



MEMORANDUM

DATE: January 16, 2008

TO: Silicon Valley Rapid Transit Corridor Policy Advisory Board
BART Extension to Milpitas, San Jose and Santa Clara

FROM: Carolyn M. Gonot
Chief SVRT Program Officer

SUBJECT: Parking Management Policies for SVRT Stations

FOR INFORMATION

Study Purpose

VTA's parking consultant team has completed a draft parking demand and supply analysis for SVRT stations. A draft study titled, *A Toolkit for Assessing SVRT Station Parking Supply (Toolkit)*, has been designed to help guide VTA in developing policy decisions for parking at the SVRT stations.

The *Toolkit* is a companion document to the *SVRT Station Areas Vision Plan (Vision Plan)*, and arose out of local concerns regarding the SVRT station area development concepts contained in the January 2007 *Draft Silicon Valley Rapid Transit Corridor Supplemental Environmental Impact Report (SEIR)*. The Final SEIR was certified by the VTA Board in June 2007, and preparation of a federal Environmental Impact Statement (EIS) for the project is currently underway. The *Vision Plan* and *Toolkit* documents provide more analysis and a broadened picture of station area development concepts included in the SEIR.

Study Background

Initial ridership modeling for the SVRT system was based on an assumption that the park-and-ride parking supply would be unconstrained and that parking would be free. This produced conservative "worst case" parking demand projections for purposes of environmental review. Local stakeholders were concerned with the amount of parking that was being proposed at the stations and the local impacts associated with this parking (i.e., traffic, urban design, and aesthetics).

During the SEIR process, local agencies and communities expressed concerns related to:

- Park-and-ride related parking;
- Consistency of station development concepts with local district revitalization objectives;
- Implications for development of designated station area properties, and;
- The function and configuration of local roadways.

To specifically address stakeholders' parking concerns, VTA requested the consultant team:

1. Review parking management strategies established by BART for consideration in applying to the SVRT stations;
2. Develop a process for evaluating opportunities for reducing parking supply at SVRT stations as a decision-making support tool that can be used by the VTA design team in designing each station;
3. Develop SVRT station parking profiles and identify associated parking management strategies; and
4. Provide support to the station area visioning process.

Presentation Overview

The following SVRT parking analyses and strategies are included in a draft study currently under review by city partners:

- An overview of the SVRT parking picture, including a summary of BART's parking experience and the evolution of their parking management policies and strategies, initial parking and mode share projections for the SVRT stations, and information on existing BART stations;
- A summary of the parking tools, including a discussion of the factors that comprise the basis of the tools and an overview of Best Practices in managing station parking supply;
- A methodology for considering changes to short and long-term parking demand and supply as the result of parking management strategies, access improvements, and transit-oriented development (TOD); and
- Application of the toolkit to each SVRT station, and resulting strategy recommendations.

The *Toolkit* recommends a three-step process to comprehensively address SVRT station parking supply.

- Step 1: Parking Management (pricing, reserved spaces, time limits, etc.)
- Step 2: Access Improvements (feeder shuttles, enhanced bicycle/pedestrian facilities, etc.)
- Step 3: Transit Oriented Development (TOD) Measures (TOD-related ridership gains)

Station-specific application of *Toolkit* strategies have been developed and will be presented in a series of station profiles that summarize key features and recommendations resulting from the parking analysis. The station profiles describe: existing and *Vision Plan*-based land use settings,

access improvement recommendations, and parking management measures best suited for each station.