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San José Proposes Free Downtown Parking for Hybrid Clean-Fuel Vehicles

Mayor Gonzales endorses expansion of program to reduce emissions and support downtown businesses and economic recovery



Mayor Ron Gonzales is pictured above with Steve Kirsch CEO of Propel; Steve Cornelius of San Jose Toyota; Jan Schneider, President of the Board of the Downtown Association along with many other representatives at the media event.

San José ---- San José Mayor Ron Gonzales announced his support for expanding the city's incentives to encourage the purchase of clean-air vehicles by providing free parking in downtown San Jose at municipal parking structures and street parking.

The goal of the city’s program is to reduce auto emissions, support downtown businesses and visitors, and promote economic recovery. The proposed incentives would apply to all clean-fuel vehicles, including new hybrid vehicles, purchased in San José.

“This proposal wins all the way around,” said Mayor Gonzales. “It helps to reduce air pollution, it encourages auto sales in San Jose, and it will bring more people to visit our downtown. This is an outstanding package.”



The City established similar incentives for electric vehicles in April 2001. The current proposal will expand the existing program to include hybrid vehicles, which operate using a combination of gasoline and electric power, purchased in San Jose to encourage the acquisition of these fuel-efficient vehicles.

The San José City Council will consider the “Clean Fuel Vehicle Purchase Incentive Program” on next Tuesday, April 29. The proposed measures would provide free parking on an extended pilot basis for designated clean-air vehicles at municipal off-street parking facilities, on-street parking meters, and San José regional parks.



“It is up to us to create programs such as the one announced today, to help reduce vehicle emissions. Every local business should encourage and promote these vehicles for the betterment of our environment,” said Steve Kirsch, CEO of Propel, a local technology business in San José.

Kirsch worked with the city to establish the incentives for zero-emission vehicles in San Jose two years ago through the Kirsch Foundation.

“We are excited about this incentive. Toyota and Honda are already leaders in producing cars with this type of technology, and we look forward to providing more incentives to our customers,” said Steve Cornelius, owner of Stevens Creek Toyota and president of the Stevens Creek Auto Row Association in San Jose.

San José Downtown Association has endorsed the proposal because it will create additional opportunities to welcome visitors to our downtown, according to president Jan Schneider. “This will benefit both new car owners who buy hybrids, and our members who are local restaurants and merchants in downtown San Jose.”

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