



Photo : Sergio Ruiz, SPUR

# How will a Car-light Diridon Area work?

March 8, 2021



SAN JOSE DIRIDON STATION AREA  
COMMUNITY ENGAGEMENT

CITY OF  
**SAN JOSE**  
CAPITAL OF SILICON VALLEY

# Tonight's themes

**We recognize that there are concerns about how the area will accommodate so many more people and that there are competing goals and priorities in the Diridon Station Area, so how do we develop transportation programs and strategies that balance and address these goals and make Diridon a great place to live/work/visit?**

## **A three-pronged strategy:**

- Smart land use and design decisions
- Large investments into transit system into and within the Diridon area, as well as multi-modal improvements increasing access into and within the area
- Transportation programs that focus on creating great transportation experiences and reduce demand for parking and single occupancy driving



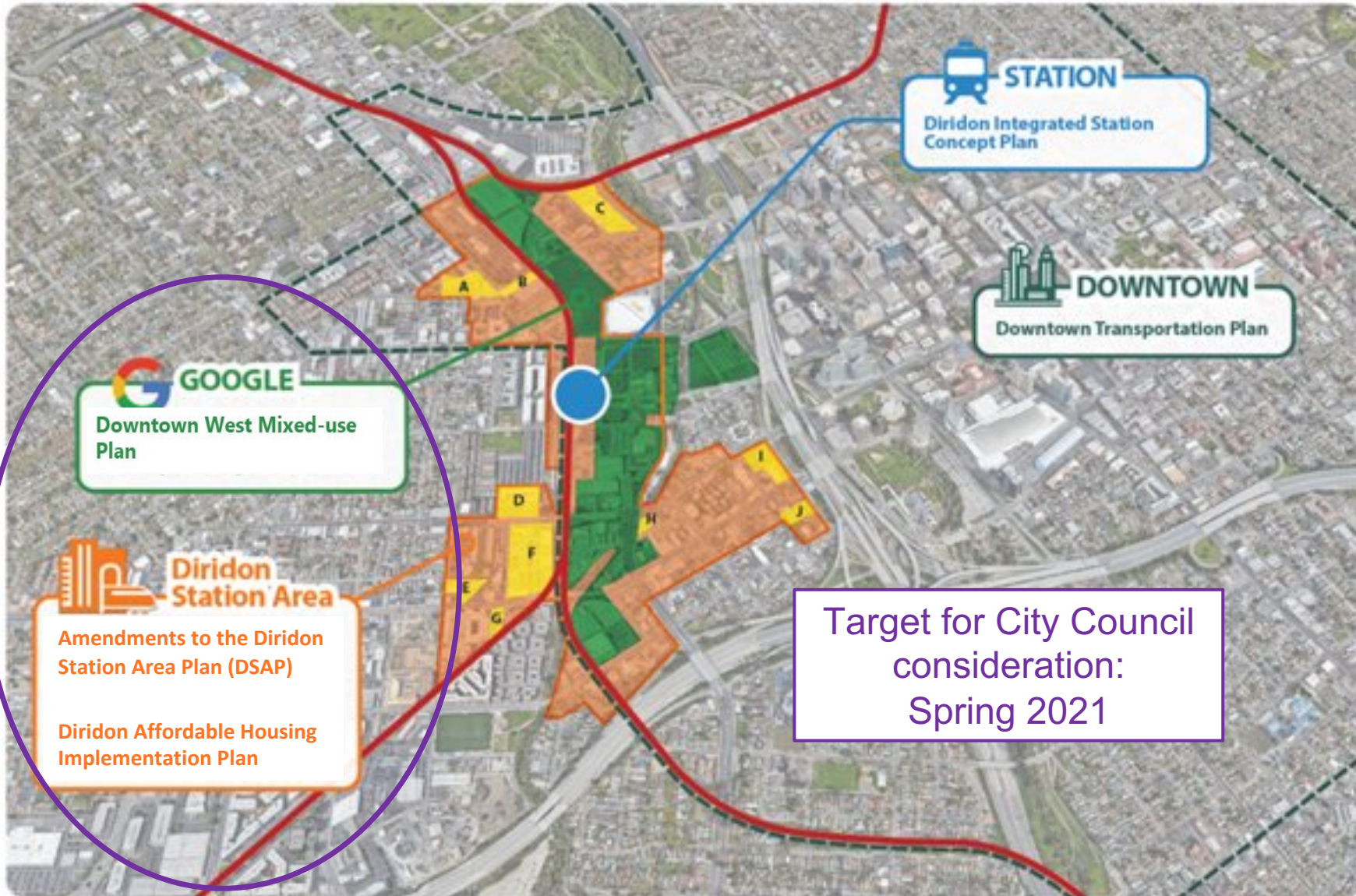
# Tonight's themes

## **Think regionally, act locally, and focus on people:**

Creating great transportation experiences for everyone require us to think regionally while designing well integrated, seamless transit at Diridon Station, making land use and urban design decisions in the surrounding area, and working with residents and businesses to develop transportation programs.



# Coordinated Projects



DIRIDON STATION LOCATION WITHIN SAN JOSE

**Legend**

- Existing Heavy Rail Tracks
- Downtown Transportation Plan Boundary
- Diridon Station Location
- Diridon Station Area Plan Boundary (2014)
- Google Project Site
- Other Private Development Projects

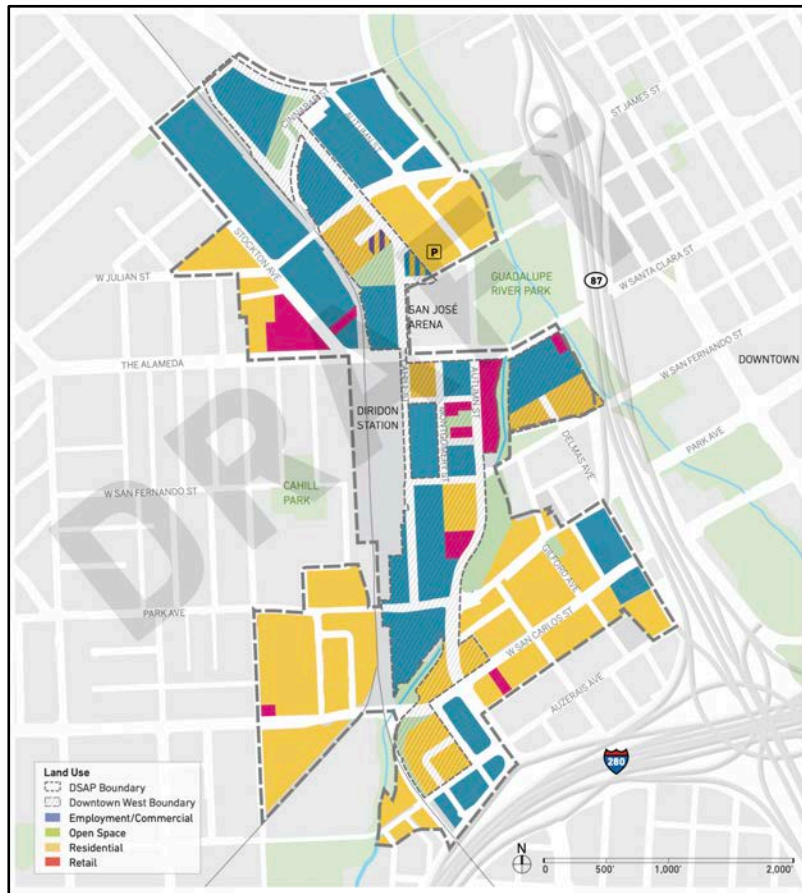
- A** Julian/Stockton Housing + Retail
- B** 292 Stockton Ave Hotel + Residential
- C** Akatiff Offices
- D** 777 Park Ave Affordable Housing
- E** 777 W San Carlos Mixed Use
- F** Dupont Village + McEvoy GPA Residential
- G** 750 W San Carlos Residential
- H** Lorraine Mixed Use + Montgomery 7 Residential
- I** Filice + Park Delmas Residential + Retail
- J** Delmas Apartments

Target for City Council consideration:  
Spring 2021

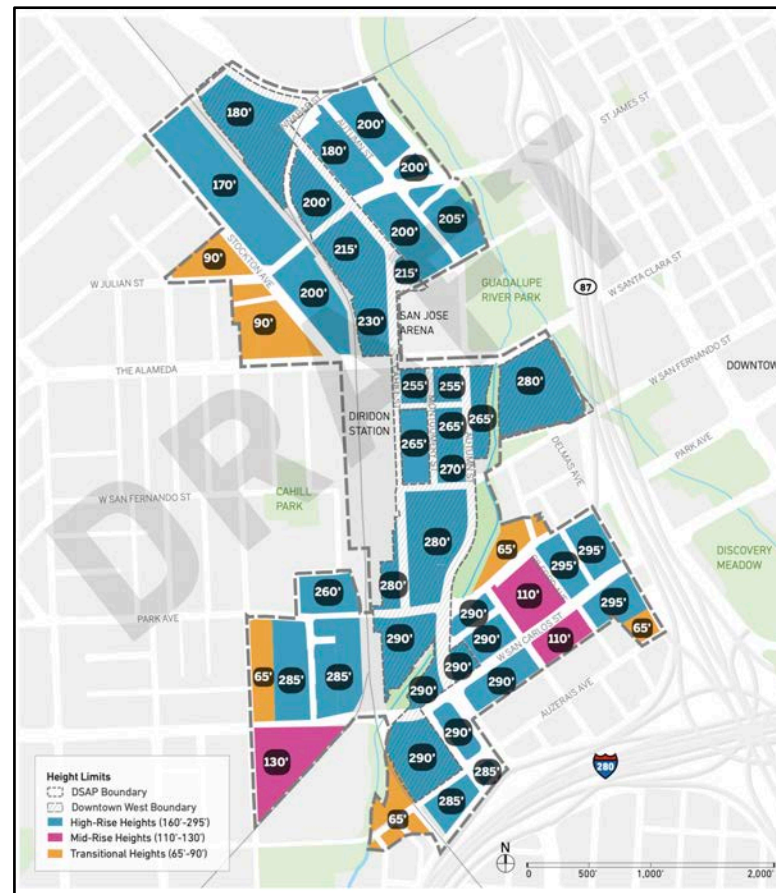


# Draft Amended DSAP

## Land Use Diagram



## Height Limits



## Parks and Plazas



Proposing to increase development capacity by about 7,000 housing units and 6.4 million square feet of commercial space (beyond Downtown West)



# Google's Downtown West Project

GARDEN  
ALAMEDA

- ~ 7.3 M sf Office
- ~4,000 Housing Units
- ~ 500 K sf Active Use  
(Retail, Cultural, Arts, Education etc.)
- ~ 15 acres Parks + Plazas + Green  
Spaces



 GOOGLE  
ILLUSTRATION

*\*Illustrative massing reflects the combination of density allowed in project's zoning and applicable Downtown West design standards and guidelines*



CITY OF  
SAN JOSE  
CAPITAL OF SILICON VALLEY



# Fall 2020 Feedback and Questions

**There are general questions/concerns about traffic, parking, access, and congestion during and after construction:**

- Specific concerns that the proposed development and changes to the transportation network will impact the SAP Center
- Want additional info about the plans to improve the roadway network, provide parking, and mitigate construction impacts
- How will people get around without gridlocking the streets?

# Fall 2020 Feedback and Questions

**Ultimately, people want a great travel experience and functional transportation system:**

- Safer pedestrian and bike environments
- Convenient access to the Arena
- Public transit that is affordable, functional, well-serviced, accessible, and integrated into existing/planned infrastructure
- Seamless traveler experience for all users: workers in the Downtown/Diridon area, transit commuters, neighbors, and visitors
- Adaptable (can accommodate future mobility options e.g. autonomous shuttles)
- Safe, efficient movement during construction work



# Feedback and Questions?



# How we plan to make it work

## Land Use and Design



## Regional Transit Investments



## Transportation Programs





# Regional Transit: all Modes Converge at Diridon

Planned Major Regional Rail Services San Jose Diridon-2026

 **HSR**



 **BART**



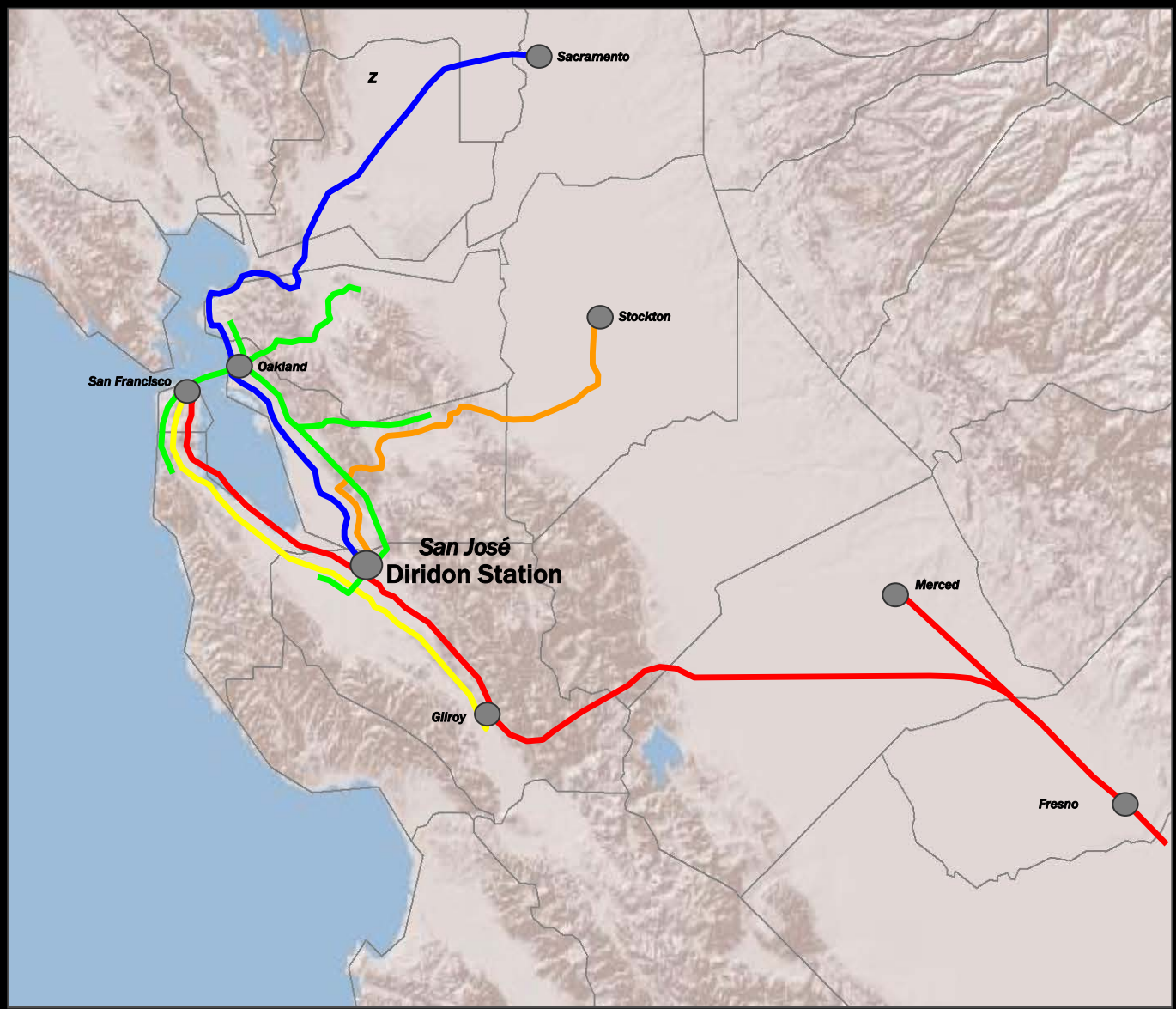
 **Caltrain**



 **ACE**



 **Capitol**







A train station provides a lot of mobility for the space that it requires

Gare St. Lazare, Paris  
450k people pass  
through station daily

Paris



Rail infrastructure  
can be compatible  
with surrounding  
neighborhoods



Berlin



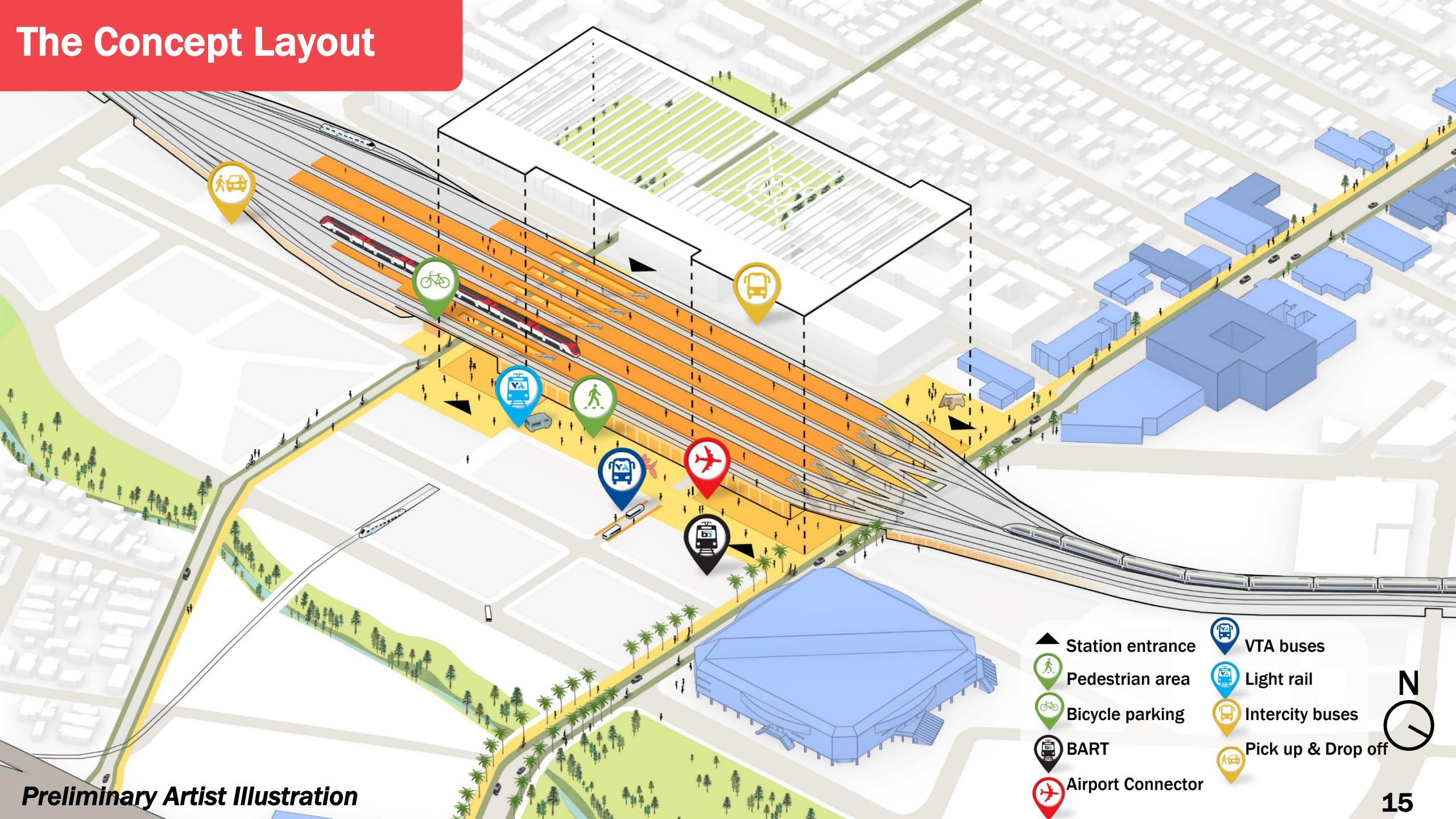
Maximizing the benefit of a hub like Diridon requires providing quick, easy and intuitive connections



Erfurt, Germany



# The Concept Layout

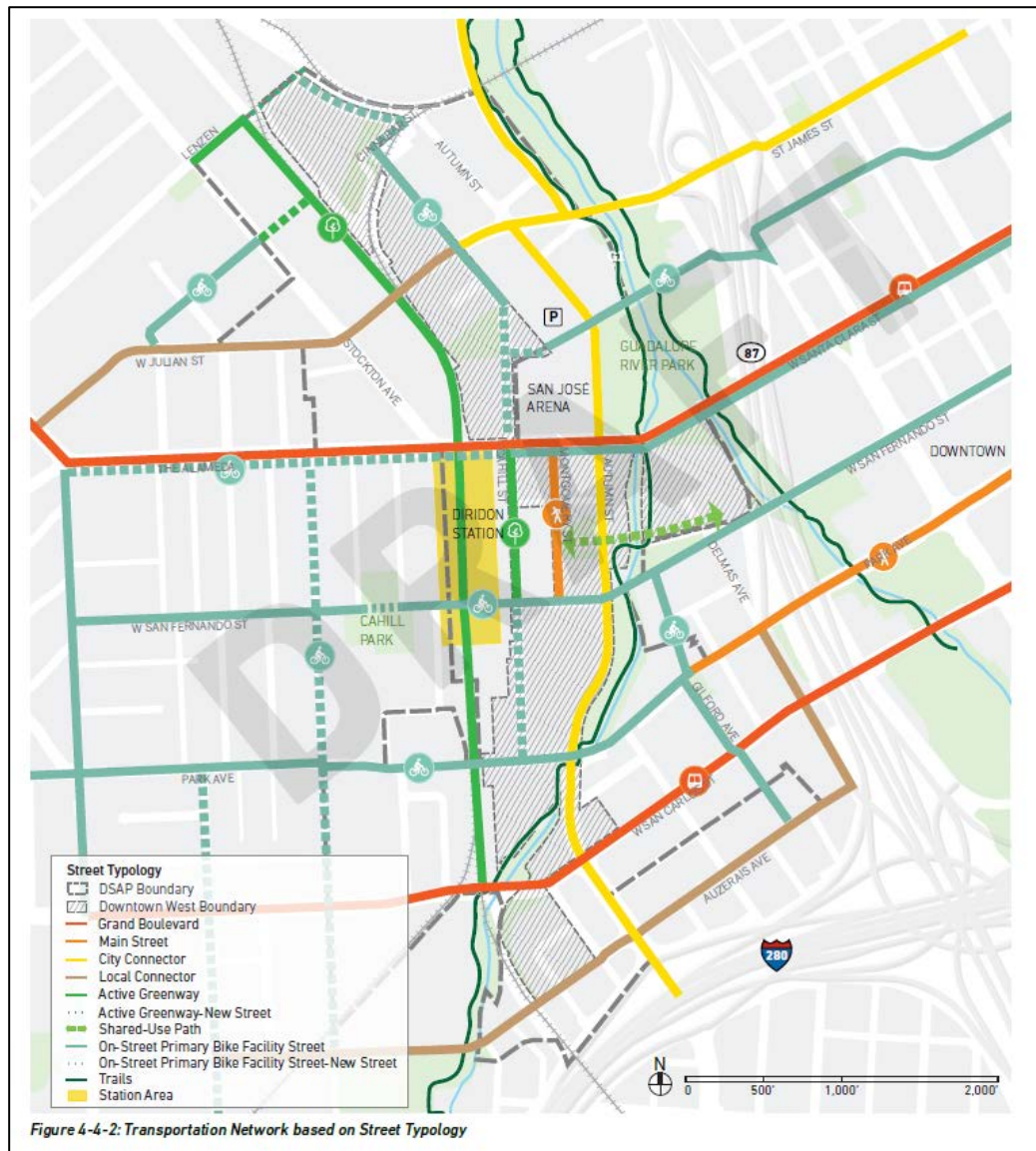






- ▲ Station entrance
- 🚶 Pedestrian area
- 🚲 Bicycle parking
- 🚇 BART
- ✈ Airport Connector
- 🚗 VTA buses
- 🚊 Light rail
- 🚌 Intercity buses
- 👤 Pick up & Drop off

Preliminary Artist Illustration



# Staff's recommendations for the DSAP



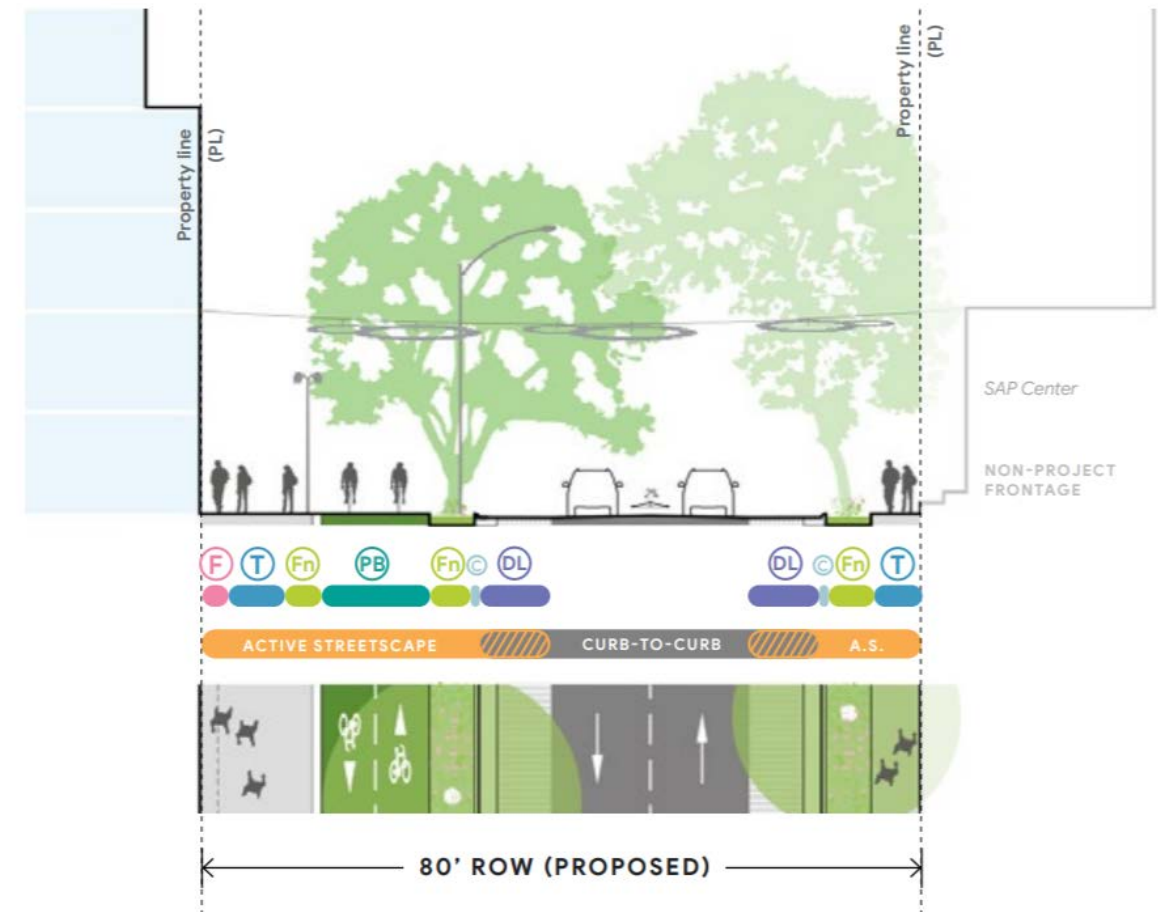
				
<b>Grand Boulevard</b>	Primary	✓	✓	✓
<b>Primary Bike Facility</b>		Primary	✓	✓
<b>Main Street</b>	✓		Primary	✓
<b>Connector</b>	✓	✓		✓
<b>Trail (and Open Space)</b>	✓			
<b>Active Greenway</b>	✓		✓	



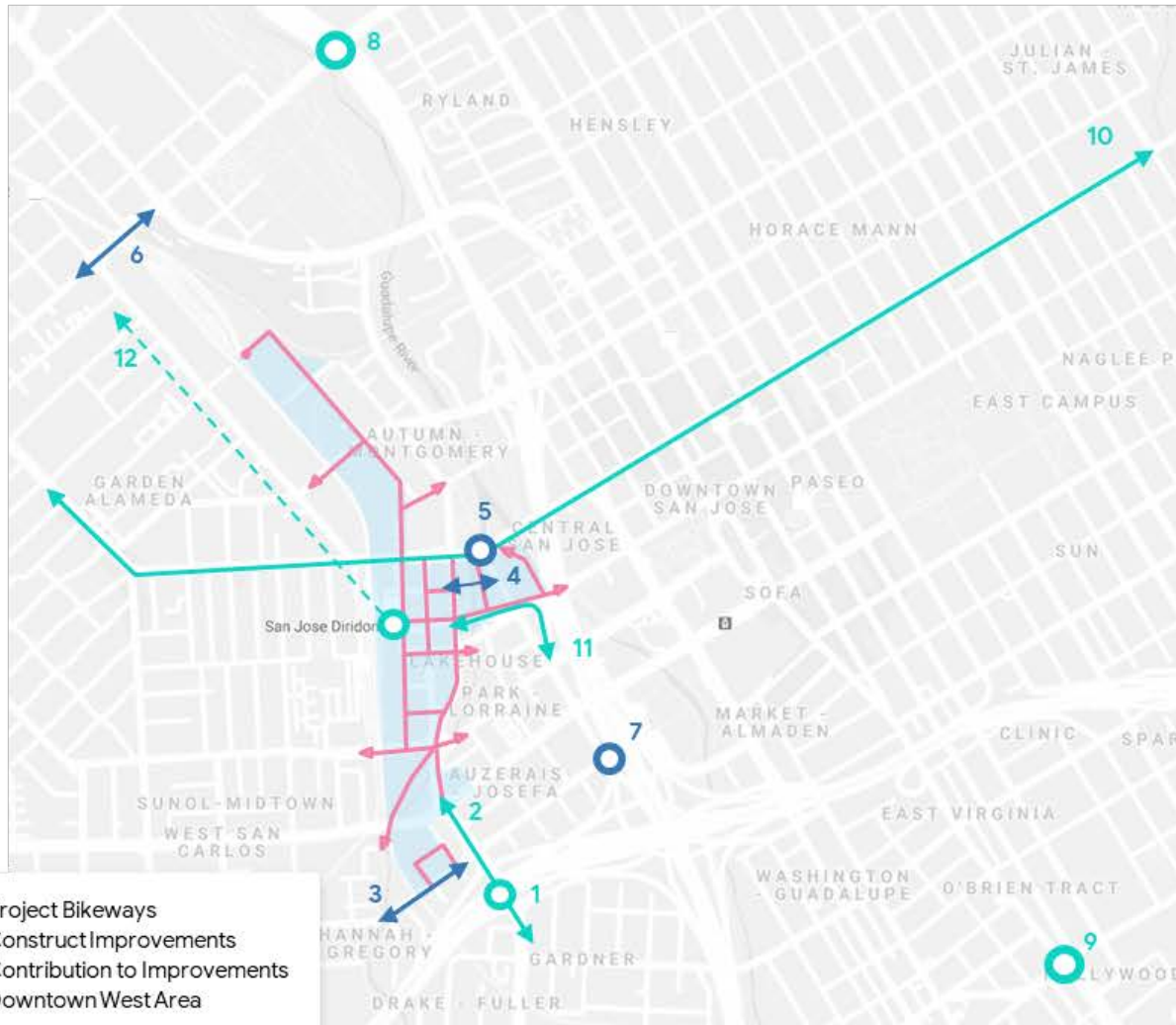
# Downtown West Proposed Transportation Improvements

- Multi-modal transportation improvements
- Enhanced pedestrian and bikeway facilities
- Electric vehicle charging stations
- Transportation Demand Management (TDM) plan to limit solo occupancy vehicle trips to a maximum of 35%
- Shared, public parking (4,000 spaces at full build out)
- Residential parking will be rented or sold separately to lower housing costs for those who choose to live without a car

## Typical Cahill Street Section



# Local Transportation Analysis



\$30 million for improvements, including:

- Complete street improvements along Barack Obama Boulevard
- Support for transit projects in Diridon Station Area Plan
- Multimodal improvements to Auzerais Avenue
- \$10 million for local needs identified in future Focused LTAs

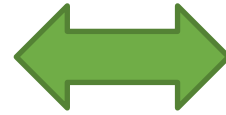
# The Role of Transportation Programs at a Car- Light Diridon?





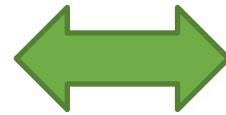
# How do we balance transportation goals for the Diridon Area?

**Provide sufficient parking** for SAP Center customers who drive;



**Reduce** travel by car and associated **congestion** and safety concerns;

**Minimize land dedicated to parking** and maximize land for homes and jobs;



**Minimize overflow parking** impacts to adjacent neighborhoods

# How do we balance the envisioned goals for the Diridon Area?

## **Ensure parking is available, but manage it intelligently:**

- Retain minimum parking requirements for commercial land use
- Create an actively managed, shared parking district

## **Reduce demand for single occupancy driving and parking:**

In addition to denser land use and massive investments in transportation system, introduce smart and effective parking and transportation management programs

# Diridon User Groups



**Office Employees/Commuters**



**Part-Time/Shift Workers**



**Residents/Neighbors**



**Visitors/SAP Center Customers**



# Transportation Program Providers

Fund, manage, and contribute towards Diridon area transportation programs



Event Spaces/Arenas



Developers



Large Employers



Property Managers



Small Businesses

# Downtown Transportation Plan Equity Metrics





# Transportation programs- Parking Unbundling and Cash Out



Residents

**Problem:** Residents are forced to pay for parking they don't need when it's included in rent

***Unbundled Parking*** gives tenants the option to lease parking only if they need it, lowering overall rent and supporting a car-light lifestyle

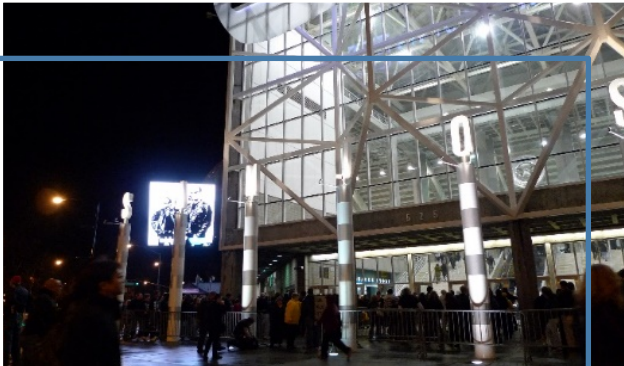


Office Employees

**Problem:** Free parking at work supports driving over other more sustainable mode choices

***Parking Cash Out*** – employers provide a monthly cash alternative to employees that commit to more sustainable commute choices

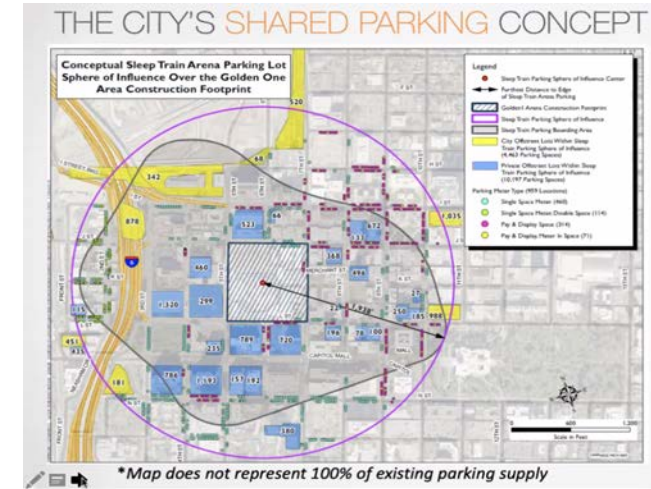
# Transportation programs- Shared Parking



SAP/Event attendees



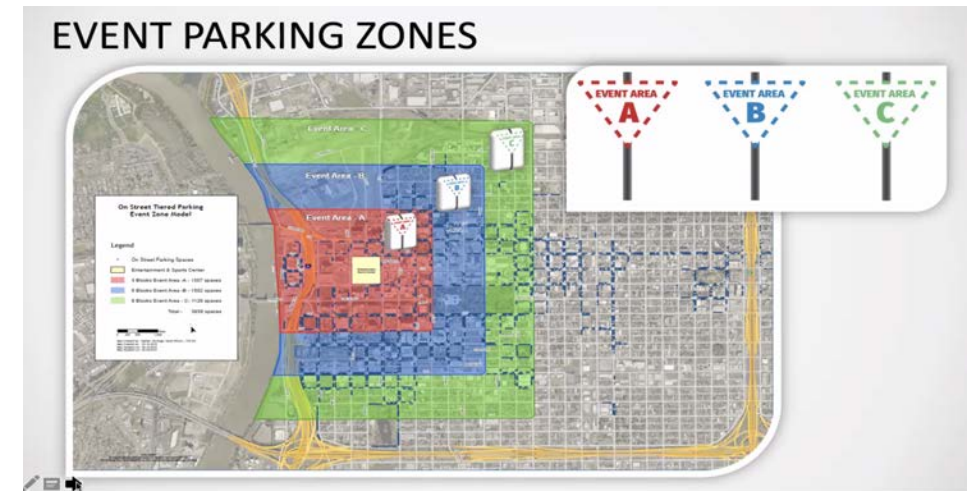
Office Employees



Off-Street Spaces  
15,619

**Problem:** Fear that there isn't enough parking to support SAP events and commuter demand

**Shared Parking** - Individual properties with underused parking supply within the Diridon Area can make it available for daily use or events, avoiding need for more supply.



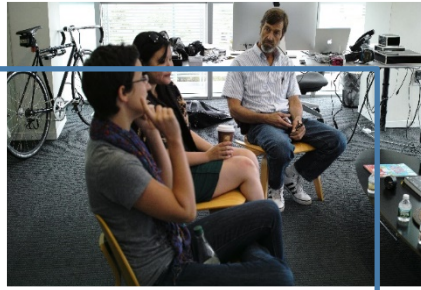
Images Courtesy: City of Sacramento



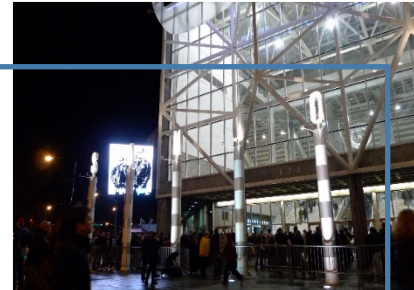
# Transportation Programs – Priced Parking



Surrounding Neighborhoods



Office Employees



Visitors/SAP Events

**Problem:** worry there is not enough parking at Diridon and leading to spillover and traffic

**Pricing** - hourly curb & daily off-street rates increases district supply for everyone & incentivizes sustainable choices for commuters.

**Event Based** meter rates and off-street incentives set to nudge event patrons off-street reduce pressure on district parking system

## Special Event Meter Rates

*Events exceeding 15,000 expected attendees*

### Special Event Meter Rate:

Tier 1: \$1.75 per hour \*  
Tier 2: Meter Flat Rate

- \$18.75 max at meters
- Includes Tier 1 payment

### Off-Street Parking Incentive:

Reserve online to receive 25% off garage event rate

\* Exception for 1+ Meters

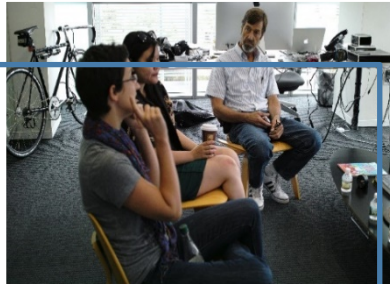


Courtesy: City of Sacramento – Golden 1 Center Events

# Transportation Programs - Subsidized Transit Passes



Residents/Families



Office Employees



Visitors/SAP Events



PT/Shift Workers

**Problem:** Worry that Diridon will remain auto-dependent and proposed density will cause more traffic congestion

**Subsidized Transit Passes** for employees (e.g. Caltrain GoPass) and SAP Event patrons (e.g. Chase Center Muni Pass, Seattle Kraken Transit Subsidy) will incentivize/encourage transit use



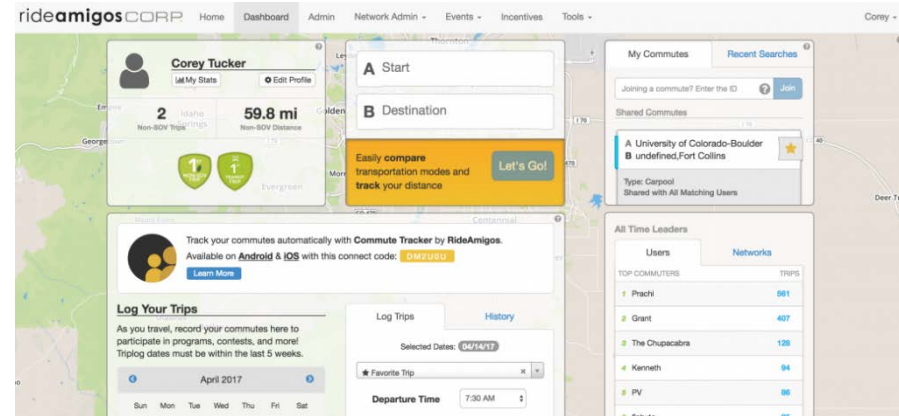
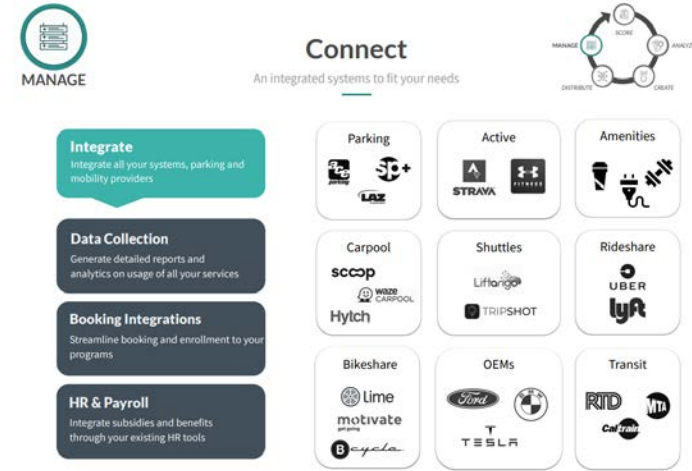
Courtesy: Golden State Warriors – Chase Center Events



# Transportation Programs- Transportation Management Association (TMA)

**Problem** – A need for boots on the ground to administer Diridon’s transportation and shared parking programs

**TMA** - Manages all elements of a transportation program, branding/messaging & incentives as a service for employers, small businesses and/or property managers.



# Success Factors for Diridon Program

- A strong partnership with SAP Center promoting transit to events as part of **positive fan and customer travel experience**
- **Small business support** for program administration – via Diridon TMA
- Actively **managed, shared parking district**
- Extensive District employee and resident, visitor – **transportation management** program
- Provide great **local amenities** (e.g., on-site daycare, grocery, activities) for residents and employees

Contact: [toconnor@chsconsulting.net](mailto:toconnor@chsconsulting.net)

Website: [www.chsconsulting.net](http://www.chsconsulting.net)







# Seamless Transit in the Diridon Station Area

Ian Griffiths

[www.seamlessbayarea.org](http://www.seamlessbayarea.org)







Seamless  
Bay Area

# Our Mission & Vision

We aim to transform the Bay Area's public transit into a world-class, unified, equitable, and widely-used system by building a diverse movement for change and promoting policy reforms.





# Transit should be the backbone of the Bay Area, but it is not keeping up

Between 2001 and 2016 in the Bay Area:



## Many people want to use transit -- but don't because it's too difficult

“It takes too long to get around on transit.”

“It's not frequent enough”

“It doesn't take me where I need to go”

“It's too confusing”

“It's not reliable”



## In a Seamless customer- focused regional network:

- A **connected rapid transit network** is planned at regional level to **work *as a system***
- Different transit agencies work together to operate an integrated network
- **Service quality, fares, schedules, and wayfinding is standardized**
- **High quality transit stations anchor communities and make transit the preferred way to get around**





# For Diridon to succeed, transit in the Bay Area must work as one seamless system

## Seamless Transit Principles



**Run  
all Bay Area  
transit as one  
easy-to-use  
system**



**Put  
riders first**



**Make  
public transit  
equitable and  
accessible  
to all**



**Align  
transit prices  
to be simple,  
fair, and  
affordable**



**Connect  
effortlessly  
with other  
sustainable  
transportation**



**Plan  
communities  
and  
transportation  
together**



**Prioritize  
reforms to  
create a  
seamless  
network**

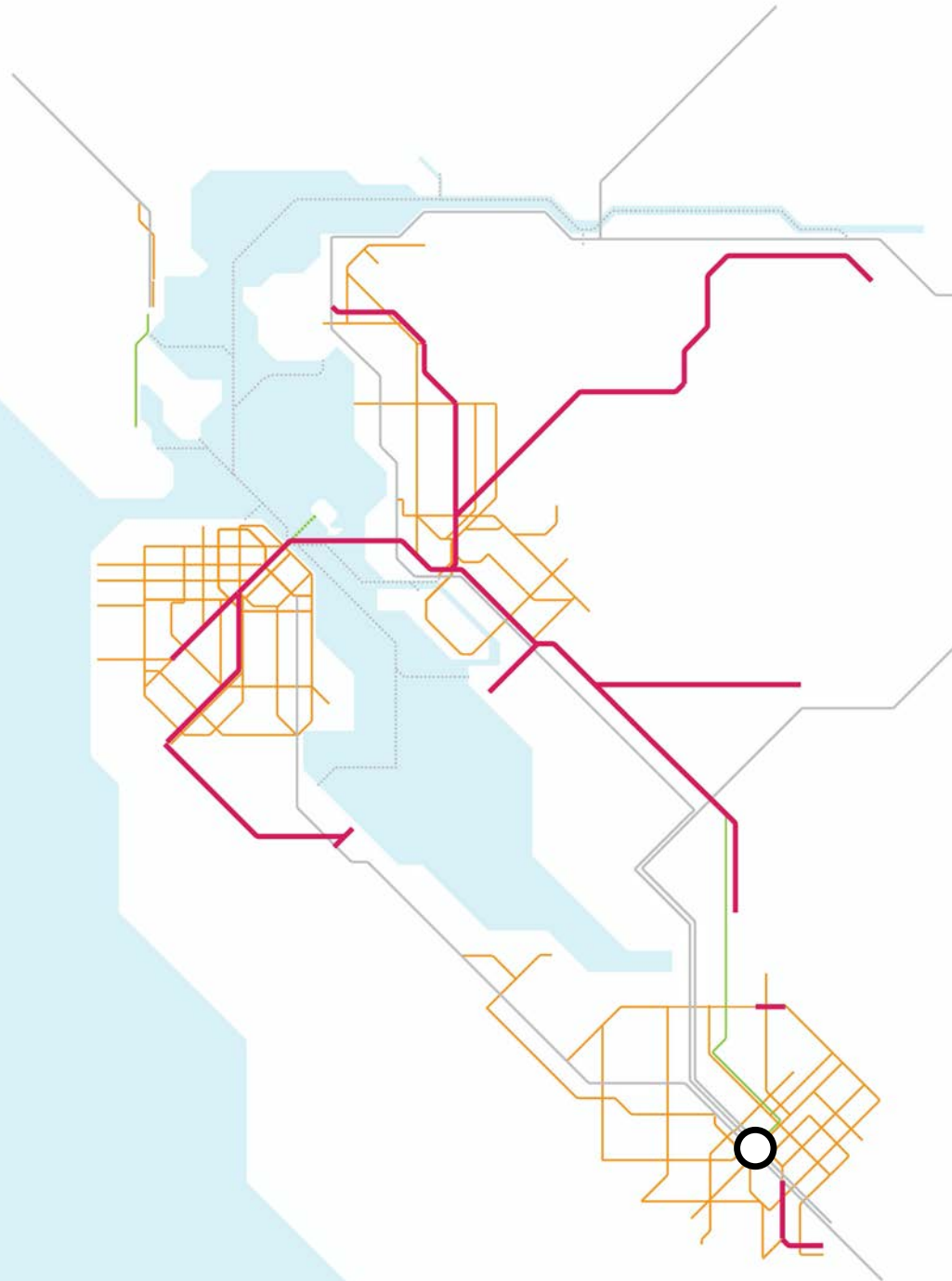









## Why is this important for Diridon?

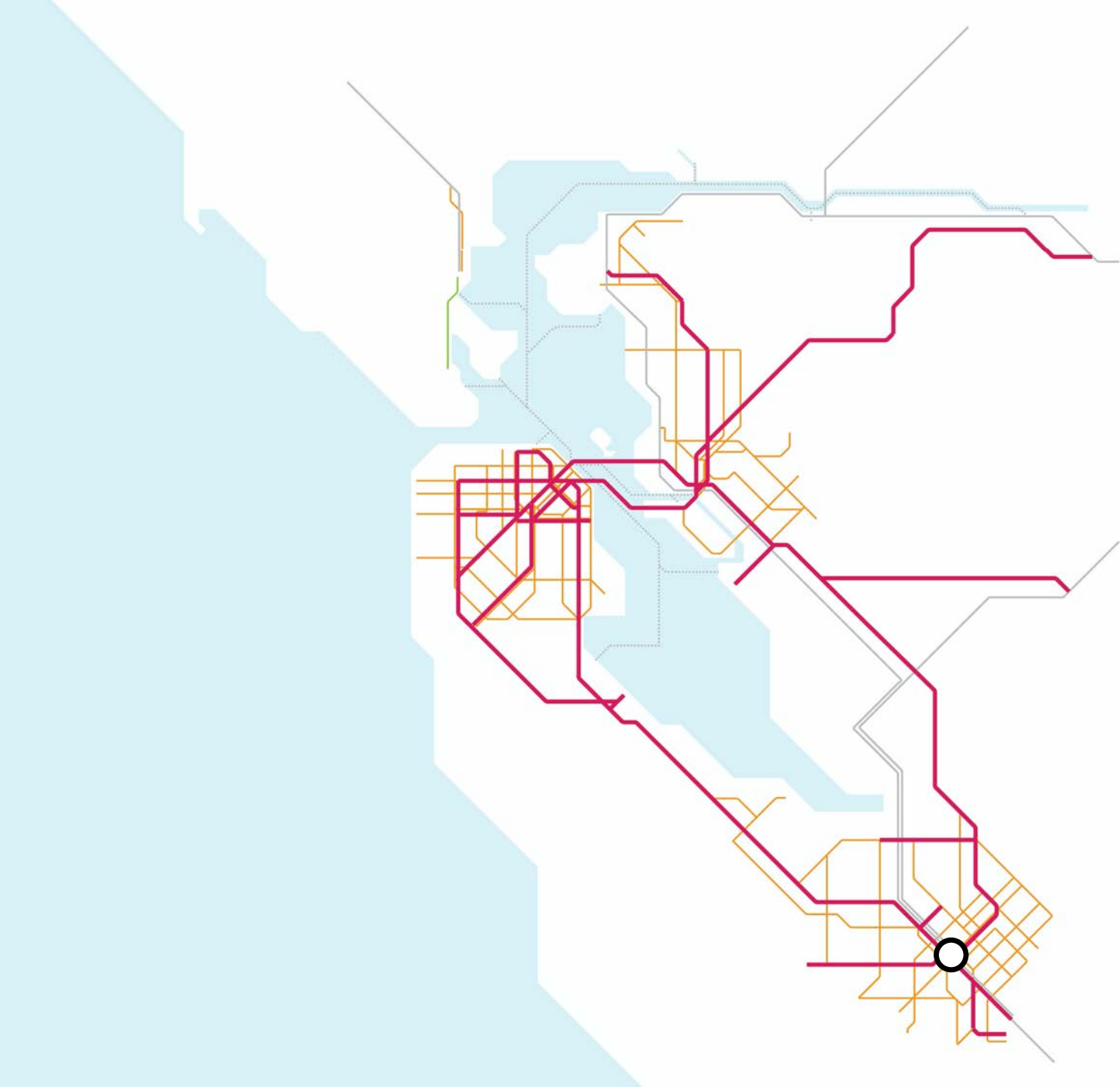
More than a dozen transit operators currently or will converge at Diridon in the future



# 1. Integrate fares, branding, and service standards

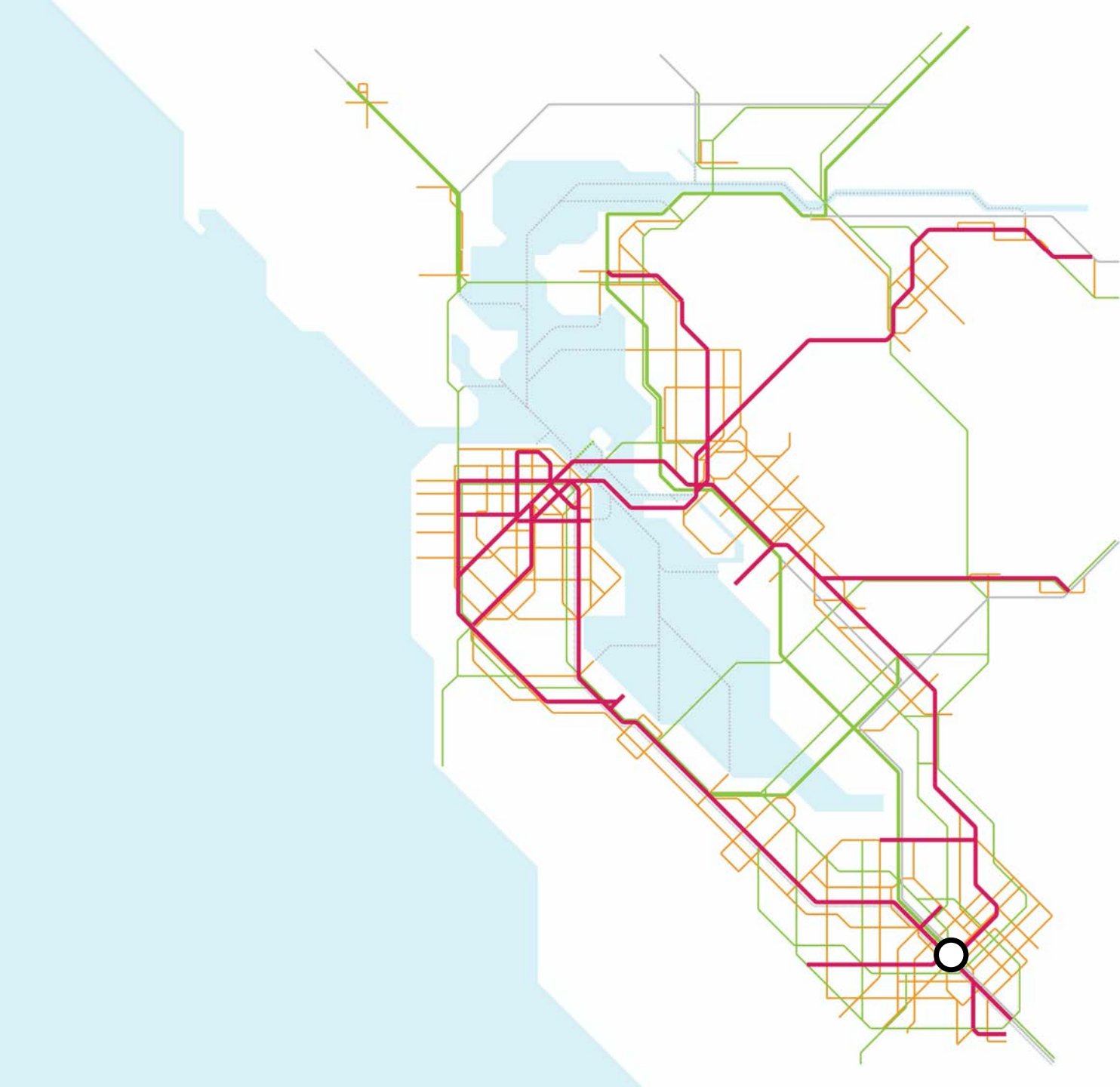


Transit Category	Service Frequency	
 <b>Regional Express Rail</b>	Every 10-15 min	] <b>Frequent Rapid Transit Network</b> Service at least every 15 minutes, Mon-Sat, 7am-7pm
 <b>Regional Express Bus</b>		
 <b>Metro / Subway</b> (BART, Muni Underground, Future Electrified Caltrain)	Every 2-8 min (core); 8-15 min (outer)	
 <b>Street-Level Rapid Transit</b> (LRT, BRT, Priority Bus)	Every 5-10 min	
 <b>Commuter Rail</b>	Every 15-60 min	
 <b>Commuter Ferry</b>		
 <b>High Speed Rail</b>	Every 30-60 min	

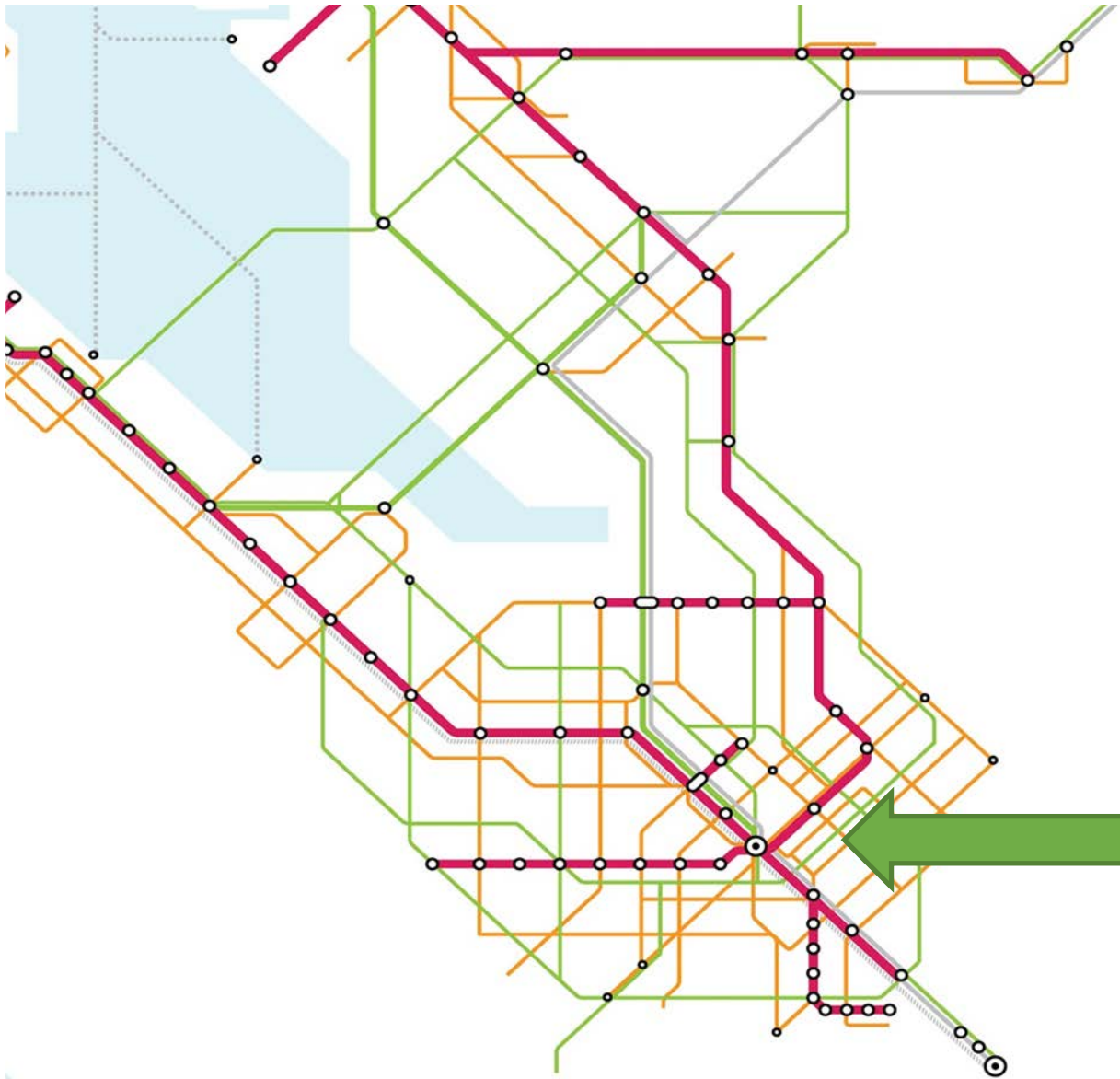


**2. Expand and integrate BART, an electrified Caltrain, and light rail to create a seamless metro network**





**3. Create a network of rapid bus lines that bypass traffic**

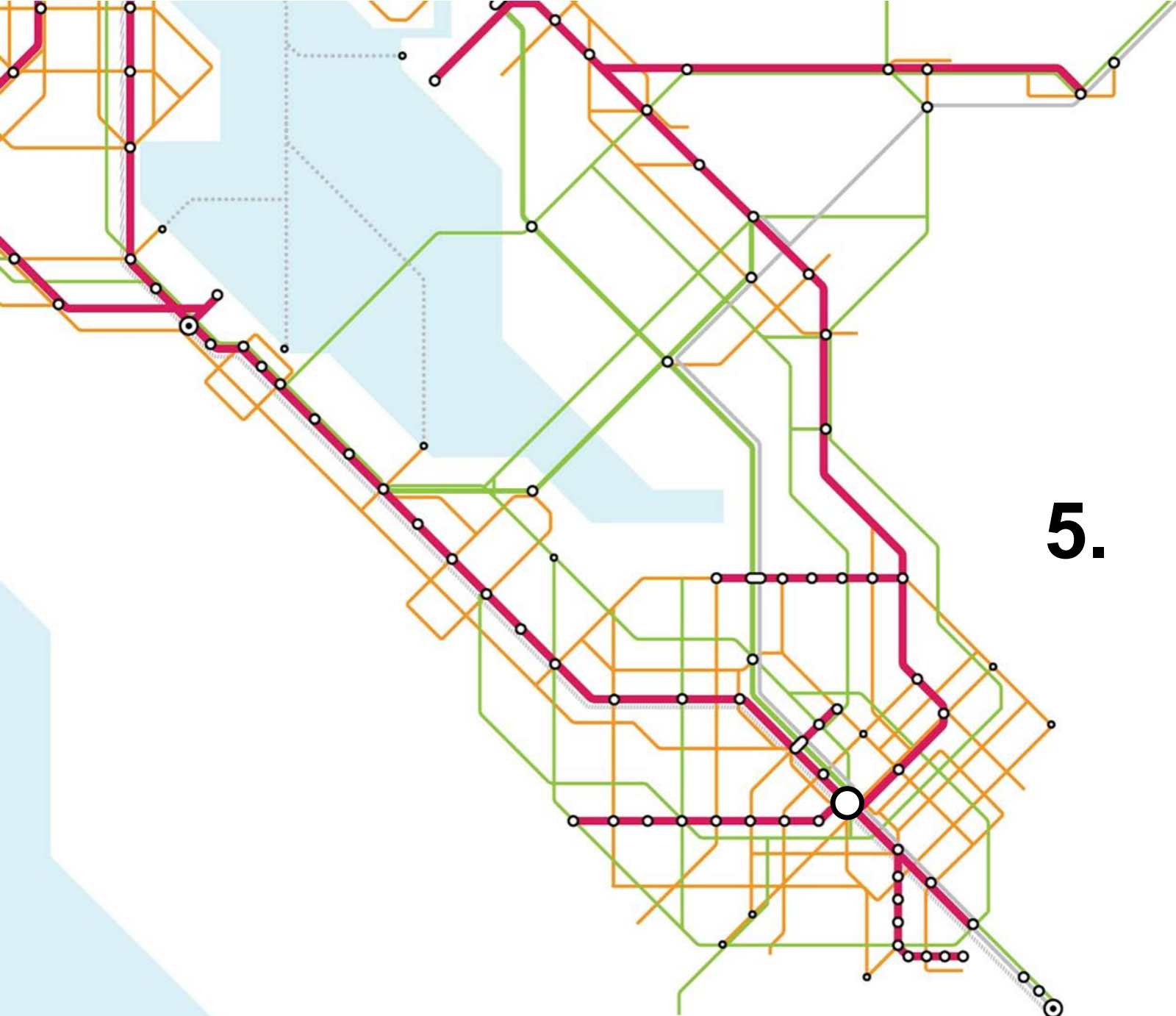


**4.**

**Create a network of mobility hubs with seamless connections, common wayfinding.**

**Example: Diridon**





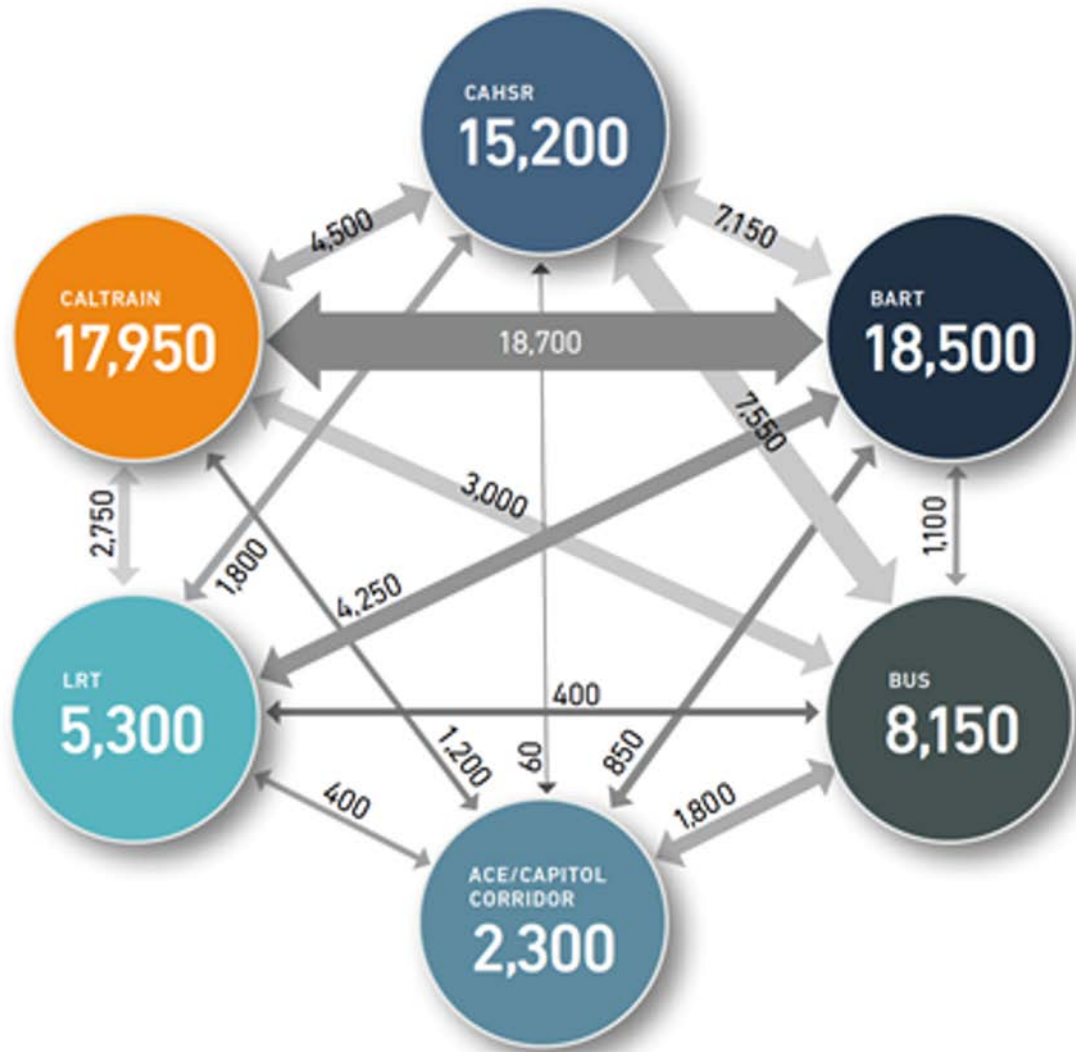
**5.** Plan, build and operate the network as a seamless, integrated system.



All lines will lead to  
Diridon...

but what must change  
about transit for  
people to leave cars at  
home?





Seamless and easy transfers

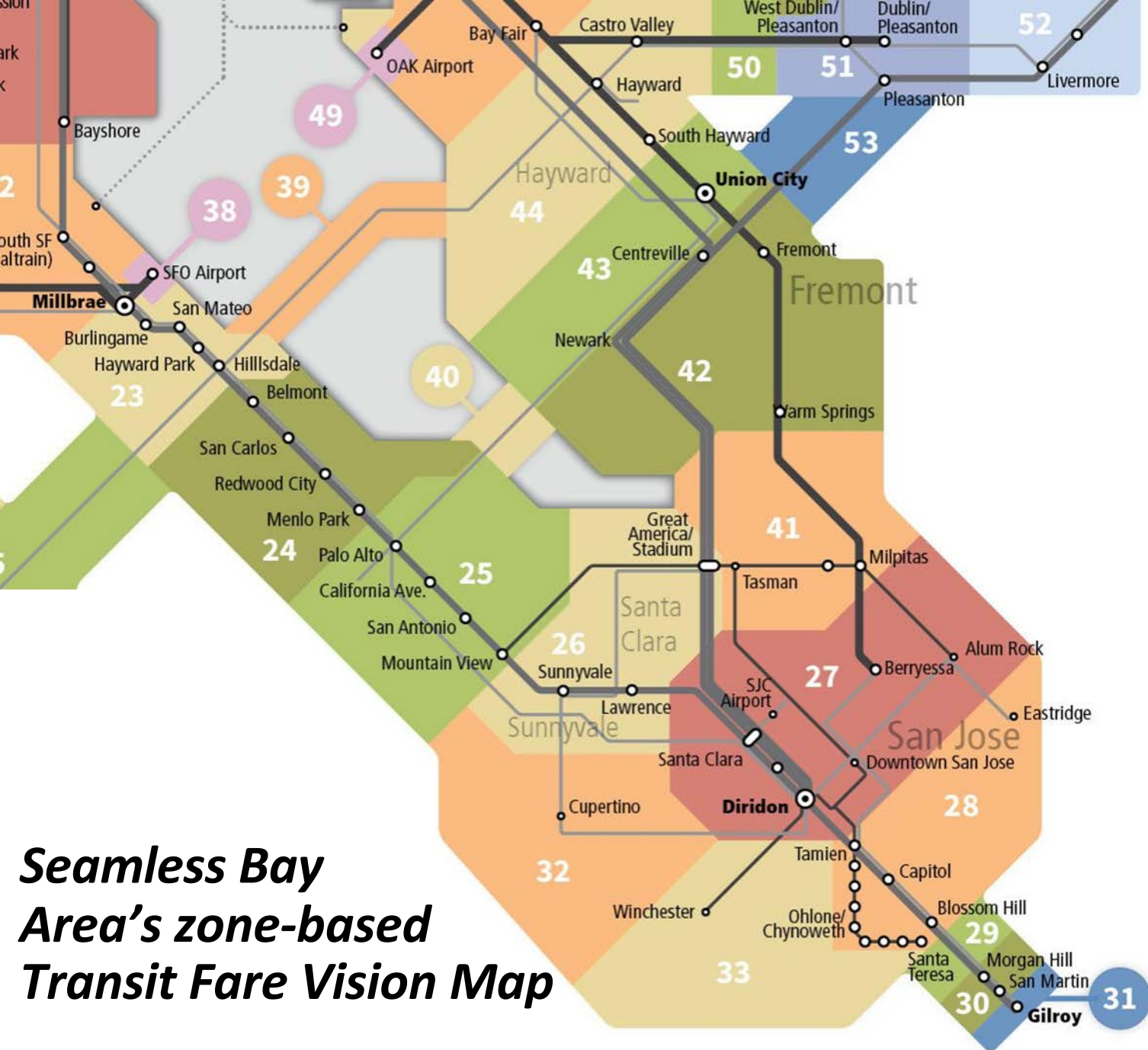
Increased service

Shortened wait times

— (Daily Transit Transfers)  
○ Model Daily Boarding

\* The transfer volumes in this figure are based on preliminary analysis and are subject to future refinement.

Figure 4-2-5 Estimated transfer volumes between modes at Diridon Station in 2040\*



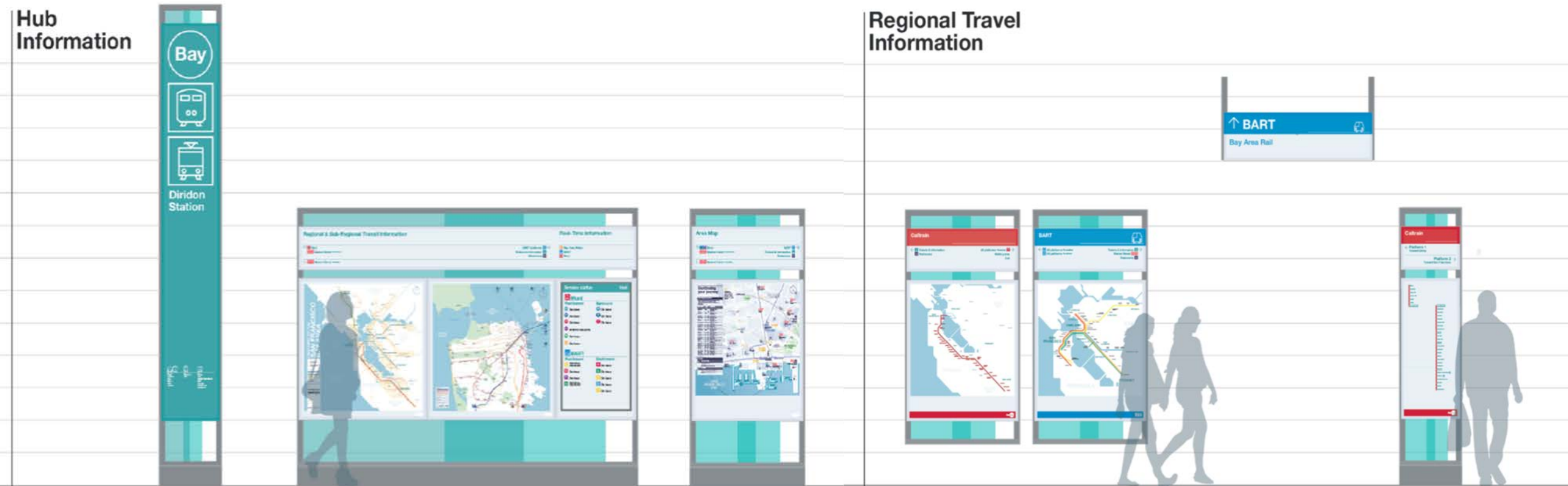
***Seamless Bay Area's zone-based Transit Fare Vision Map***

## Integrated transit fares could incentivize transit use:

- One fare system, no matter how many agencies or transfers you take
- Fare caps
- Discounts



# Consistent regional transit wayfinding & branding will help visitors get around without a car when they arrive



# Diridon's success depends on...

- Ensure Bay Area **transit is accessible, affordable, and easy**
- **A clear regional vision for integrated transit and multi-modal hubs**, offering seamless local and regional connections
- **Leadership from a lead Bay Area transit network management entity** to align transit agencies, cities, and counties
- **Designing Diridon as an integrated station and center, and portal to the region** - not simply as an afterthought

Contact: [ian@seamlessbayarea.org](mailto:ian@seamlessbayarea.org)

Website: [www.seamlessbayarea.org](http://www.seamlessbayarea.org)



# Upcoming Public Meetings

## **Station Area Advisory Group Virtual Meeting:** March 22, 6-9:00 PM

- Presentation on the Downtown West Development Agreement, followed by SAAG discussion
- Anticipating a public comment period at the end

## **Virtual Community Meeting:** March 27, 10:00 AM

- For community members to learn about and share feedback on the Downtown West Development Agreement

**On-your-own time options will be available too!**

# How to learn more

## **Visit the City's website** ([www.diridonsj.org](http://www.diridonsj.org)):

- Learn about upcoming public meetings
- Watch recorded presentations
- View the draft plans ([Draft Amended DSAP](#), [Downtown West Project](#), [Draft Diridon Affordable Housing Implementation Plan](#))
- Read background information
- Sign up for email updates

## **Visit Google's Downtown West site:** [g.co/sanjose](https://g.co/sanjose)

**Email the project team with any questions or comments on the projects:** [Lori.severino@sanjoseca.gov](mailto:Lori.severino@sanjoseca.gov)

