

Dash of Convenience

Shuttle expansion to ease parking strain

The Downtown Area Shuttle, known as DASH, began service in February 1996, following a recommendation of SJDA's 1995 Retail Report and the opening of the first Adobe Systems office tower.

The free 22 passenger buses currently operate during morning and evening commute hours, connecting the Diridon CalTrain Station to the Guadalupe light rail line, the transit mall, downtown employment centers, the Convention Center and San Jose State University. Ridership has increased steadily since DASH's inception, and now totals 71,000 a year.

Beginning January 4, the popular DASH service will be expanded to run all day with a second vehicle added, trimming waits between shuttles to 10 minutes.

The increasing number of development projects on surface parking lots in the core -- and the frequency of "Lot Full" signs on downtown parking facilities during the weekdays -- signaled a need to redouble efforts to increase the availability of parking. Until new parking is built, the expanded DASH service will help ease the crunch by linking almost-empty lots near Highway 87 to downtown and San Jose State University.

"We needed to find an interim solution to our parking demands," said Parking Board Chairman **Mike Ellzey**.

Planners identified parking lots on

the periphery of downtown, which now go largely unused. Using the DASH, downtown employees can park farther away from their workplaces at lower parking rates, then shuttle into the core for free.

San Jose Water Company's lots on San Fernando Street on either side of Delmas Street offer 906 spaces, at significantly reduced rates than more centrally located lots and garages. These spaces are key to the DASH program.

Beginning Jan. 4, the popular shuttle service will be expanded to run 6 a.m. - 10 p.m. Monday through Friday

"The shuttle expansion is a great opportunity for San Jose Water Company," said **Bill Moore, SJDA** Parking Committee Chairman.

"Through this partnership, we are able to help alleviate the parking shortage downtown as well as generate additional income."

Rates at San Jose Water's lots are \$3.50 per day, and \$40 per month, effective December 1. Fees are reduced when companies enter into contracts for spaces. Moore added that contracts for monthly parking have already been negotiated, as companies have learned of the coming DASH expansion.

Expanded DASH service will

include two shuttles from 6 a.m. to 7 p.m. Monday through Friday; and one shuttle from 7 p.m. to 10 p.m. The route which currently travels on San Fernando Street loops on Second Street and returns on San Carlos Street, will be expanded to loop on Fourth Street (see map below).

The annual cost of operating the DASH shuttle will more than double with the expansion, as 20 additional operating hours per day are being added to the current schedule. The City of San Jose, Downtown Parking Fund, VTA and SJDA are funding the program.

The Downtown Association is working with the following partners to contribute a portion of shuttle costs: San Jose State University, Adobe, Cornerstone Properties, San Jose Water Company, Insignia, Divco West and the San Jose Convention and Visitors Bureau. The expansion will be evaluated in six months to determine additional users and future funding sources.

Three new parking garages were approved for downtown by the City Council in November. The Redevelopment Agency will build a garage with 1,000 public parking spaces at Second and San Fernando Streets. An 825-space structure is planned at Fourth and San Fernando Streets. These two facilities are planned to be open by mid-2001. The City's Parking Fund will then finance a 1,500 space facility in the SoFA District.



- S Shuttle Stops
- ◆ Existing Shuttle Route
- ◆ Expanded Shuttle Route
- L Light Rail Stops
- P San Jose Water Company parking lots



The Downtowner



■ The upstairs ballroom at Bella Mira was filled with business and property owners from the area formerly known as Downtown Center Plaza, for a special meeting on the Fountain Alley District (FAD) retail concept October 29. FAD Chair **Jan Schneider** challenged attendees to voice concerns and give input to the still developing vision. Agency rep **David Gezek** outlined plans for the formation of "teams" to focus on different elements of the Fountain Alley plan, including rehabilitation, parking and priority areas. Merchants raised questions about improving existing storefronts, impacts of the construction on current tenants, and the new parking program, calling the retail plan both "exciting and scary."

■ And the winners are... Attorney **Linda LeZotte's** victory over outgoing Sheriff **Chuck Gillingham** in the District 1 City Council race means SIDA's record is firmly intact. No Downtown Association Board member has ever mounted an unsuccessful campaign for City Council. South Bay Labor Council Education Director **Cindy Chavez** edged out U.S. attorney **Tony West** to represent downtown at City Hall. Final tallies indicate less than 200 votes clinched the District 3 Council seat for Chavez. Congratulations also to Mayor-elect **Ron Gonzales**, said to be busy forming his staff who will start work officially on January 5. Campaign manager and staffer to Gonzales during his stint at the Board of Supervisors **Judd Barry** will be joined by City Hall veteran **Joe Guerra**, longtime Chief of Staff to District 6 rep Frank Escalini. Barry will assume Chief of Staff duties for Gonzales, while Guerra is rumored to become Policy Chief, overseeing downtown, redevelopment and land issues.

■ Grumbings are about over plans to build a 7,500 seat indoor theater at the County Fairgrounds. The Board of Supervisors voted to start negotiations with Universal Concepts for the venue after significant opposition emerged from neighbors to earlier plans for an outdoor amphitheater. Arena supporters are the ones concerned now, as they just spent \$1 million for a certain system to make San Jose Arena more suitable for smaller concerts.

SIDA News

SIDA officers elected: Elections took place at the November Board of Directors meeting for the 1999 Executive Committee. Board members approved the following slate of officers: **Malcolm Bortolon** of the San Jose Sharks, President; **Todd Elliott** of Vigil Coffee, Vice President of Operations; **Sue Cam** of Macarena Marketing, Vice President of Marketing;

Henry Card of Card Associates, Treasurer; and **Bill Moore** of San Jose Water Company, Secretary. Also elected as members at large were **Chuck Hammers** of Priza a go go, **Gerry Pighini** of the Paseo Plaza Homeowners Association, **Jan Schneider** of R & J Jewelry and Loan and **Dennis Skaggs** of Carrera Cinemas. President Bortolon appointed **Susan Levin**, Law Office of Susan Levin, and **Dennis Hickey**, downtown resident, to the final two seats on the Executive Committee.

Term Limits: December marks the final month of service for five retiring Board members: **Jorge Gonzalez** of George's Jewellers, **Vicki Herf** of Insighnia, **Dave Thomas** of Mepharlin, Sprinkles & Thomas, **David Walker** of Comerica Bank and **Chester Wang** of Pacific Rim Financial Services. The SIDA Bylaws have limits of two consecutive three year terms for Board members.

Slide show, Golden Nail awards at December Board meeting: The "Year in Review" association slide show presentation, by Executive Director **Scott Knles**, will be at the new Tech Museum's IMAX Theater on December 11. Three downtowners will also be honored with "Golden Nail" awards. The Golden Nail awards are a primary project of the BHAD Committee chaired by Metro Editor **Dan Pulcrano**, recognizing Beautification, Historic Preservation, Architecture and Design in downtown.

The Board of Directors meeting is December 11 at 8 a.m. at the Tech Museum. Please RSVP to **Vu Trang** or **Elva Suarez** at the SIDA office.

Avoid penalties from unpaid BID fees: Through December 18, 1998, pay delinquent Business Improvement District (BID) fees without penalty under the City's Business License Tax Amnesty Program. Fees which first became due between October 1, 1995

celebrated its one year anniversary. In January, the monthly magazine with a circulation of 60,000, will begin publishing bi-monthly to accommodate advertisers who want to be included in all six issues. For more information on San Jose Magazine, visit their website at www.sanjosemagazine.com, or call publisher **Gilbert Sangari** at 975-9360.

Promotions & Events

Have an Ice time: Downtown San Jose kicked off Thanksgiving in style with the opening of Nortel Networks Downtown Ice, back for its fourth year. 

Nortel returns as the rink's title sponsor, bringing with them a longer name. Nortel became Nortel Networks when it acquired Bay Networks earlier this year. Washington Mutual and Nob Hill Foods have joined as new sponsors this season, and will help promote the rink at more than 23 bank and grocery store locations around the South Bay Valley Transportation Authority. The San Jose Mercury News, Nuevo Mundo, KSTS Telemundo, News Channel 11, the San Jose Sharks, the San Jose Redevelopment Agency and seven Bay Area radio stations are also rink partners this season.

December is full of special rink events planned for the holidays. During the food drive on December 5 and 6, skaters who bring in three cans of food will receive a free skate rental. On December 20, Sharks fans can win a chance to skate with Sharks players at the rink. Check the San Jose Mercury News for an entry form. The rink will open at 10 a.m. during the winter school break, between December 18 and January 3, 1999. Located at the corner of Market and San Carlos Streets, next to the Convention Center, Nortel Networks Downtown Ice is open daily from 4 p.m. to 10 p.m., with extended weekend and holiday hours. For more information, call 279-1775, ext. 45.

Seasonal festivities under way: Banners and lights help set the holiday mood on First between San Fernando and Santa Clara Streets, on Post Street and in San Pedro Square, courtesy of SIDA's holiday program. Listen for the popular Denton Brothers carolers, who will perform holiday tunes at various locales downtown this month.

Enjoy free evening performances from the San Jose Cleveland Ballet, Los Lupenos de San Jose, San Jose Symphony Youth Orchestra and many others in majestic St. Joseph's Cathedral. The Season of Hope Performance Series takes place December 8 - 23. For a complete performance schedule, call 283-8100.

The Hispanic Chamber of Commerce is holding the annual Las Posadas celebration on December 20 from noon to 5 p.m. in the Fountain Alley District. Enjoy an afternoon of delicious food and cultural perfor-

mances, topped off with the traditional procession re-enacting Mary and Joseph's search for shelter. For more details, contact **Suzette Romero** at 467-9890.

At The Convention Center

December 1-4
CTI Expo Fall 1998
Estimated attendance: 6,000

December 7-11
Project World
Estimated attendance: 2,000

December 8-9
GT/ST '98 West
Estimated attendance: 1,500

Committee Roundup

Downtown Operators: **Tedd Hankins** of VTA reported on new technologies for light rail vehicles intended to combat "wheel squeal," the sound made by light rail trains as they round corners. Telfon studs have been successful in improving wear and lowering sound levels. The telfon will be added to the entire fleet of light rail trains within the next eight to 10 months.

Bob Ruff of the Redevelopment Agency reported on the status of the Automatic Public Toilet installations. The unit in Plaza de Cesar Chavez is now operational. The St. James Park site is being readied for installation now. All six units are scheduled to be functional by March 1999. Ruff also reported that the streetscape project slated for Fountain Alley has been suspended. Future construction in Fountain Alley will coincide with the downtown retail plan.

Doug Grant of the police department reported on the progress of the S.T.O.P. Program, to stop trespassing on private premises. Grant will work with SIDA to develop signs to satisfy the legal requirements of the program. Letters must be obtained from building owners or their agents for the police to enforce trespassing laws in the owner's absence. The permission to enter letters must be updated every six months. **Noelle Knell** has copies of the letter.



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Editor-in-Chief: Scott Knles Exec. Editor: Noelle Knell
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SAN JOSE DOWNTOWN
ASSOCIATION

28 N FIRST ST
SUITE 1000
SAN JOSE, CA 95113
408-279-1775

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