



## **Downtown Parking Validation Program Fact Sheet**

The Downtown Parking Validation Program provides retailers, restaurants, nightclubs, bar businesses, gyms, beauty salons and social service providers with the opportunity to offer customers **FREE parking** at a low cost to businesses. Validations are purchased in two-hour magnetic stripe coupons.

Downtown Validations provide up to **2 hours FREE** parking at designated facilities, and 'enhanced' FREE parking as highlighted below:

- **12 hours FREE** parking Sunday-Friday, 6pm – 6am at the Market/San Pedro Square, Second/San Carlos, Third Street and Fourth Street Garages.
- **12 hours FREE** parking Saturdays, 6pm – 6am at the Market/San Pedro Square Garage.
- **24 hours FREE** parking Saturday 6am – 6am at the 2nd/San Carlos, Third Street, and Fourth Street Garage.

### **Who is eligible for Downtown Parking Validation coupons?**

Any downtown retail, restaurant, social service provider, bar, night club, beauty salon, barber shop, shoe repair shop, tanning salon, portrait or photography studio, weight reduction center, skating rink ice rink, health club, fitness center. Business must have a current State Board of Equalization Resale License and a Business License with a downtown address to acquire validations.

### **How much do the Downtown Parking Validation coupons cost?**

Thirty cents per two hour validation coupon. Validations are sold in bundles of 20 two-hour validations for a total of \$6 (30 cents apiece).

### **Where can Downtown Parking Validation tickets be purchased and picked up?**

The Central Parking System office located at the Market/San Pedro Square Garage (45 N. Market Street), sells and distributes the validation coupons. Business hours are Monday-Friday, 8 am-5 pm, excluding holidays. Please call (408) 794-1090 for information about ordering guidelines and how to place an order by fax.

Also, automated validation machines are available to businesses with high validation activity (similar to a postage meter machine). Businesses are billed monthly for validation use and pay a refundable deposit for use of the machine. Businesses benefit by saving the time of maintaining large inventories of coupons and by only paying for validations their customers actually use. Contact Elias Khoury at (408) 975-3707 or Matt Farrell at (408) 975-3714 for information on obtaining an automated validation machine.

### **How do the validations work?**

Simply give the customer a two hour downtown validation. Any amount owed in excess of the validated time is the customer's responsibility. Customers insert or present the coupon with their parking ticket and then exit.

### **Should businesses offer Downtown Parking Validations only with a purchase?**

It is up to each business to decide whether customers require a minimum purchase.

### **Which parking garages accept Downtown Parking Validations magnetic stripe tickets?**

- Central Place Garage
- Colonnade Plaza Garage
- Convention Center Garage
- Fourth Street Garage \*\*
- Market /San Pedro Square Garage \*\*
- Pavilion Garage
- Second/San Carlos Street Garage \*\*
- Third / Santa Clara (The Globe)
- Third Street Garage \*\*

\*\* Garage offers 'enhanced' FREE parking evenings and weekends

### **What times are validations valid/accepted?**

Downtown Parking Validations may be used for parking every day. Some exceptions exist: validations are not accepted at the Market/San Pedro Square Garage during major events at the HP Arena (such as Sharks games) or at the Convention Center Garage when a flat rate at entry is collected.

### **Can the Downtown Parking Validation privilege be revoked?**

Yes. The Downtown Parking Validation Program is for customers of **retailers, restaurants, social service provider, nightclubs, bars, recreational facilities and non-medical personal services use only**. Any abuse connected with the unauthorized distribution, resale or use of the validation will revoke the privilege of participating in this program. **Owners and employees are not allowed to redeem Downtown Parking Validations for their own use.** Information on low-cost monthly parking may be obtained by calling the City of San Jose's Parking Administrator (408) 975-3707.

### **How do customers know that businesses are part of the Downtown Parking Validation Program?**

Each participating business is encouraged to promote their validated parking offer in their customer marketing collateral. Central Parking System at (408) 794-1090 and the Downtown Association also provide participating businesses with a sign indicating participation in the Downtown Parking Validation Program. As part of the program conditions, merchants agree to display the "Pv" sign in their front window or entry door. If the sign is not displayed, merchants may lose validation privileges.