

City of
Bellevue



Transportation Commission Study Session

DATE: March 13, 2025

TO: Chair Stash and Members of the Transportation Commission

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SUBJECT: Curb Pricing Study – Community Engagement Update

DIRECTION REQUESTED

<input type="checkbox"/>	Action
<input checked="" type="checkbox"/>	Discussion/Direction
<input checked="" type="checkbox"/>	Information

INTRODUCTION

The Transportation Department is continuing work on the Curb Pricing Study throughout 2025. At the Commission meeting on March 13, staff and the project team will provide an overview of work completed to date, including a completed Existing Conditions Report and a summary of findings from community engagement activities. The team will also provide a high-level introduction to the Method of Operations and curb pricing program model. No action is requested of the Commission at this time.

BACKGROUND AND INFORMATION

Curb Pricing Study – Scope Updates

The project team provided an overview of the Curb Pricing Study scope at the December 12, 2024 Transportation Commission meeting. Since that time, the project team has progressed on various elements of the scope. A brief summary of work completed to date is listed below.

- **Curbside Parking Data Collection:** Curb utilization data, turnover data, and parking inventory numbers were collected in September 2024. Findings from data collection efforts can be found in the Existing Conditions Report posted on the project webpage.

- **Community Engagement:** The project team conducted numerous community engagement exercises throughout 2025. A summary of engagement activities and feedback is listed below in this memo.
- **Method of Operations:** The project team has recently begun to work on a proposed curb pricing program financial model. Inputs for this model include public feedback, best practices, cost assumptions and existing market rates for parking activities in the study area.

Community Engagement – Summary of Findings

In December 2024, the Transportation Commission provided feedback and concurrence on the draft Community Engagement Plan for the Curb Pricing Study. Using Transportation Commission feedback, the project team conducted various engagement activities between December 2024 and March 2025.

A summary of engagement activities is listed below.

<u>Engagement Activity</u>	<u>Date</u>	<u>Description</u>
Project Information Mailer	December 2024 – January 2025	Paper mailer with project information was sent to 16,892 addresses within and near the project study area, received in mailboxes in Dec 2024 and Jan 2025.
Presentation to Bellevue Chamber of Commerce	January 9, 2025	Project team provided project information to the Transportation Committee of the Bellevue Chamber of Commerce and gathered initial feedback.
Neighborhood News	January 2025	Article about project was published within monthly newsletter that is sent to all Bellevue residents on a regular basis.
It’s Your City newsletter	February 2025	Article about project was published within the seasonal newsletter that is sent to all addresses in Bellevue.
Regional media coverage	January – February 2025	Various local news outlets (i.e. Seattle Times) covered details about the project, including interviews with city staff.
Social media	January – February 2025	Social media posts were published on Nextdoor, X, and Facebook informing about the project and scheduled open houses.

Spring District Focus Group	February 5, 2025	Targeted focus group with Spring District stakeholders was held at GIX.
Intercept Surveys	February 5-8, 2025 March 7-8, 2025	Two rounds of intercept surveys were conducted on the sidewalk around the study area. Project team members asked individuals several questions about their travel and parking experiences.
Door-to-door interviews	February 5-7, 2025	Project team members walked door-to-door and interviewed business owners and managers about their opinions on parking conditions. Most street level businesses in Old Bellevue and the Spring District were contacted during this period.
Public Open House: In-person	February 6, 2025	Public open house was held at Bellevue City Hall to provide information about the project. Project team members were present to answer questions. Open House featured info boards, graphics and refreshments.
Public Open House: Virtual	February 10, 2025	Public open house was held on Microsoft Teams to provide information. Open House featured a presentation, Mentimeter board and Q&A session.
Bellevue Downtown Association Focus Groups	February 12, 2025	Three separate focus groups co-sponsored with the Bellevue Downtown Association were held to discuss the project. Groups included property managers, regional employers and “street level” businesses.
Old Bellevue Merchants Association Meetings	February 6, 2025 February 13, 2025	Two meetings with members of the Old Bellevue Merchants Association (OBMA) were held to discuss the project.
Online Survey	January 21 – March 10, 2025	An online survey for the project was posted on the Engaging Bellevue platform for public participation. The survey asked about parking experiences and demographics.

Community Engagement - Feedback Received

The following section highlights feedback received by the project team from various community engagement activities.

Focus Groups & Business Association Meetings

A total of (4) four focus groups were held with different stakeholders in the study area. Focus groups were co-facilitated with the Spring District and the Bellevue Downtown Association. Additionally, the project team gathered feedback through (2) two meetings with the Old Bellevue Merchants Association and (1) one meeting with the Bellevue Chamber of Commerce. Specific feedback from each focus group and meeting is listed in Attachment 1.

Public Open Houses

Two public open houses were held to provide project information and gather public feedback. The in-person open house included 10 participants while the virtual open house included 36 participants. During the events, the project team helped answer questions and discussed the tradeoffs that curb pricing would have for the community. A summary of feedback is listed in Attachment 1. Additionally, the Q&A from the virtual open house is posted on the project webpage.

Door-to-Door Interviews

The project team spent three days going door-to-door in Old Bellevue, Downtown and the Spring District to gather feedback from local businesses on existing parking and curbside behaviors. Business owners and managers provided a wide range of feedback, documenting their perception of visitor and employee parking conditions. A summary of feedback received during the door-to-door interviews is listed in Attachment 1.

Intercept Surveys

Two rounds of intercept surveys were conducted by the project team in February and March 2025. These surveys captured feedback on individuals' most recent parking experiences. Team members approached pedestrians and asked about their travel experience, which included questions about their mode of travel, their experience parking (if they drove), and their perception of parking as a barrier to visiting the area. Respondents' ZIP codes were captured to understand where they traveled from. In total, about 200 intercept surveys were conducted around the study area. A final tally will be presented to the Commission during the March 13 meeting.

Online Survey

An online survey was available publicly beginning on January 21. The survey closes on March 10, 2025. The survey asked respondents about their overall perspective of parking in Bellevue, both from a travel and an optics perspective. As of March 5, 269 responses have been received through the online survey. A final tally and overview of responses will be presented to the Commission during the March 13 meeting. [A link to the survey can be found here.](#)

Community Engagement Summary

Overall, sentiment on the existing parking experiences was mixed. Many residents, visitors and business representatives expressed difficulty finding parking in certain areas, especially in Old Bellevue and the Spring District. Depending on the specific location, parking was seen as a barrier for visitation due to overburdened curb usage. In other areas, parking was seen as less of an issue due to the wide availability of off-street parking. Small business owners described existing issues around parking expenses for their retail and restaurant employees that currently use street parking and move their vehicle every two hours.

Regarding the concept of implementing a curb pricing program, many respondents acknowledged existing problems with curbside parking and expressed openness to the idea of paid parking, assuming the program was coupled with certain conditions. These conditions included increasing monitoring and enforcement, improving data collection, setting reasonable parking rates and increasing wayfinding to all types of publicly available parking facilities. Certain business groups also recommended the development of a mobile app or other tool to help visitors understand parking availability, rates and operating hours.

Method of Operations Introduction

The project team has begun developing the Method of Operations model for a curb pricing program. This initiative will identify all potential costs and revenues associated with paid parking implementation.

Generally, curb pricing programs include capital costs (i.e. meter & pay station installation, mobile payment initiation expenses) and operating costs (i.e. enforcement, payment infrastructure maintenance, mobile payment transaction fees). Revenues within curb pricing programs are usually predicated on user payment. In some communities, citations from violations are factored into revenue projections depending on the capturing methods.

Within the model, certain assumptions are made regarding user payment compliance, rate adjustments, and enforcement frequencies. During the Commission meeting, the project team will provide a broad overview of how different program assumptions can result in differing revenue scenarios. More detailed information will be shared at future Commission meetings.

Curb Pricing Study Schedule

The Transportation Commission will continue to guide development of the Curb Pricing Study through Fall 2025. The Commission will consider a curb pricing implementation report in Fall 2025 and will be asked to take action on a curb pricing recommendation for City Council consideration. The Council will then consider and take action on the pricing recommendation in late 2025.

NEXT STEPS

At the March 13, 2025 Commission meeting, the project team will begin discussions on the Method of Operations for curb pricing. Later in Spring 2025, the project team will post publicly the “Curb Pricing Study Community Engagement Summary”, which will provide full detail on engagement findings.

At the May 8, 2025 Commission meeting, the project team will provide more details on the Method of Operations and propose initial approaches to a curb pricing program.

If you have questions, need additional information, or would like to request a briefing with staff prior to the meeting, please contact either Chris Iverson or Chris Long (contact information listed at the header of this memo).

ATTACHMENTS

1. Community Engagement Notes