

Promoting Parking in DTSJ

▶ Let's Make Parking Easier – Together

Parking in Downtown San Jose works best when we all pitch in. That's why we're asking you to help spread the word about ParkSJ.org — the City's go-to resource for parking.

ParkSJ.org Features

- Real-time parking availability at various ParkSJ garages
- · Interactive parking maps
- Information on parking programs and policies
- Traffic alerts, driving directions, and more

This toolkit is designed to help you promote the ease and accessibility of downtown parking — and highlight the convenience of finding parking garages and parking spaces (including 90 minutes of free parking at many locations).

How You Can Help

- Share ParkSJ.org with your customers, guests, attendees and staff to make parking in Downtown San Jose simpler and more welcoming for everyone.
- Use the ParkSJ logo and messaging from this toolkit on your website, social media, marketing, and promotions.
- Talk about it encourage staff to promote this initiative!

Together, we can make parking in Downtown San Jose simple, enjoyable, and stress-free!



MESSAGING

Standard language:

There's plenty of parking downtown, most ParkSJ garages offer 90 minutes of free parking and the parking website ParkSJ.org is a great resource providing real time parking availability, maps, and more.

If one of the five ParkSJ garages is near where your business, organization, event or activation is taking place, please include the name and link to that ParkSJ garage. For example:

Park in the Market & San Pedro Square or Second & San Carlos garages. Parking is free for the first 90 minutes. More information at ParkSJ.org.

Park in the Third Street Garage. Parking is free for the first 90 minutes. More information at ParkSJ.org.

Note: 90 minutes free parking at the Market & San Pedro Square Garage is not available during special events and when pre-pay is in effect. The special event flat rate is \$10.

Simple messaging:

It's easy to find parking in Downtown San Jose. Go to ParkSJ.org.

Visit ParkSJ.org for real time parking information, maps and more.

For businesses, organizations, events and activations in the SoFA District:

The First Street & I-280 lot is FREE on weekdays after 6 p.m. and all day on weekends and holidays.

Get 90 Minutes of FREE PARKING in these ParkSJ garages:

- Market & San Pedro Square
- Second & San Carlos
- Third Street
- Fourth Street
- Third & Santa Clara



> LINKS

Parking Website (ParkSJ.org) Parking Map Parking Lots & Garages 90 Minutes Free Parking **Curbside Parking**

HASHTAGS

#ParkSJ **#DTSJparking** #DTSJ #downtownsanjose



> LOGOS

Please include one of these ParkSJ logos in your marketing, communications, social media and/or website.



ParkSJ logo



90 MINUTES FREE

ParkSJ 90 Minutes Free logo

Download additional parking graphics

If you need the logo in a different format, please email Julie Carlson at jcarlson@sjdowntown.com.

For questions or additional information, email sida@sidowntown.com.

EXAMPLES















