

## Alternative Approaches to Parking/Reduced Demand

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**Background:** The Packard Foundation is managing their employee parking with only 44% of the “required” parking spots. How is it possible, and can that success translate to downtown parking in general?

The Packard Foundation uses a multi-step plan to achieve it goals.

- Provide each employee with transit passes
- Provide shuttle service from the MV CalTrain station.
- Provide emergency free taxi service.
- Provide ZIP cars.
- Encourage the use of car and van pools.
- Encourage bike commutes.
- Provide awareness of commute alternatives.
- Offer regular commute challenges to build awareness and support.
- Encourage video conferences to eliminate trips.
- Allow work from home options to eliminate trips.

Technicolor Research, a high tech firm in Los Altos, partnered with the Packard Foundation to use their shuttle, but now uses Uber.

As a measure of cost, a shuttle service connecting SFO with nearby hotels, using three buses at 20 minute intervals, 19 hours per day, costs \$330,000 per year.

**Proposal:** The Alternatives Subcommittee will survey downtown businesses, both retail and office, to gauge interest in alternative transportation, in particular a shuttle service.

We will ask-

- Where do you live (what city)?.....
- How do you get to work (circle your answer)? Car (gas, hybrid, electric), Bus, Train, Bike, Walk.
- Would you use a shuttle? Y / N / Don't Know
- If yes, why? Don't need to drive. Don't need to park. Makes it possible to use a bus or train. Saves money. Enjoy meeting people. Convenient.  
Other.....
- If no, why not? Parking is not a problem. Too expensive. Lack of Privacy. I don't live near a transit connection. Inconvenient. I may need a car during the middle of the day.  
Other.....

**In addition:** The Subcommittee needs to investigate the use of a bus or shuttle service for schools, seniors and as a way to connect the neighborhoods of the city.