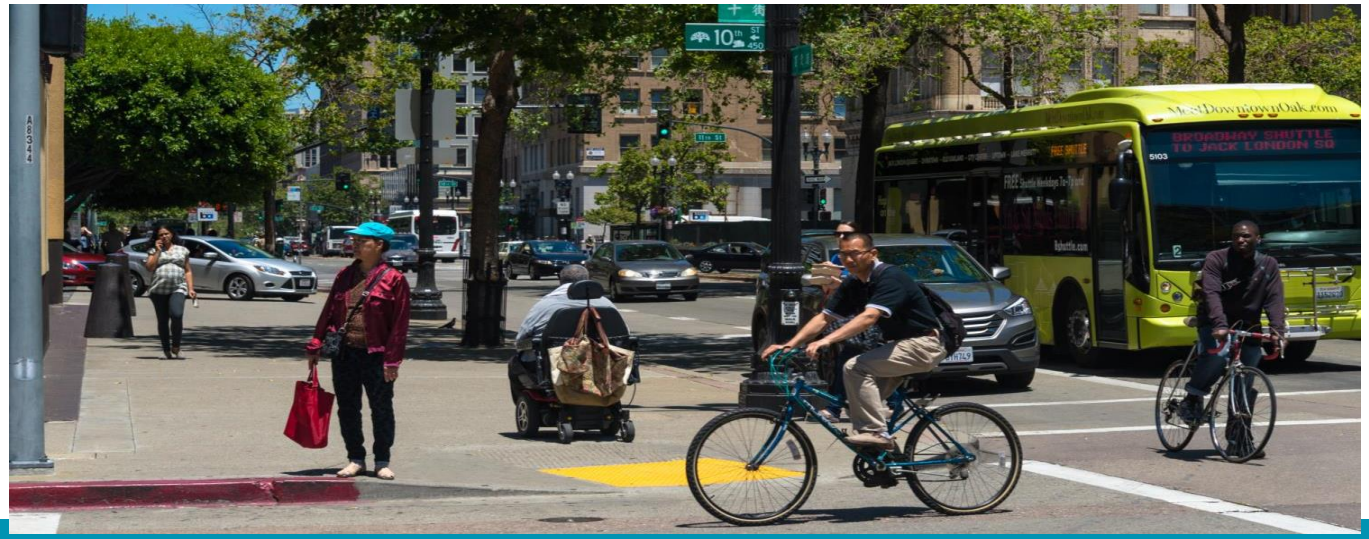
650.329.2520

Mobility in Downtown Oakland

Ryan Russo | Director | Department of Transportation

City of Oakland

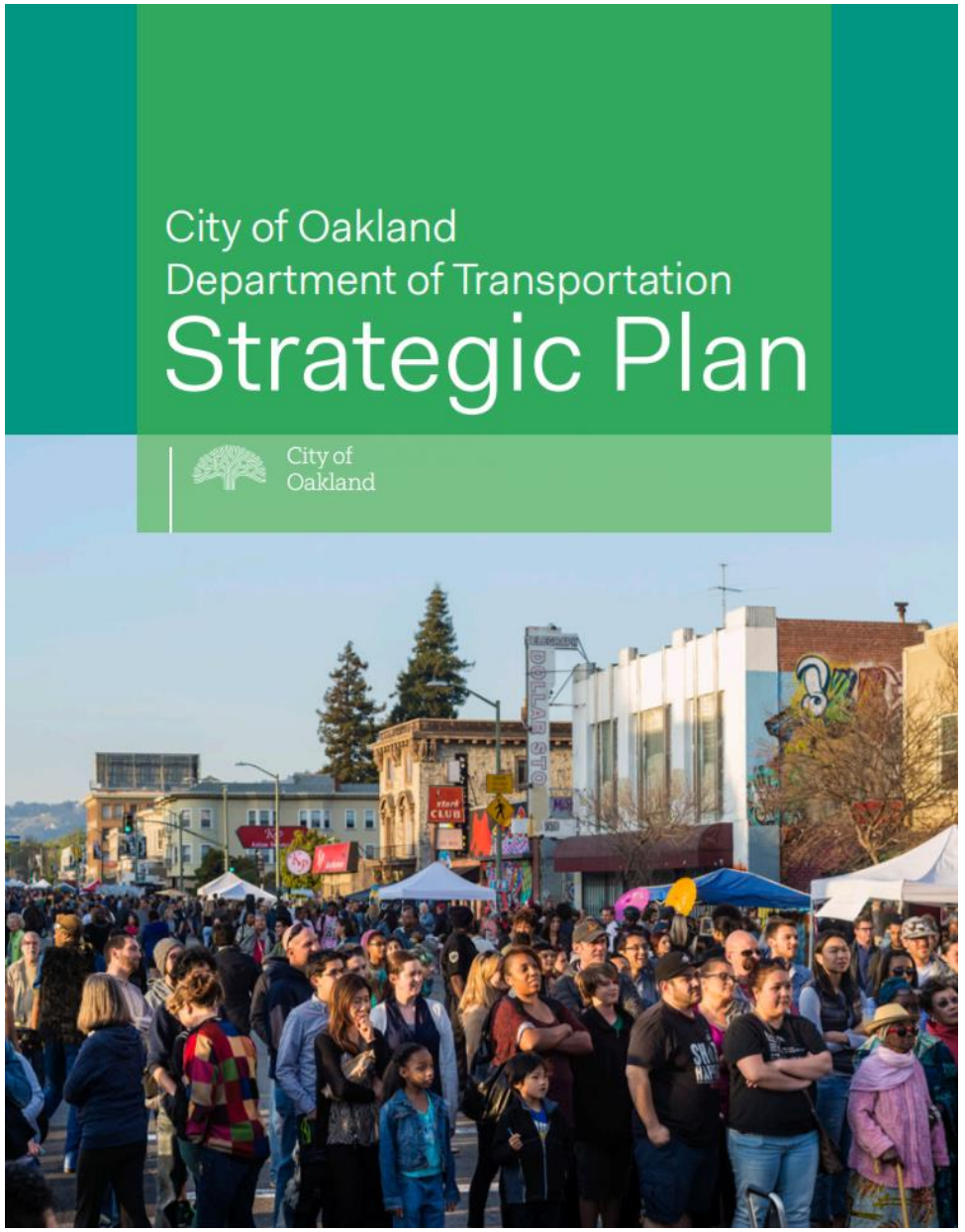
Welcome to Oakland



Department of Transportation

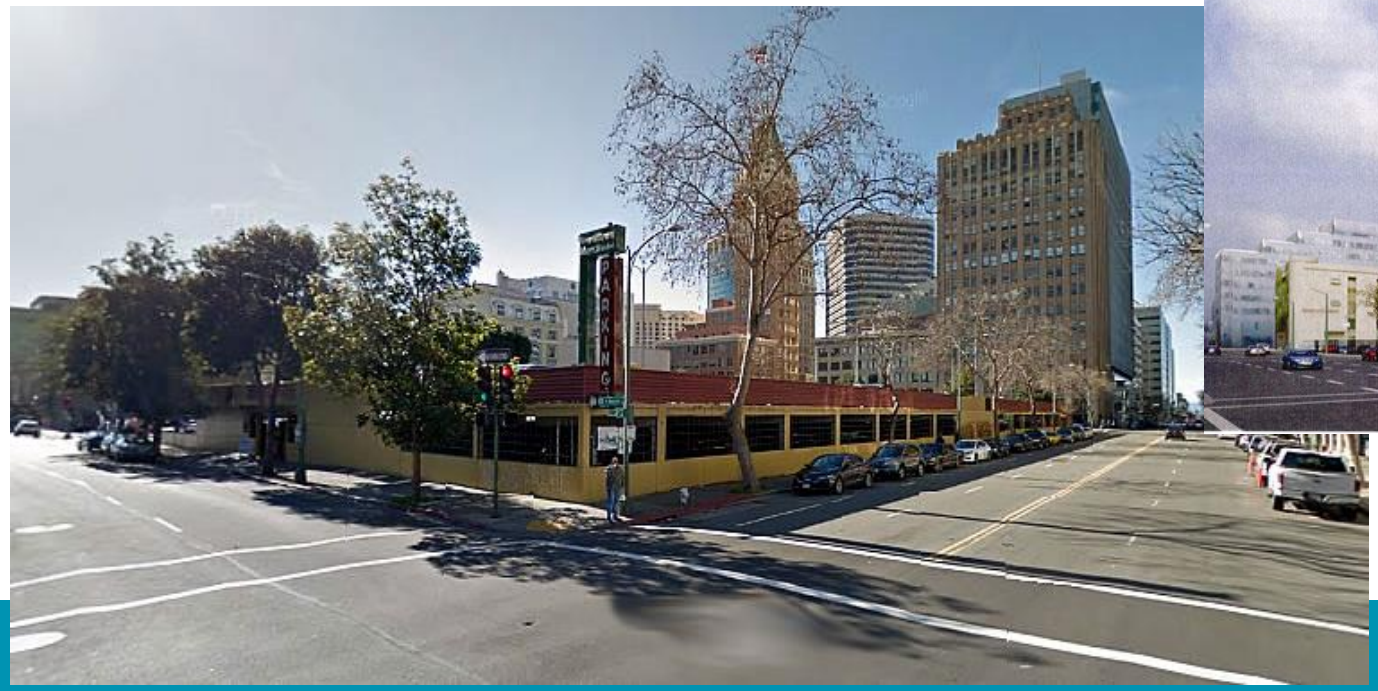
Envision, plan, build, operate, and maintain a transportation system for the City of Oakland - in partnership with local transit providers and other agencies - and assure safe, equitable, and sustainable access and mobility for residents, businesses, and visitors.

- Equity
- Safety
- Sustainability
- Responsiveness



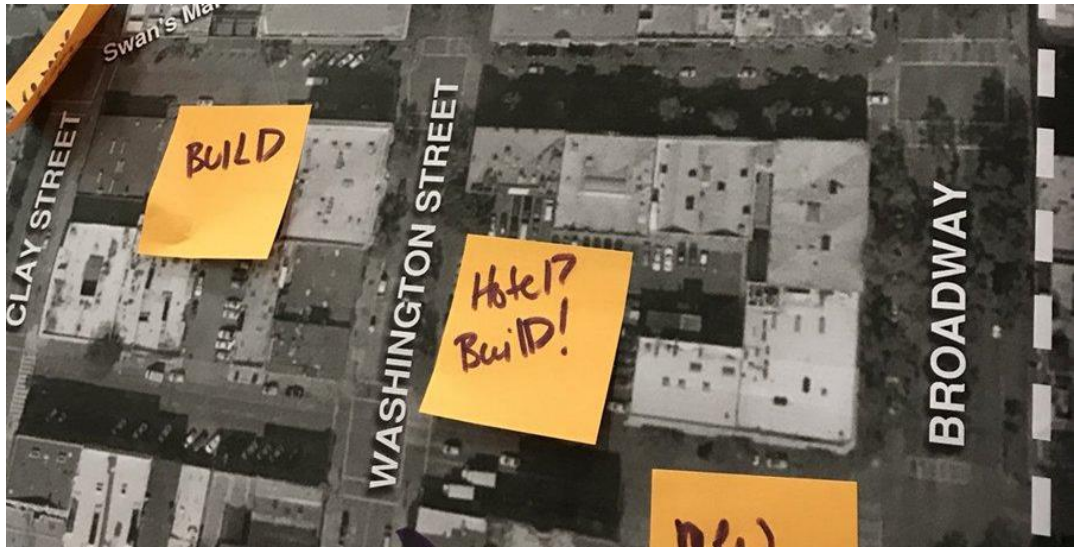
Downtown is Growing

- ➔ Up to 7,600 units of housing could be constructed in/near downtown by end of 2020
- ➔ Multiple sites approved with options to build mor than a million SF of office space
- ➔ Much of growth is on surface parking lots



Land Use Policy Wins

- ➔ No more parking minimus for commercial or residential activities in downtown
- ➔ Unbundled parking
- ➔ Parking maximums by BART stations
- ➔ Infill development not penalized in CEQA
- ➔ Impact fees approved for affordable housing, capital improvements, transportation



Nexus of Bay Area Transit

- Downtown Oakland is connected by:
  - 20 AC Transit routes
  - 4 BART lines
  - SF Bay Ferry
  - 3 Amtrak routes
- More than 50,000 use transit every day to travel to/from/within the downtown area
- Partner with AC Transit
- Transit Action Plan Development
- Keep Broadway as our spine

Approach to Parking

- ➔ Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure
- ➔ Parking should be actively managed to maximize efficient use of a parking resource
- ➔ Parking should be easy for customers
- ➔ Parking policy and regulations should help the City meet other transportation, land use and environmental goals

Downtown for Everyone

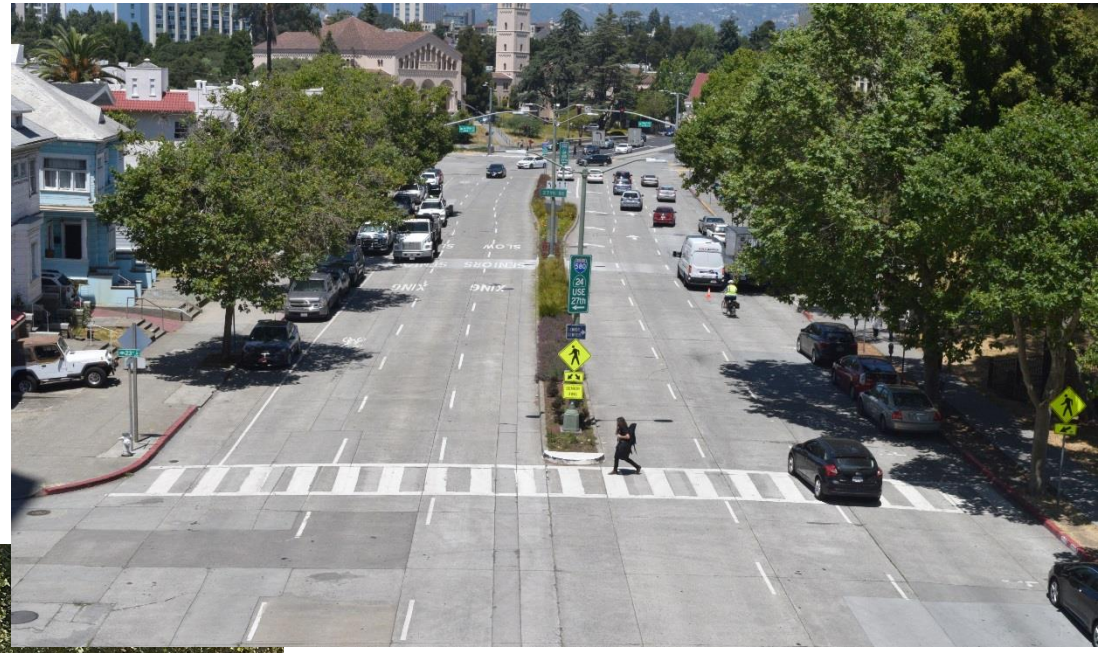
- ➔ Downtown Specific Plan
- ➔ Comprehensive plan on housing, jobs, transportation, and culture
- ➔ Focus on equity means understanding who benefits, who doesn't, and how to address
- ➔ Keeping the Town in Downtown

Walking in Downtown

- ➔ Funded improvements on 14th St
- ➔ Funded safety and sidewalk widening on 20th Street at 19th St BART
- ➔ 2013 to 2016: 250% increase in people walking at Telegraph & 20th

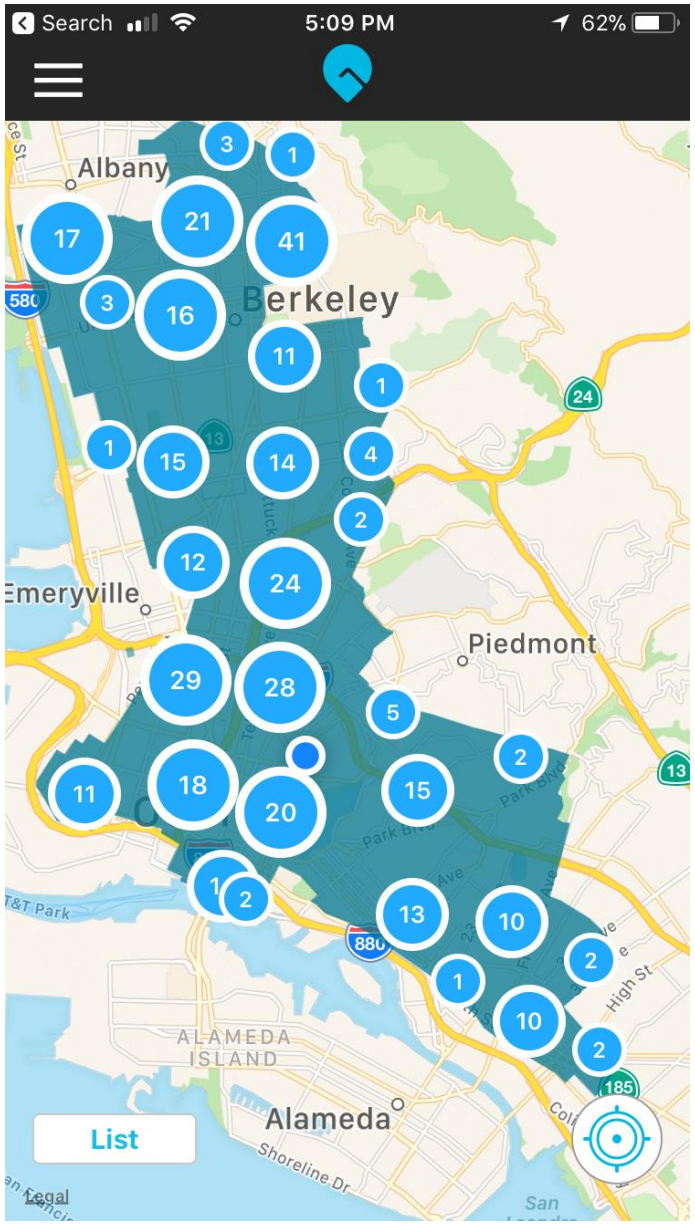
Delivering Change Faster

- ➔ Try things with cheaper materials first
- ➔ Use in-house crews, not contractors
- ➔ Identify development partners



Car Share

- “Free Floating Car Share” and “Dedicated Space” car share program launched in 2017. Benefits include:
  - Decreases need for vehicle ownership
  - Environment
  - Congestion
  - Affordability
- Gig Car Share has 500 vehicles between Oakland and Berkeley

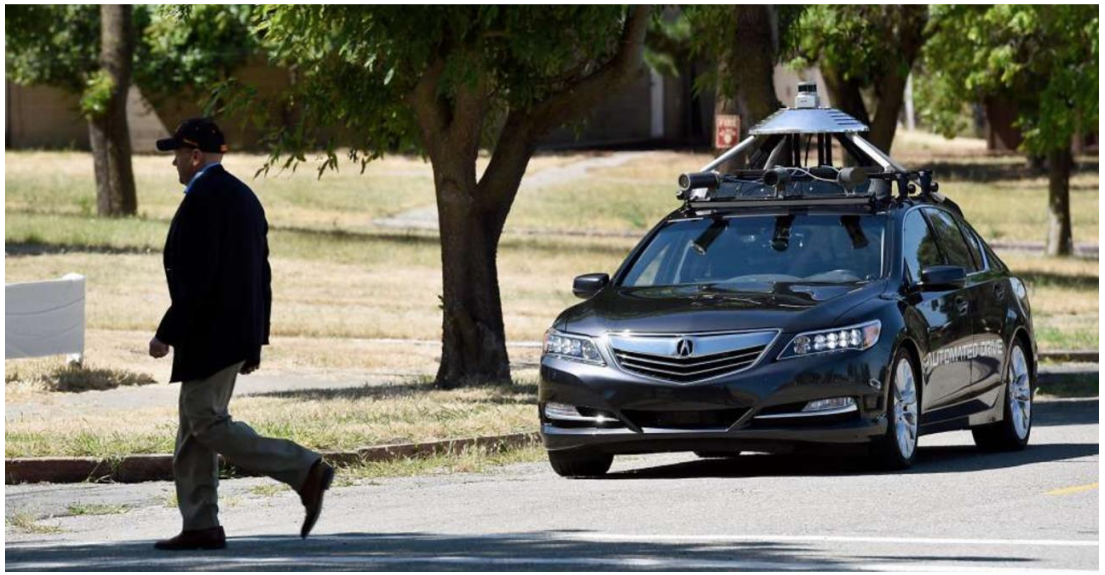


Bike Share

- Launched July 2017 with goals of equity:
  - $5 low-income annual membership
  - Cash payment option
  - Integration with Clipper Card
- Supported more than 100,000 bikeshare trips in Oakland to date and more than 1,100 Oakland bikeshare members.
- More than 70 stations in Oakland
- Exploring electric-assist bicycle sharing options as industry grows

Changing Mobility Landscape

- ➔ Broadway Shuttle is popular but expensive
- ➔ Are there other ways to leverage private dollars for mobility?
- ➔ TNCs?
- ➔ Autonomous vehicles?



Race & Equity

"Change and disruption of the existing transportation network is inevitable, but worsening inequality doesn't have to be…"

- TransForm

- ➔ Define Equity
- ➔ Ongoing meaningful community outreach
- ➔ RFP for Community Based Organizations

City of Oakland Department of Transportation

Contact Information:

Ryan Russo, Director, City of Oakland Department of Transportation

rrusso@oaklandnet.com

510.238.2967

https://beta.oaklandca.gov/departments/transportation

Access & Public Life in Downtown San José

Jessica Zenk,

SJ DOT

March 14, 2018

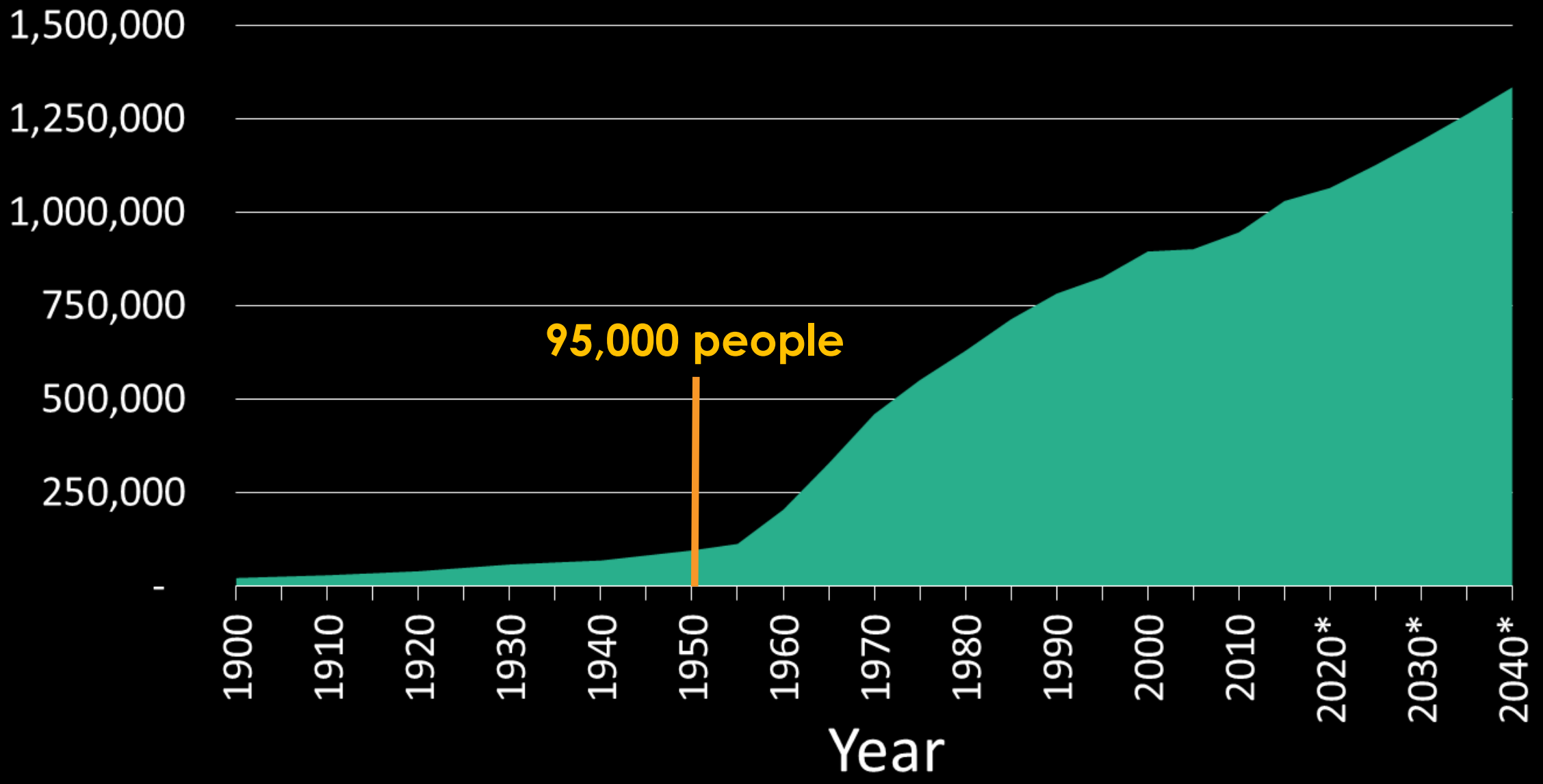
Access & Public Life in Downtown San José

- History
- New Vision & Direction
- Investment
  - Growth
  - Transit
  - Bicycling
  - Walking
  - Public Life

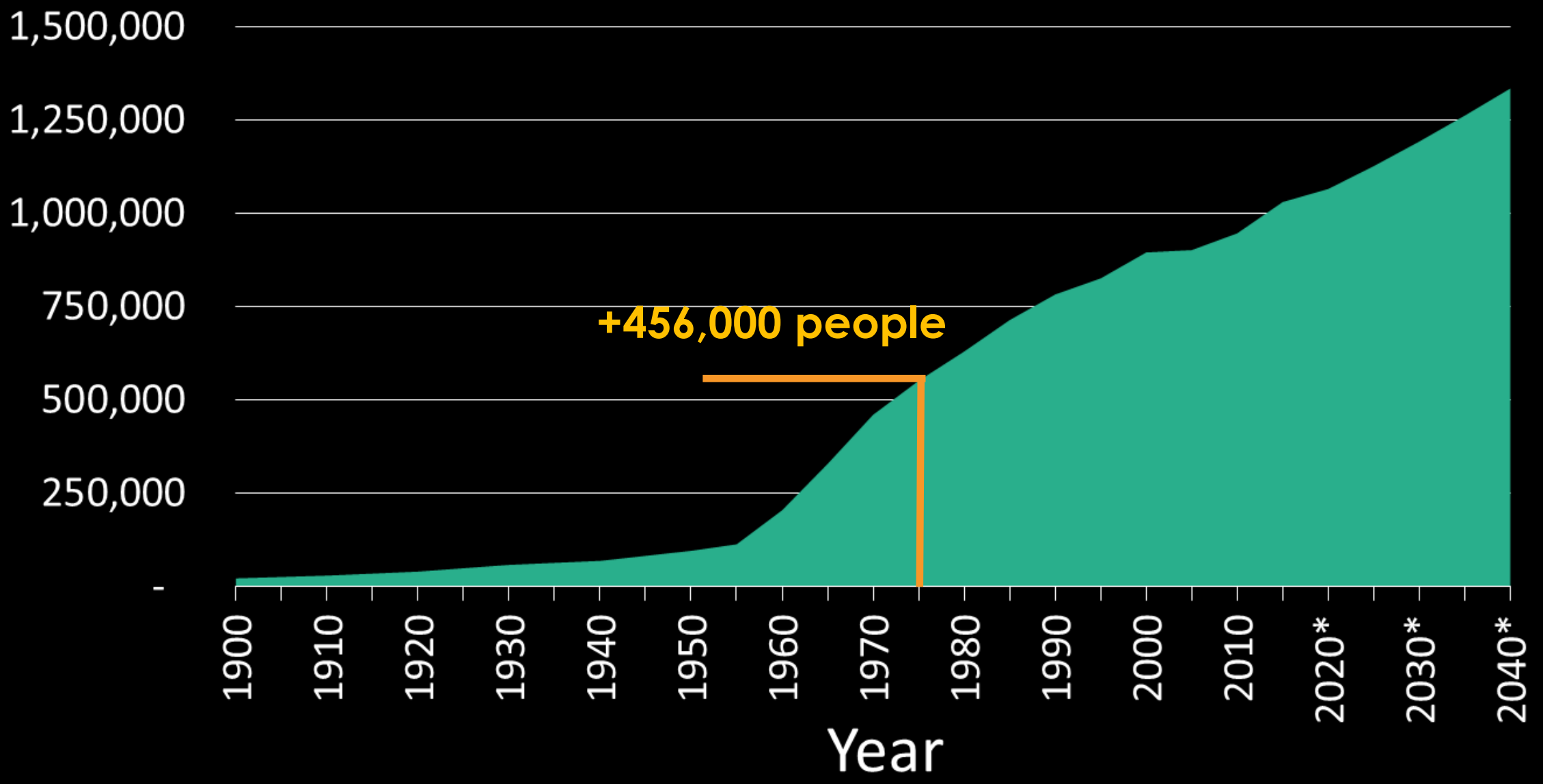
San José: Roots

San José: Roots

San José: Population Growth, 1900-2040

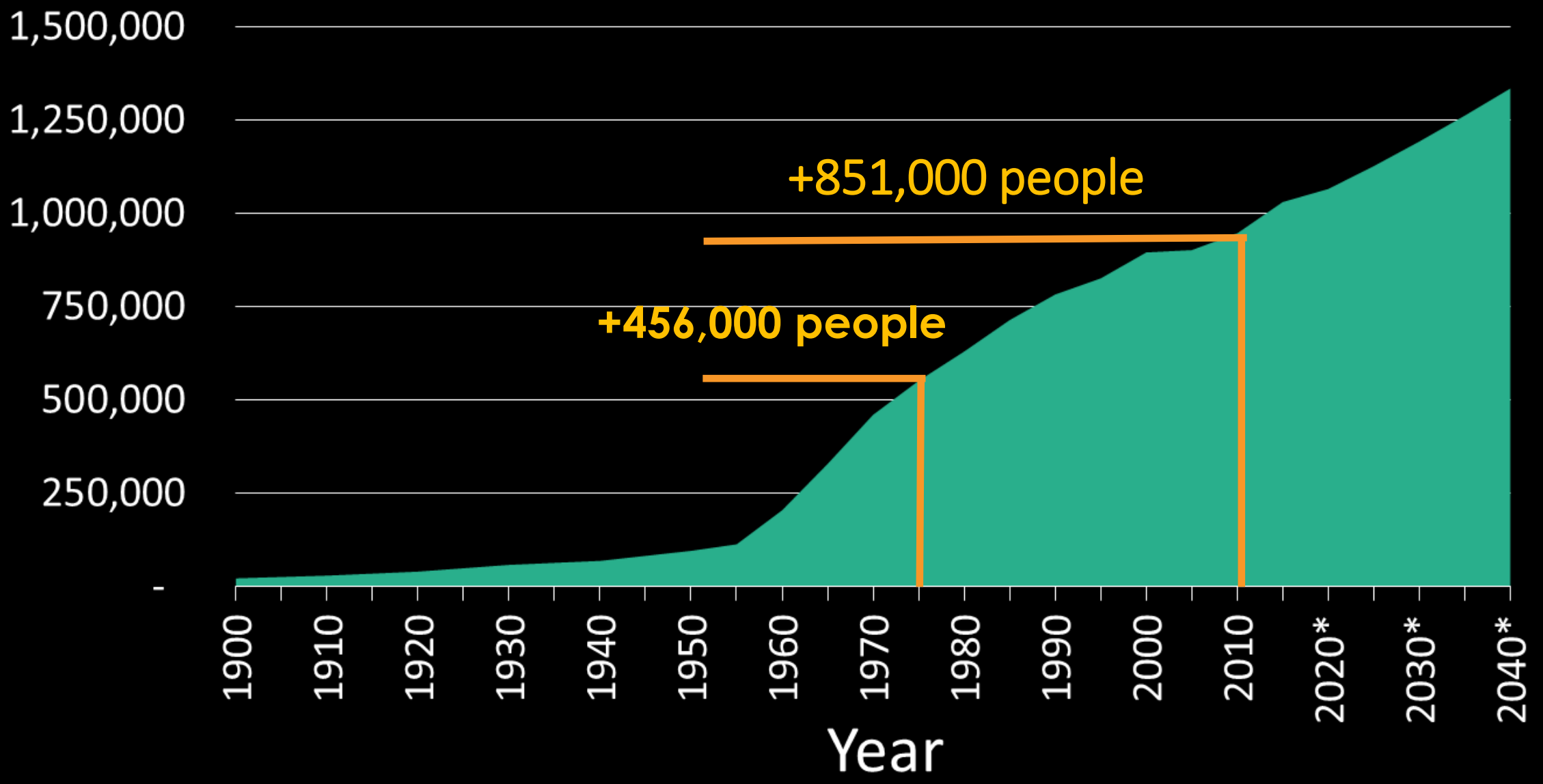


San José: Population Growth, 1900-2040



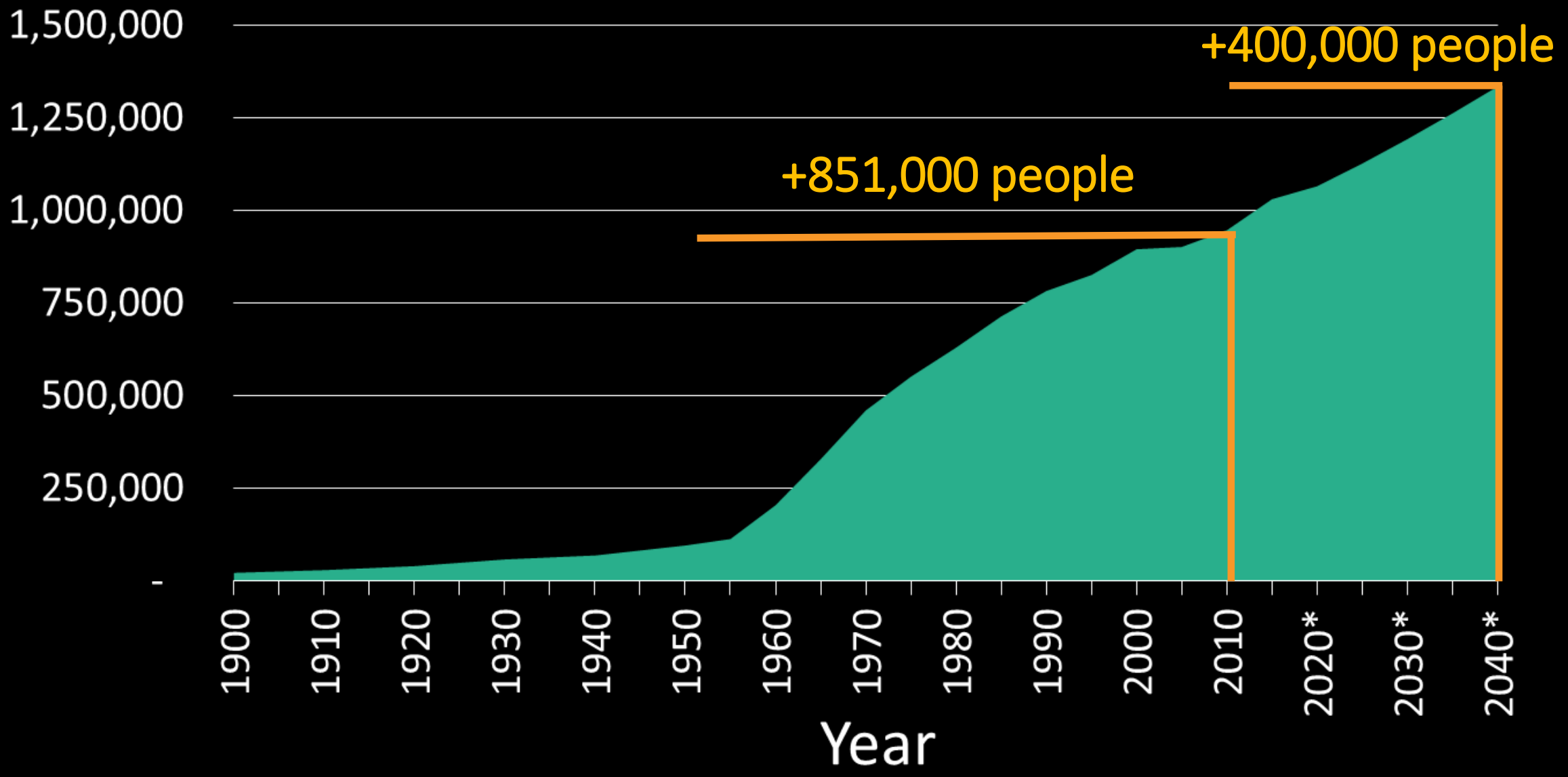
San José: City (Re)Built Around the Car

San José: Population Growth, 1900-2040

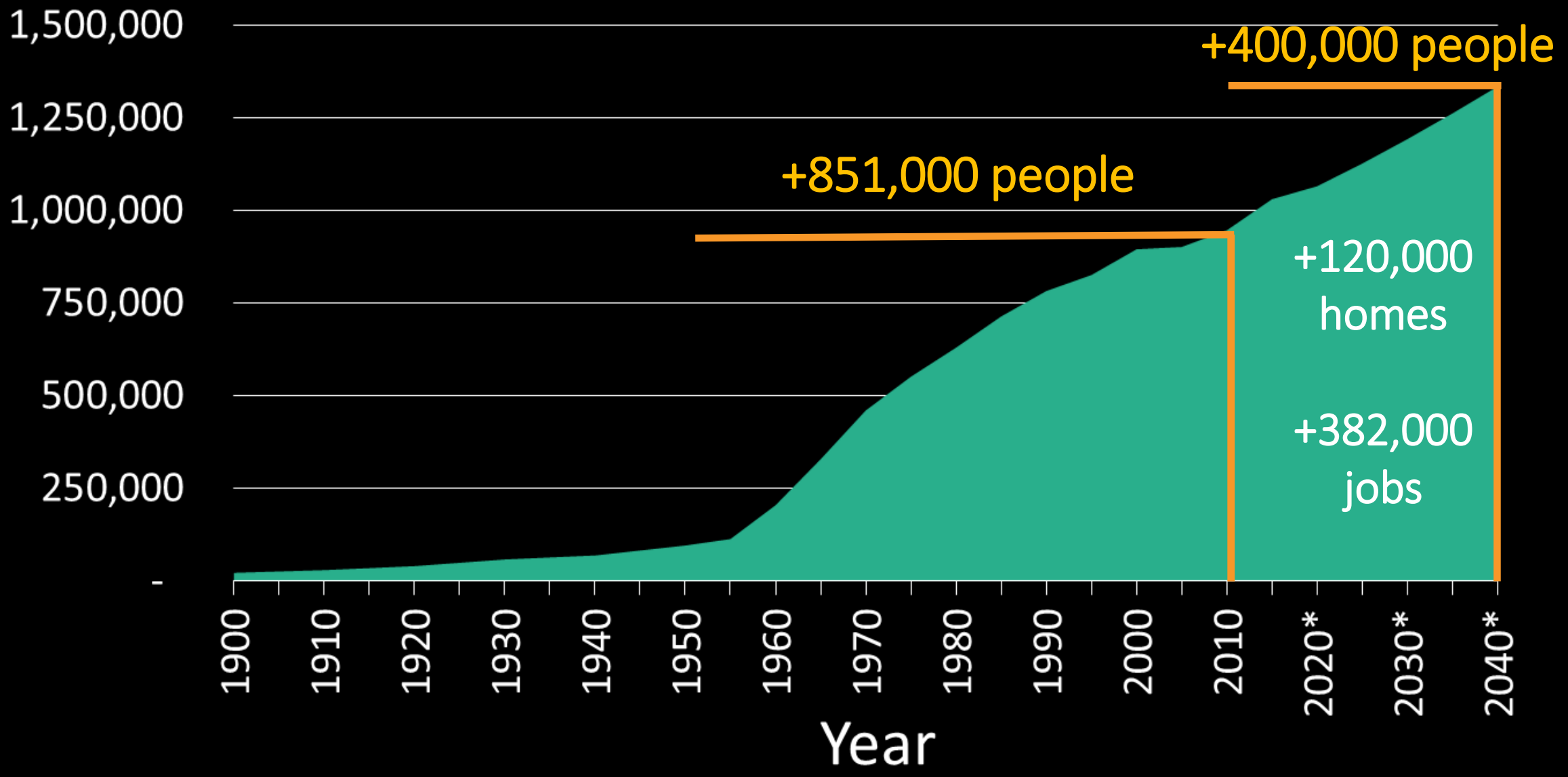


San José: City Built for Private Life

San José: Population Growth, 1900-2040



San José: Population Growth, 1900-2040



Envision San José 2040 General Plan (2011)

- Develops a city for people, not cars
- Urbanizes by growing up, not out
- Becomes a more balanced city
- Achieves environmental sustainability
- Builds a city of great places & public life

Benefits of New Direction

- Creates **safer roads** for all users
- Expands **mobility options**
- **Reduces** motor vehicle **trips**
- Helps people live longer, **healthier** lives
- Reduces our impact on the **environment**
- Provides a low-cost, **equitable** transportation solution
- Increases **economic prosperity**
- Improves **social connections** & **connections to place** and requires **less space**

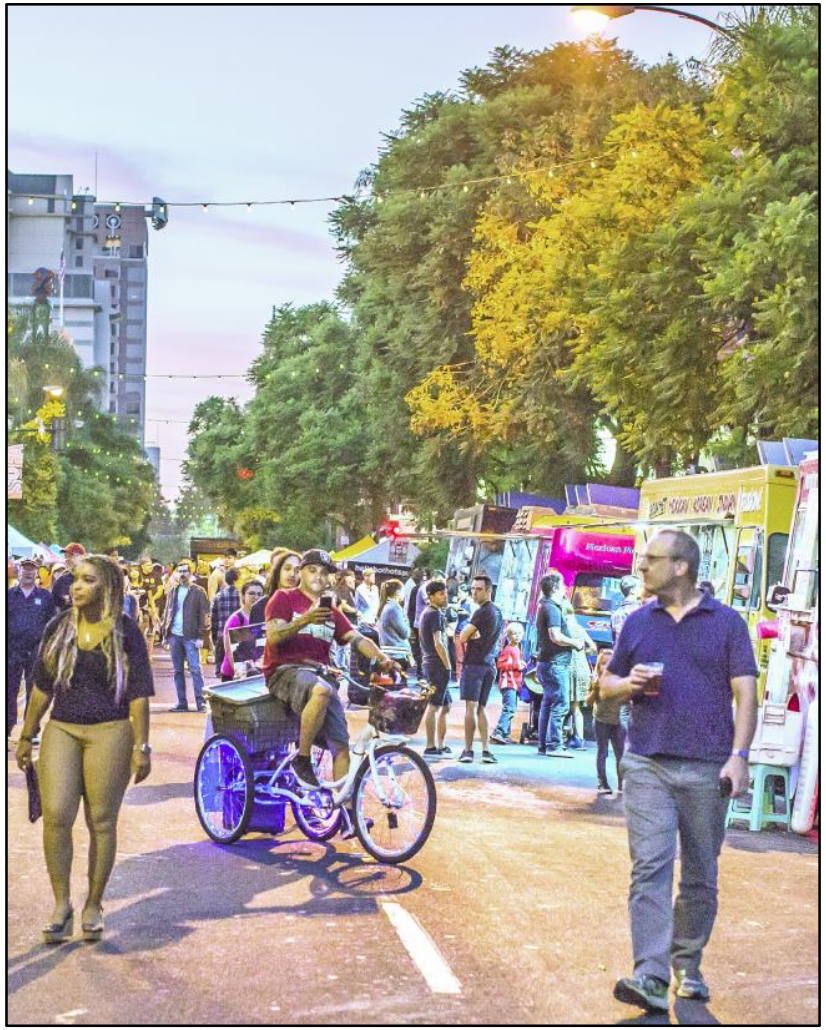
Economic Prosperity & Equity

- People on foot & bike

  spend more money on local

  retail & visit more often

  - $163/week (bicycling)
  - $158/week (walking)
  - $143/week (driving)



Economic Prosperity & Equity

- Bicycling, walking & riding transit save people money
- Costs less to build infrastructure for bicycling and walking than for driving and parking

Community Pride & Cohesion

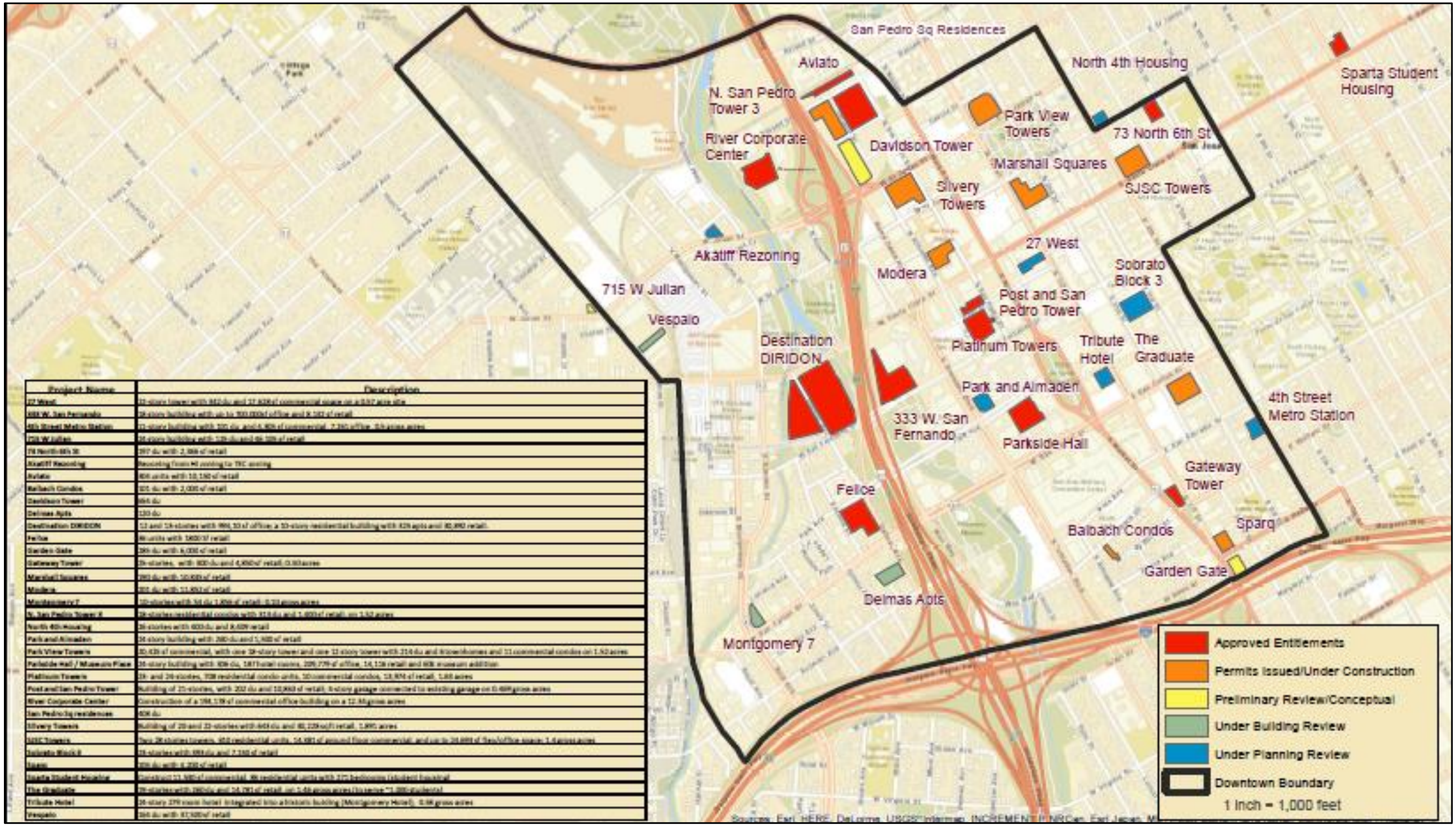
- People bicycling, walking & riding transit get a different perspective on the city & each other

Bringing People Together

Downtown Investment

- Growth & Development
- Transit
- Bicycling
- Walking
- Public Life
- Smart Moves San José

Downtown Growth & Development



Project Name	Description
27 West	23-story tower with 842 du and 17,828 sf commercial space on a 0.97 acre site
333 W. San Fernando	18-story building with up to 700,000 sf office and 8,182 sf retail
4th Street Metro Station	21-story building with 101 du and 4,809 sf commercial, 7,260 office, 0.6 acres acres
715 W Julian	24-story building with 129 du and 66,109 sf retail
73 North 6th St	197 du with 2,386 sf retail
Akatiff Rezoning	Rezoning from HI zoning to TEC zoning
Aviato	806 units with 10,150 sf retail
Balbach Condos	101 du with 2,000 sf retail
Davidson Tower	664 du
Delmas Apts	130 du
Destination DIRIDON	12 and 19-stories with 998,10 sf office; a 10-story residential building with 826 apts and 80,892 retail.
Felice	86 units with 1600 sf retail
Garden Gate	286 du with 6,000 sf retail
Gateway Tower	29-stories, with 800 du and 4,850 sf retail, 0.30 acres
Marshall Squares	280 du with 10,000 sf retail
Modera	201 du with 11,850 sf retail
Montgomery 7	10-stories with 54 du 1,856 sf retail, 0.10 gross acres
N. San Pedro Tower 3	28-stories residential condos with 318 du and 1,600 sf retail, on 1.52 acres
North 4th Housing	26-stories with 600 du and 8,609 retail
Park and Almaden	24 story building with 280 du and 1,400 sf retail
Park View Towers	30,428 sf commercial, with one 19-story tower and one 12 story tower with 214 du and 6 townhomes and 11 commercial condos on 1.52 acres
Parkside Hall / Museum Place	26-story building with 806 du, 187 hotel rooms, 209,779 sf office, 14,116 retail and 608 museum addition
Platinum Towers	24- and 26-stories, 708 residential condo units, 10 commercial condos, 13,874 sf retail, 1.88 acres
Post and San Pedro Tower	Building of 21-stories, with 202 du and 10,963 sf retail, 8-story garage connected to existing garage on 0.489 gross acres
River Corporate Center	Construction of a 198,179 sf commercial office building on a 12.85 gross acres
San Pedro Sq residences	408 du
Silvery Towers	Building of 20 and 23-stories with 643 du and 80,229 sq ft retail, 1.891 acres
SJSC Towers	Two 28 stories towers, 650 residential units, 14,981 sf ground floor commercial, and up to 24,899 sf flex/office space; 1.4 gross acres
Sobrato Block 3	23-stories with 999 du and 7,150 sf retail
Sparq	209 du with 6,200 sf retail
Sparta Student Housing	Construct 11,500 sf commercial, 86 residential units with 271 bedrooms (student housing)
The Graduate	29-stories with 280 du and 14,281 sf retail, on 1.46 gross acres (to serve ~1,000 students)
Tribute Hotel	26-story 279 room hotel integrated into a historic building (Montgomery Hotel), 0.98 gross acres
Vespaio	164 du with 87,500 sf retail

Transit Downtown

Planned Major Regional Rail Services
San Jose Diridon Station (2026)

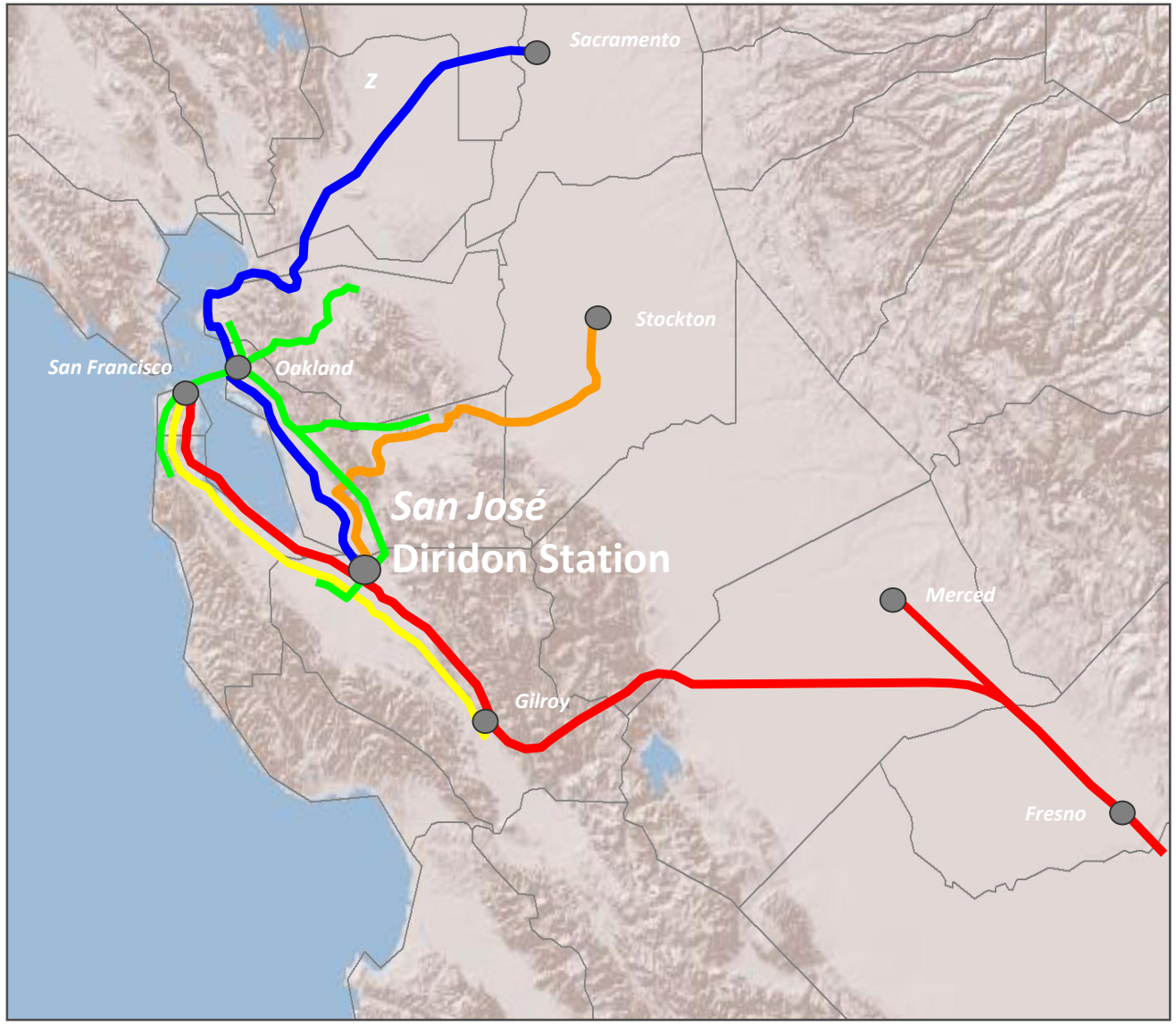
- ***HSR***

- ***BART***

- ***Caltrain***

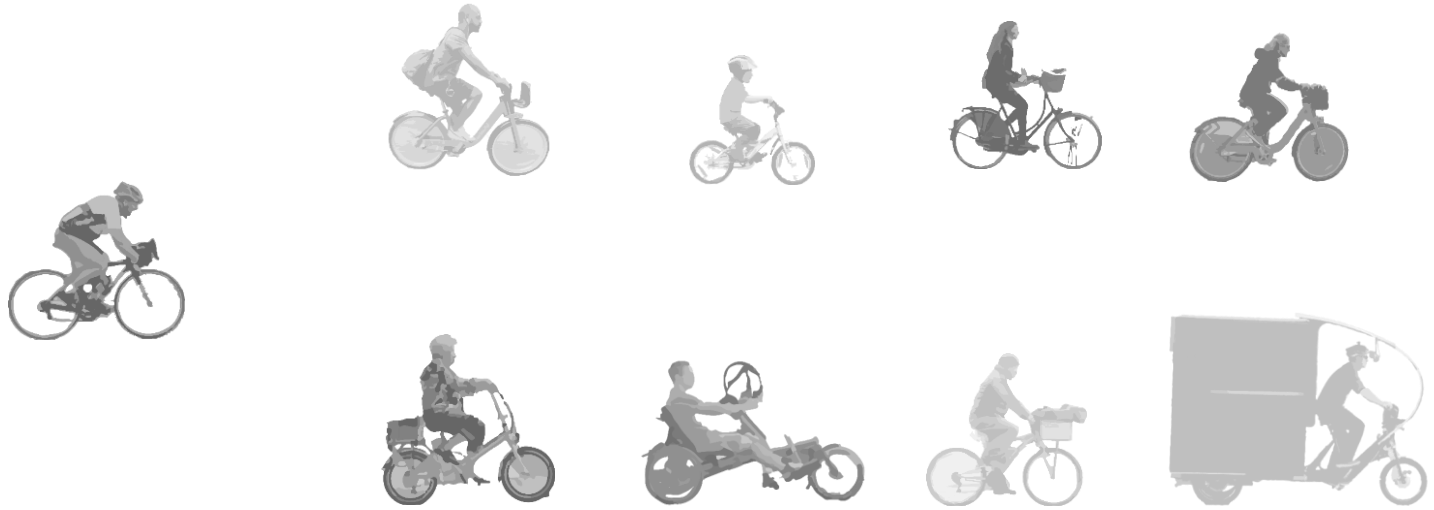
- ***ACE***

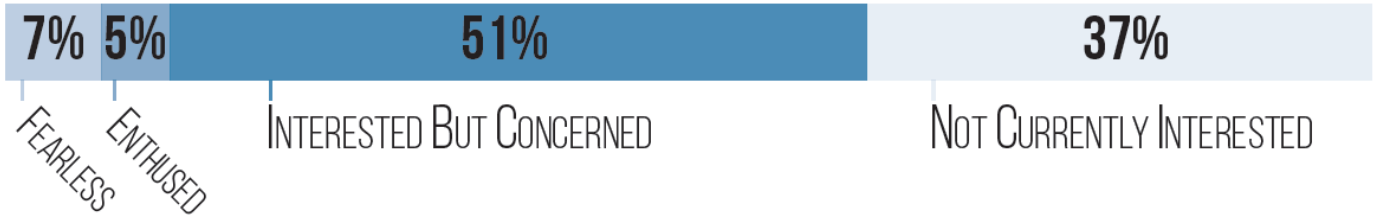
- ***Capitol***



Transit Downtown

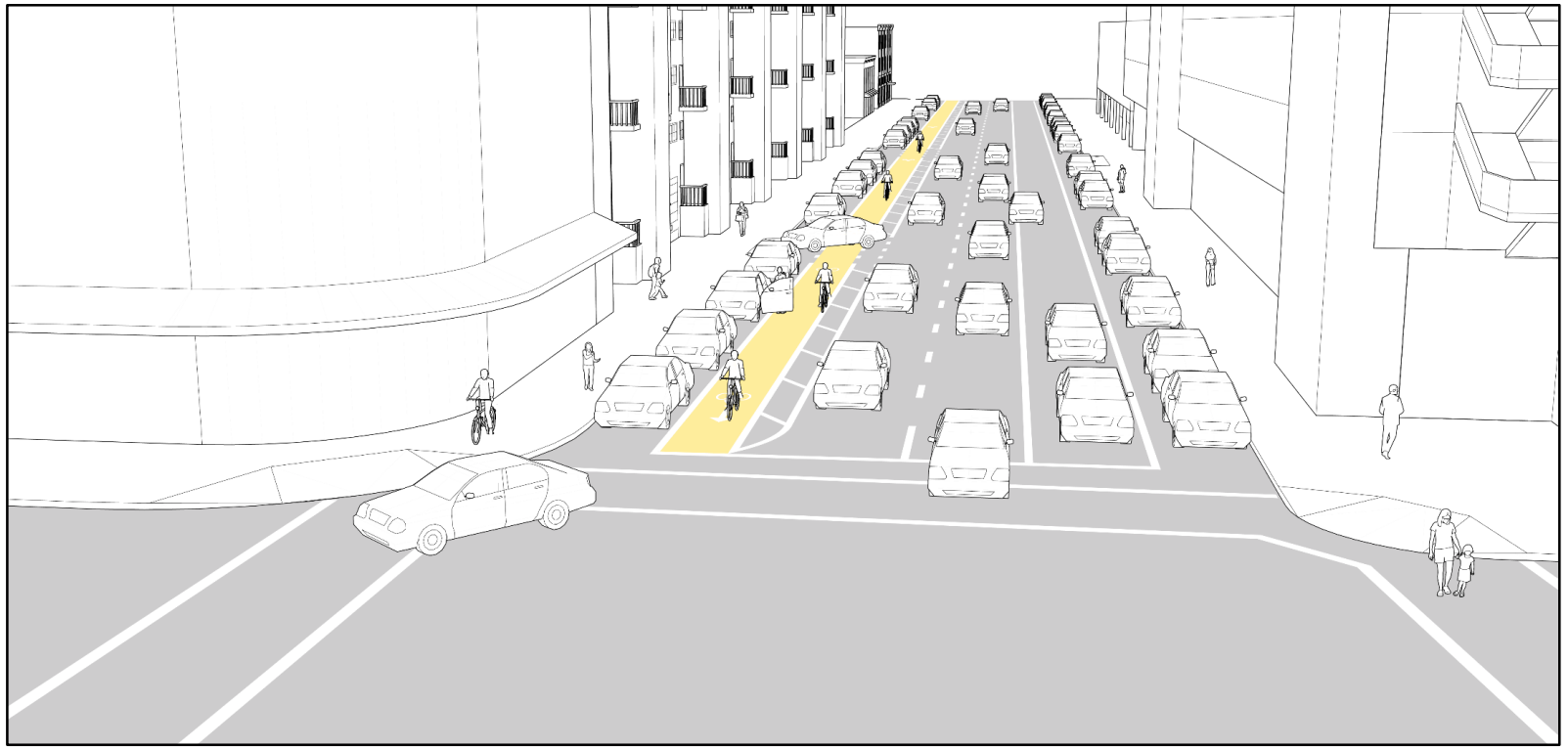
Bicycling Downtown





BETTER
BIKEWAYSJ
Explore your city.

Bicycling Downtown (Today)

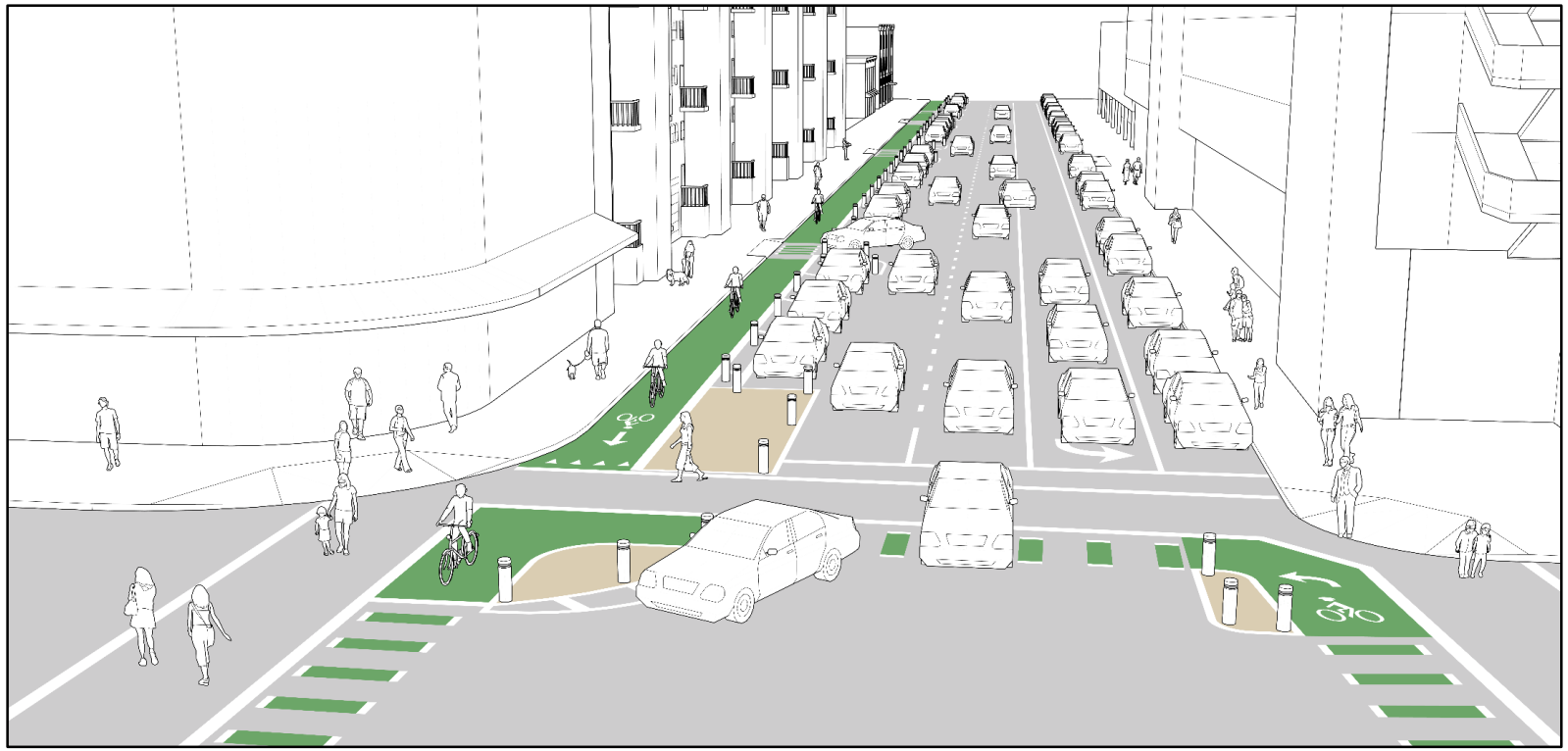


BETTER BIKEWAY SJ

Explore your city.

Today: Fourth & San Fernando Streets (looking northbound).

Bicycling Downtown (Tomorrow)

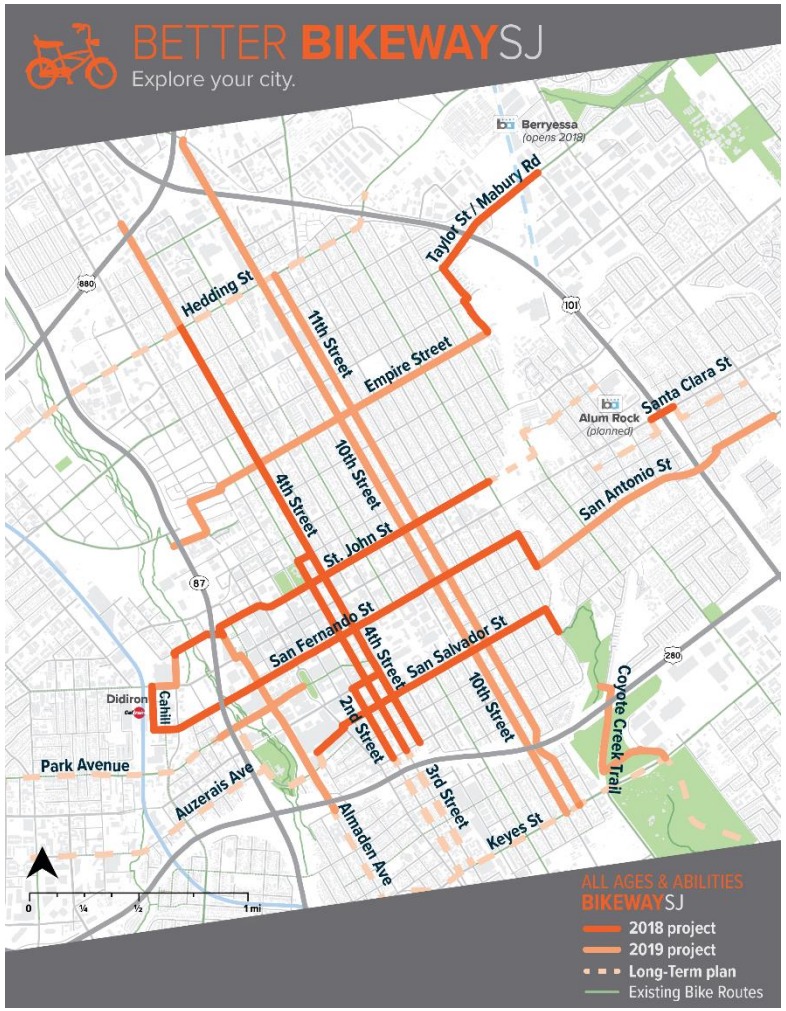


BETTER BIKEWAY SJ

Explore your city.

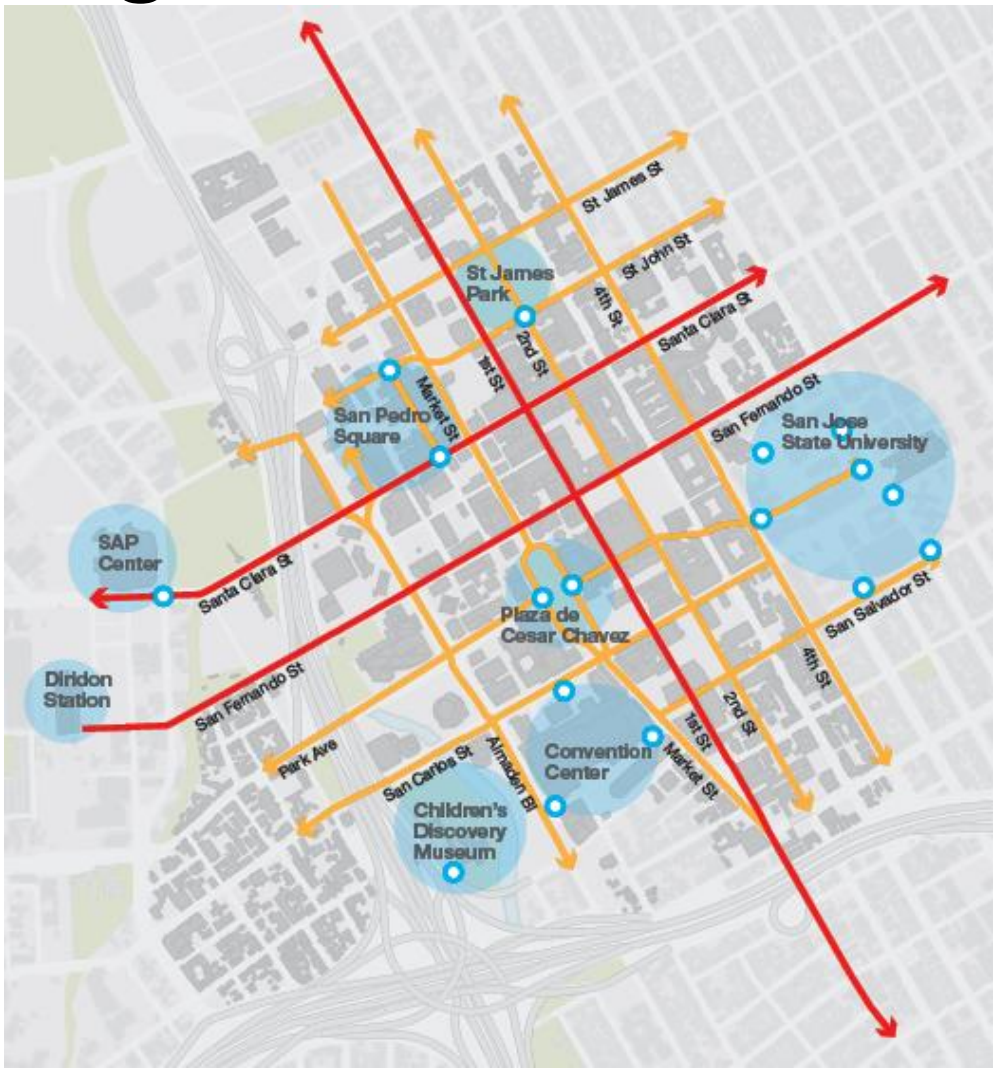
Proposed: Fourth & San Fernando Streets (looking northbound).

Bicycling Downtown



Bicycling Downtown

Walking Downtown



Public Life Downtown

PARK PASEO: THE CULTURE COLLECTOR

ART, INNOVATION + TECHNOLOGY IN THE GARDEN CITY

Public Life Downtown

Smart Moves San José

- Community-Based Social Marketing Program
- Identify & Reduce Barriers
- Change Culture of Driving
- Work with Partners to Amplify each other
- Measure & Improve

Contact Information:

Jessica Zenk, Planning and Sustainability,
San Jose Department of Transportation

Jessica.zenk@sanjoseca.gov

408.535.3543