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## How to Attract More Customers Without Relying on More Parking

### *A Quick Guide for Downtown San Jose Businesses*

**Downtown San Jose** is becoming more walkable, bikeable, and transit-connected. More people walking or riding means more foot traffic and more sales for your business!

You don't need to wait for big city changes to start benefiting. With just a few easy steps, you can make your business more accessible, welcoming, and visible to everyone, no matter how they get here.

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### What Your Business Can Do This Week

#### 1. Show customers it's easy to get here without a car

- Add transit or bike directions to your Google profile or Instagram bio;
- Provide discounts for customers who arrive by walking, biking, or taking public transit;
- Use our free sign and social media templates to promote walking, biking, and transit access by highlighting nearby bike racks, Baywheels docks, and scooters apps, or the nearest VTA bus and light rail stops.

#### 2. Join the movement for flexible, customer-friendly curb use

- Partner with your neighbors to create a shared pickup/drop-off zone, shared valet program, or loading zone.
- Host a mini outdoor event, sidewalk sale, or patio extension to activate the outdoor space near your business.
- Consider implementing a curb-side pick-up service for customers.
- Get featured in SPOT SJ communications as a business that's leading the way, or work with us to get earned local media promoting your unique perspective.

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### 3. Seek additional resources and support

- Request additional bike parking from the San Jose Department of Transportation
  - Learn more about parking reform strategies from other cities and businesses, included in our resource guide, to get inspired
  - Join the San Jose Downtown Association Business Committee to connect with your neighbors and learn from each other about best practices
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### Resources & Partnerships

- Explore the [SPOT SJ](#) website and recent informational blog posts:
  - [Myths About Parking Are Holding San José Back: Here's What We Can Do About It](#)
  - [Bike Lanes Are Good for Business, Actually](#)
  - [San Jose Parking Survey Shows Business Support for Reform](#)
- [City of San José Parklet Program](#):
  - [Permit Application Form for Parklet / Sidewalk Seating](#)
  - [Program Regulations / Instructions](#)
  - [Insurance requirements](#)
  - [Openair Dining Disability ADA Access Considerations](#)
  - Para obtener información o asistencia en español, comuníquese con Jose Oropeza al 408-793-6905.
- [VTA Community Partnerships and Resources](#): Reach out to VTA [community.outreach@vta.org](mailto:community.outreach@vta.org) to explore potential ways to collaborate and explore their [Parking Design](#) resources page.
- BayWheels Dock Map and [Bikeshare for All](#) Program: Bay Wheels is proud to offer reduced-rate memberships to Bay Area residents who qualify for CalFresh, SFMTA Lifeline Pass, or PG&E CARE. The first year is \$5, and then it's \$5/month after that. No annual commitment required.
- [Bike Parking Installation Requests](#): Request free bike parking installation from the City

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[San José Downtown Association \(SJDA\)](#)

A phenomenal resource for well rounded support and promotion for your business.



[ParkSJ](#): 90 free minutes of parking available at 5 city garages throughout downtown with live availability data.



[Parknav](#): Encourage your customers to download the Parknav app to find available on street parking if the ParkSJ garages are not convenient.



[Parking Reform Network](#): National network of people interested in parking reforms - their site has a ton of rich information if you're feeling eager to learn more.

Sample Curb Use Map



→ [Use this tool to envision what your street could look like!](#) This tool can show you what is possible with the room available.

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## Local Examples



SoFa District Parklet on 1st Street



Post Street Pedestrian Mall



Santana Row

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## Plug-and-Play Templates

We've made it easy to start:

- Printable window signs (bike-friendly, transit access)
- Social media graphics
- Website text for your "Getting Here" or Contact page
- Google Maps blurb with walking/biking directions

Need a hand using these? Just ask, and we'll walk you through it.

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## Ready to Get Started?

This guide is just the beginning. Reach out to the SPOT SJ team ([jgerasimenko@transformca.org](mailto:jgerasimenko@transformca.org)) to get personalized help and to request materials.

Email [jgerasimenko@transformca.org](mailto:jgerasimenko@transformca.org) to get in touch.

Scan this QR code below to get the digital version of this how-to guide with links to all the resources.



Let's make downtown San José the easy, exciting choice for everyone - no matter how they get here.

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