

**Transportation Commission  
Study Session**

July 14, 2022

# Bellevue Curb Management Plan

**Presented By:**

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# Agenda for Today



**Curb Pricing  
Principles**



**Curb Pricing  
Strategies**



**Next Steps**

# Objectives for tonight

Project team invites discussion and seeks concurrence from Transportation Commission on curb pricing principles & strategies.

# Curb Management CPA Update

Updates since June 9 (action from PC to establish public hearing Sept 14)

## 1. **June 22, 2022**

- Planning Commission motioned to set public hearing for CPAs

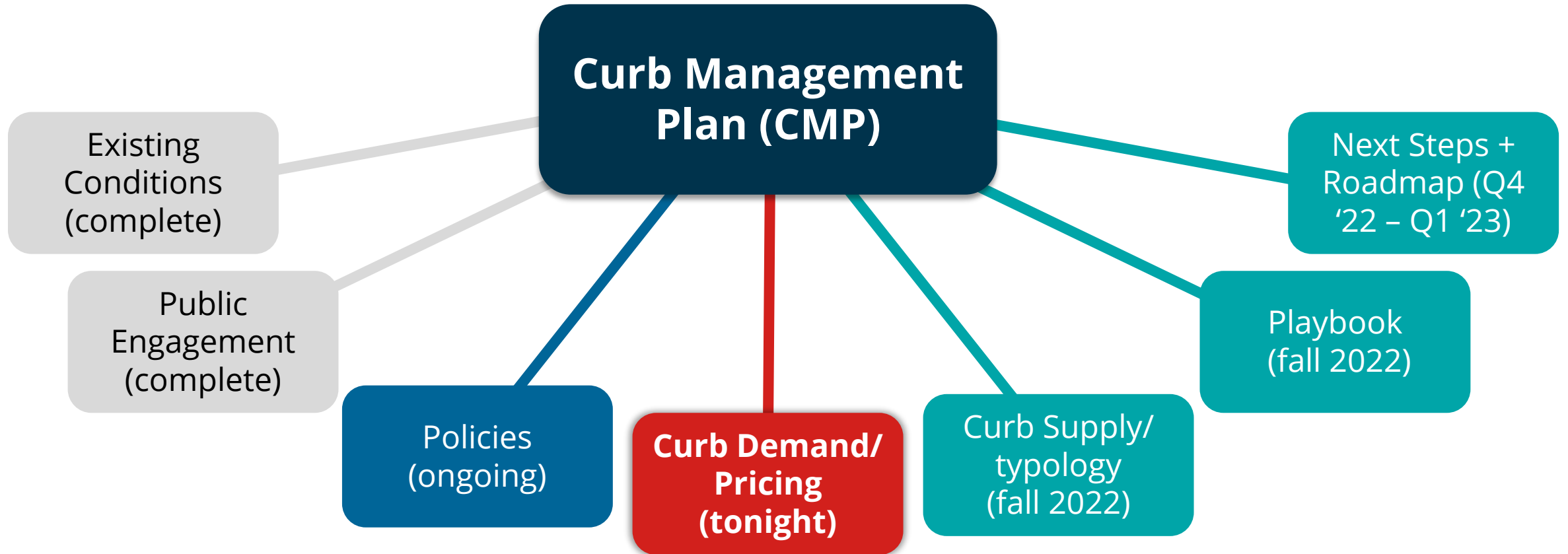
## 2. **September 14, 2022**

- Planning Commission: Public Hearing & Action

## 3. **November 2022**

- Council reviews and considers CPAs

# CMP Context





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# **CURB PRICING PRINCIPLES**

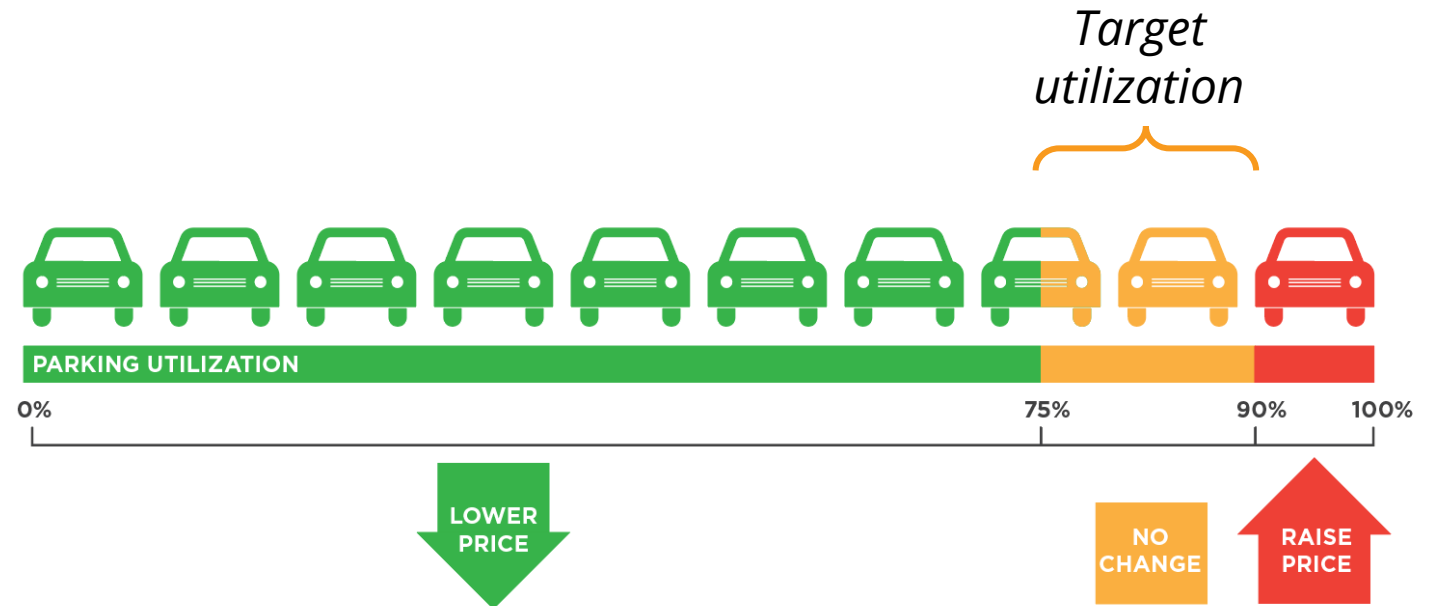
# Curb Pricing Principles for Bellevue

- 1** Parking pricing rates should be established to achieve target **curb occupancy goals**.
- 2** Curb pricing should support **efficient enforcement** structures, ensure **optimized mobility operations**, and contribute toward **streetside amenities**.
- 3** Curb pricing should be **easily communicated to and understood** by the public.
- 4** Curb permitting structures should be **simple and transparent**.
- 5** Curb pricing structures should include strategies to **ensure equitable outcomes**.
- 6** Curb pricing should achieve **city goals and policies**.

# Curb Pricing Principles for Bellevue

**1** Parking pricing rates should be established to achieve target **curb occupancy goals**.

- Demand-based pricing: parking rates are set based on a peak parking occupancy target
- “Sweet spot” typically between 75-90% occupancy
  - Spaces are well-used, but always easy for someone to find a space
  - Reduce “circling” cars
- Adjust rates periodically based on occupancy data





# Curb Pricing Principles for Bellevue

**1** Parking pricing rates should be established to achieve target **curb occupancy goals**.

- **Example:** SF Park (San Francisco, CA)
- Target occupancy is 60-80% (one available space per block)
- Rates adjusted quarterly
  - If over 80%, rate increased by \$0.25
  - If between 60-80%, no change
  - If below 60%, rate decreased by \$0.25
  - Maximum hourly rate is \$8.00



# Curb Pricing Principles for Bellevue

2

Curb pricing should support **efficient enforcement** structures, ensure **optimized mobility operations**, and contribute toward **streetside amenities**.

- Curb enforcement can be time-intensive and expensive
- Simple, easy-to-enforce pricing structures can make enforcement more efficient and effective
- More efficient curb management operations allows more curb revenue to be invested into local amenities and improvements

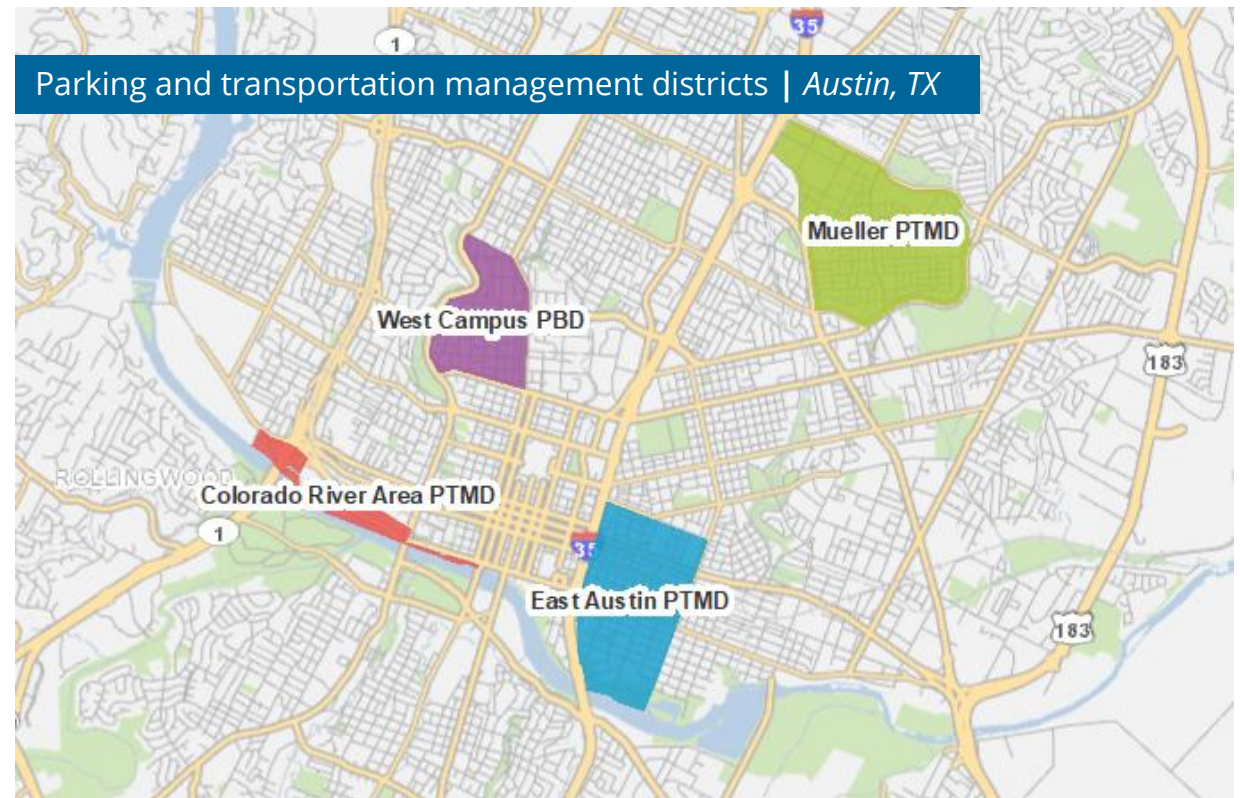


# Curb Pricing Principles for Bellevue

2

Curb pricing should support **efficient enforcement** structures, ensure **optimized mobility operations**, and contribute toward **streetside amenities**.

- **Example:** Parking Enterprise (Austin, TX)
- Parking enterprise is a self-funded City department that manages curbside programs
- Curb revenue funds operations and enforcement
- Neighborhood parking management districts share parking revenue with the enterprise (51% - 49%) and can reinvest locally in amenities and services



# Curb Pricing Principles for Bellevue

## 3 Curb pricing should be **easily communicated to and understood** by the public.

- When curb pricing is too complicated, it is:
  - Time-intensive and expensive to enforce
  - Difficult for people to understand and comply with
  - Difficult to fine-tune over time
  - Difficult for people to understand
- Curb pricing should be supported with a communication strategy that is clear, accessible, and transparent



# Curb Pricing Principles for Bellevue

## 3 Curb pricing should be **easily communicated to and understood** by the public.

- **Example:** SDOT (Seattle, WA)
- Goals and rate changes are published on SDOT website
- Publicly available annual reports and data sets
- Community feedback is regularly gathered through “Curbspace Access Sounding Board” outreach

Seattle

Search Pay or Apply Menu

MaryCatherine.Snyder@seattle.gov

### Curb pricing data and information | Seattle, WA

**What we do**  
SDOT sets on-street parking rates and hours of operation based on... This means that visitors and shoppers can find a parking spot m...

**Program goals**  
SDOT adjusts rates, time limits and paid hours of operation to:

- Help customers reliably find parking within walking distance of their destinations
- Reduce emissions and lessen traffic congestion from drivers circling in search of parking
- Increase access to businesses by ensuring turnover of parked cars

The City established this program in 2010 by adopting [Seattle Municipal Code 11.16.121](#). To determine parking conditions, SDOT uses a sophisticated model that predicts parking activity based on transactions and regularly collected counts throughout the city. Data are used to determine potential changes to rates, time limits, and paid parking hours by comparing results to our target range of 70% - 85% occupancy.

2022 Rate Changes

Annual Study Reports

Paid Parking Signs

Download Data Sets

Seattle Paid Parking Rates Map

# Curb Pricing Principles for Bellevue

## 4 Curb permitting structures should be **simple and transparent**.

- Permitting structures and processes should be:
  - Easy to navigate and understand for people seeking to obtain a permit
  - Easy and efficient for City staff to manage and operate
  - Easy to monitor and enforce



# Curb Pricing Principles for Bellevue

## 4 Curb permitting structures should be **simple and transparent**.

- **Example:** PBOT (Portland, OR)
- Healthy Business program allows businesses apply for a permit to use curbside space for business (including dining)
- Simple application and payment process consolidated on one website
- \$150 application fee

**PBOT**

Web-based permit application system | *Portland, OR*

### Apply for a Healthy Businesses Permit

This application is for businesses and organizations who are applying for a Healthy Businesses permit to use a portion of the street or sidewalk for business operations. Free Healthy Businesses permits will be valid through August 31, 2022.

If you are planning to host a pop-up community event, please apply for a Community Event permit: <https://www.portland.gov/transportation/permitting/apply-community-event-permit>

The Portland Bureau of Transportation's (PBOT) Healthy Businesses program allows temporary changes to streets and sidewalks to give people more space to conduct business safely amid our current public health crisis. Businesses are encouraged to work together to find solutions that will work for the entire block or neighborhood business district.

This application should take 5-10 minutes to complete. Due to a high volume of requests, it may take up to 10-15 business days to respond. Thank you for your patience. Approval time may vary.

Name: \*

Fee type	Fee
Application fee	\$150
Parking use	\$500 per parking space
Sidewalk use	\$6 per linear foot

# Curb Pricing Principles for Bellevue

## 5 Curb pricing structures should include strategies to **ensure equitable outcomes**.

- Considerations for making curb pricing more equitable:
  - Establishing rate structures that account for and address the needs of and impacts on low-income users
  - Making equity-based decisions about how curb revenues are spent
  - Establishing equitable enforcement practices that reinforce curb goals without punishing user sub-groups

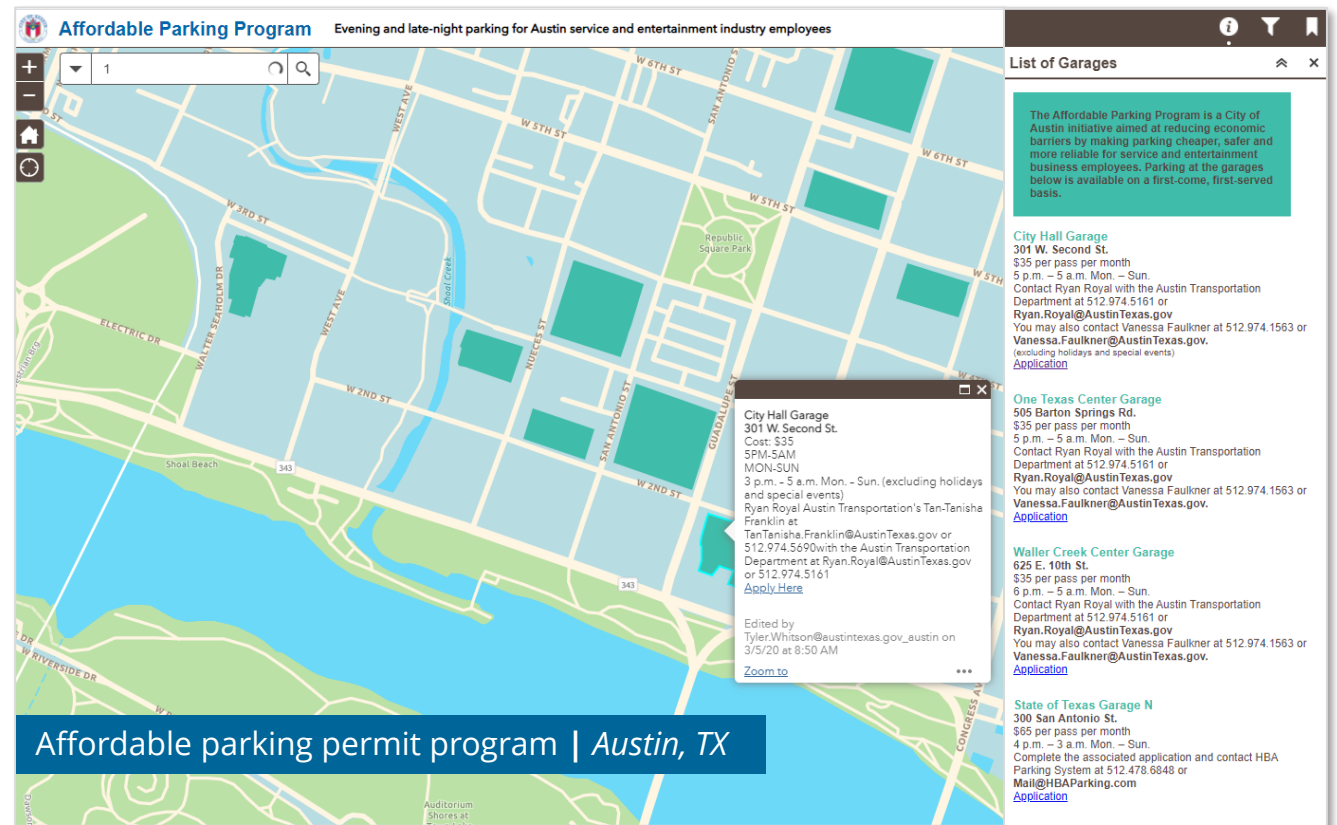




# Curb Pricing Principles for Bellevue

## 5 Curb pricing structures should include strategies to ensure equitable outcomes.

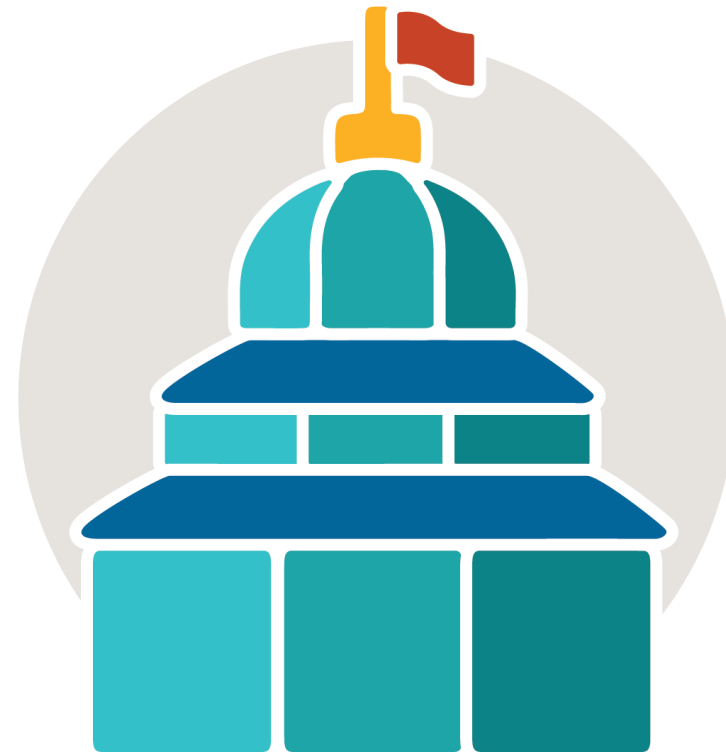
- **Example:** Affordable Parking Permit Program (Austin, TX)
- Launched in 2016 to provide access for lower-income service/retail employees and make use of underutilized private spaces
- Partly funded with city-collected parking revenues
- As of 2021, 30 participating facilities
- Permits cost \$35-65 per month



# Curb Pricing Principles for Bellevue

## 6 Curb pricing should achieve **city goals and policies**.

- Pricing allows the City to apply “carrots and sticks” in the form of subsidies and surcharges
- These financial incentives should reflect and reinforce established goals and policies in other City plans, including:
  - Bellevue's Comprehensive Plan
  - The Mobility Implementation Plan
  - The Environmental Stewardship Plan
  - The Bicycle and Pedestrian Plan



# Curb Pricing Principles for Bellevue

## 6 Curb pricing should achieve **city goals and policies**.

- **Example:** Boulder, CO
- Parking revenue has helped fund a variety of programs that support city goals, including:
  - EcoPass transit pass program
  - Bikeshare system
  - Streetscape improvements
  - Public WiFi service



Parking-funded programs and services | Boulder, CO

# **Curb Pricing Principles:**

## **Discussion**

## **Clarifying Questions**

## **TC Concurrence**

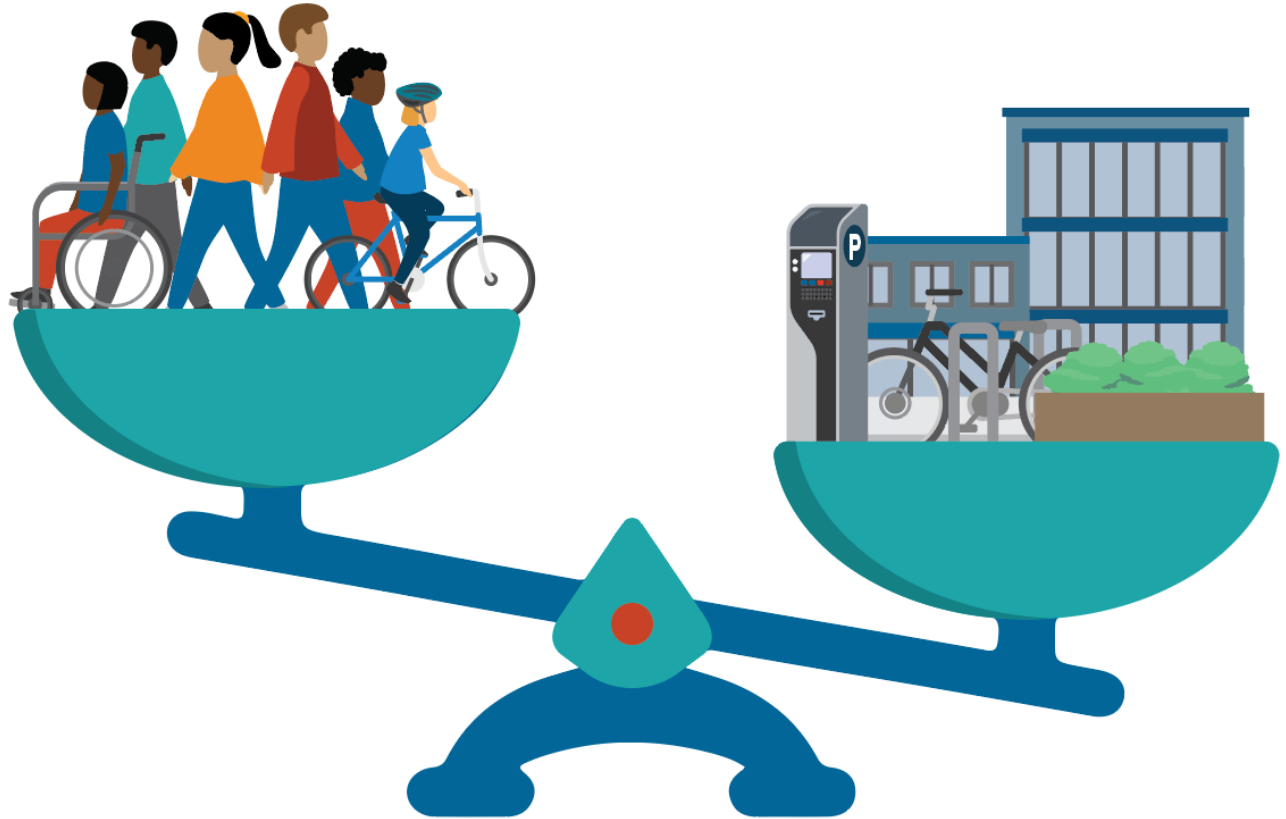


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# **CURB PRICING STRATEGIES**

# Recap: Why Curb Pricing?

- “Curbonomics”: the curb is a limited resource that is subject to the forces of supply and demand
- Pricing is the most effective way to:
  - Manage curb demand
  - Reflect the full economic value of the curb
  - Help achieve Bellevue’s curb goals
  - Support ongoing and future growth



# Recap: Curb Pricing Opportunities



**Launching a paid on-street parking program**



**Revisiting existing curb use lease fee permit structures**



**Exploring strategies to charge for specific load & unload activities at the curb**



**Formalizing micromobility permit structures**



**Creating permanent parklet and “streetery” (on-street dining) permit programs**

# Curb Pricing Strategies

## Three General Approaches to Pricing the Curb

### 1. Pay By Use



- **Approach:** user pays direct fee (flat rate or metered) each time they access the curb
- **Examples:** priced parking, metered loading zones

### 2. User Permits



- **Approach:** user pays for ongoing access via a permit (daily, monthly, annual)
- **Examples:** residential parking permits, permit-based commercial loading zones

### 3. Operator Permits and Lease Fees



- **Approach:** operator pays for access via a permit or lease
- **Examples:** employer shuttle fees, food truck permits, curbside dining permits



# Curb Pricing Strategies

## Draft Pricing Strategies and Potential Approaches for Bellevue

Curb Pricing Strategy		Pay by User	User Permits	Operator Permits/Leases
1	Paid on-street parking program	✓		
2	Metered Curbside Commercial Service Vehicle Zones	✓	✓	
3	Private Employer Shuttle Lease Fees			✓
4	Vendor-Based Curbside Lease Fees (i.e. Food Trucks)			✓
5	Curbside & On-Street Dining Lease Fees			✓
6	Micromobility Permit Structures			✓
7	Other curbside Passenger Load and Unload Pricing Approaches			✓
8	Curbside Placemaking Strategies			✓
9	Future Curbside Uses and Technologies	✓	✓	✓

# Curb Pricing Strategies

## Other pricing considerations:

- Many cities have expressed interest in charging TNCs (Uber/Lyft) for curb access, although identifying a practical method to do so can be challenging
- Options could include: TNC permitting and usage taxes/fees, cordon zone pricing (i.e. geofencing), LPR technology to monitor PU/DO zones

## Potential next steps for curb pricing implementation:

- Establish a curb management team and plan
- Consolidate curb enforcement and position it to be more effective
- Consolidate and clarify the use of curb-related revenues



# **Pricing Strategies:**

## **Discussion**

## **Clarifying Questions**

## **TC Concurrence**



**3**

**NEXT STEPS**

# Next Steps for Pricing

- 1. Late 2022 – Early 2023: Finalize Curb Management Plan**
  - Opportunity for Transportation Commission to review and comment on recommendations in the CMP
- 2. 2023 – Beyond: Begin work on follow-up pricing initiatives and present to transportation commission**
  - Example: on-street parking program

# Planned Upcoming TC Meetings

## 1. October 2022

- Present draft curb typology & prioritization framework

## 2. November 2022

- Finalize curb typology

## 3. December 2022

- Review Curb Playbook

## 4. Q1 2023

- Begin review of draft Curb Management Plan: content & recommendations

# Thank You

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