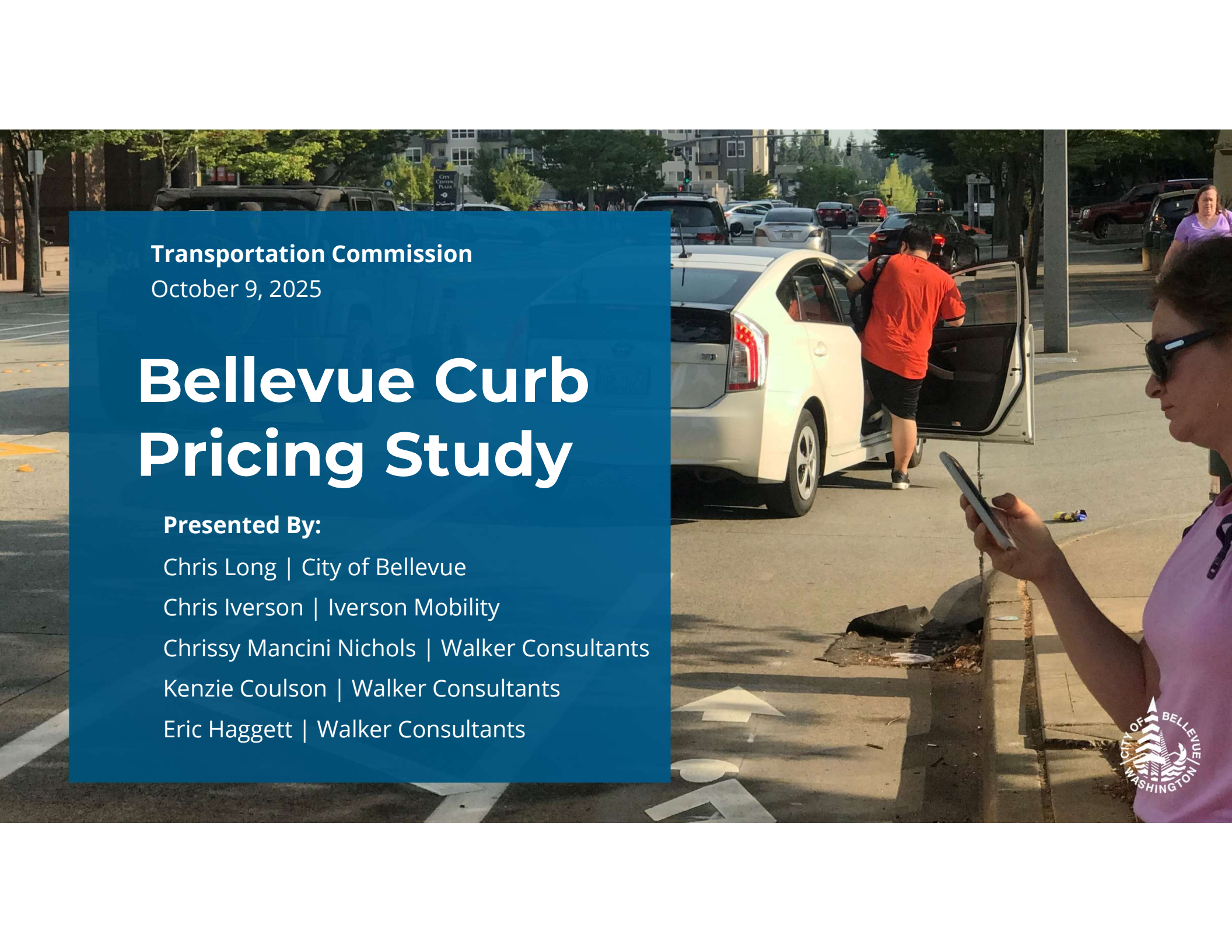


A background photograph of a city street scene. In the foreground, a woman in a pink shirt and sunglasses is looking at her smartphone. Behind her, a white car is parked with its rear door open, and a man in a red shirt is standing next to it. The street is lined with trees and other vehicles in the distance.

Transportation Commission

October 9, 2025

Bellevue Curb Pricing Study

Presented By:

Chris Long | City of Bellevue

Chris Iverson | Iverson Mobility

Chrissy Mancini Nichols | Walker Consultants

Kenzie Coulson | Walker Consultants

Eric Haggett | Walker Consultants



Agenda for Today



**Recap and
Project Updates**



**TC Feedback and
Engagement
Updates**



**Overview of
Implementation
Strategy**



Next Steps



Discussion

Meeting Intent

Staff will provide an overview of the draft Curb Pricing Implementation Strategy.

The project team is seeking input on the Strategy from the Transportation Commission.

No action is requested.

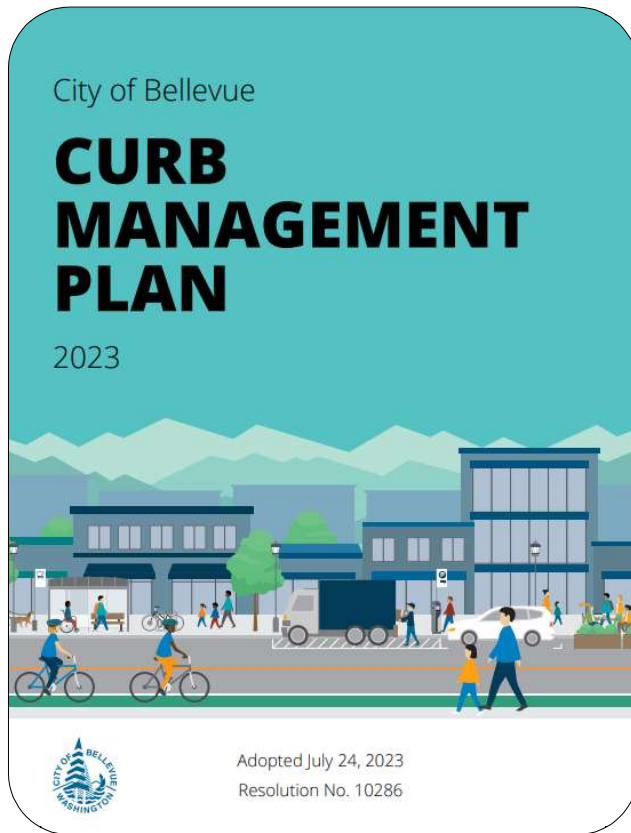




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RECAP AND PROJECT UPDATES

CMP – Project Background



- Curb Management Plan (CMP)
 - Adopted by City Council in July 2023
 - Included 2+ dozen curb practices and pilot project ideas for long-term implementation
 - **Project ST.1: Perform an implementation study for a paid parking program and update on street parking procedures**
 - Identified as near-term priority by the TR Commission, reflected in the CMP

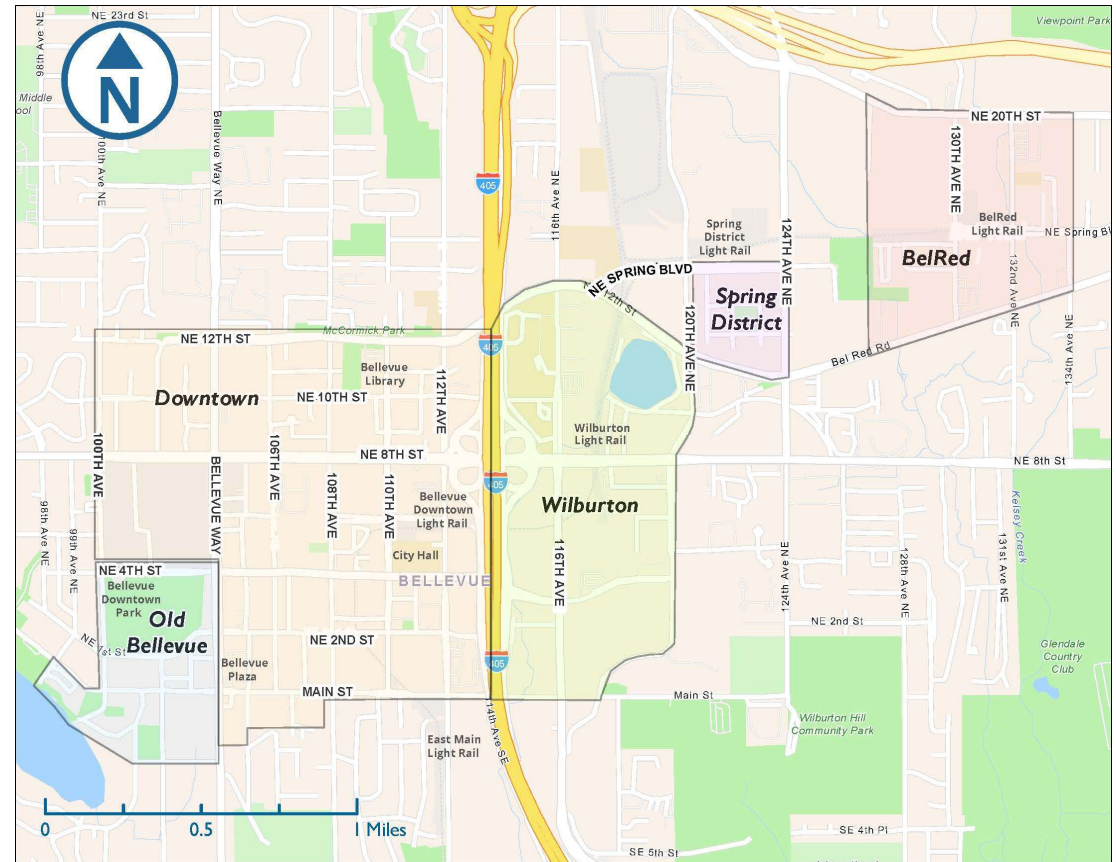
The CMP is the Council-adopted precursor to the Curb Pricing Study.

Curb Pricing Study Area

The study area includes:

- Downtown Bellevue
- Old Bellevue
- Wilburton
- Spring District
- BelRed

The project is also evaluating potential impacts to neighborhoods adjacent to the study area.



Study Goals

Improve curb access

- Make it easier to find available spaces
- 1-2 parking spaces available per block at any time

Increase parking compliance

- Improve safety and predictability

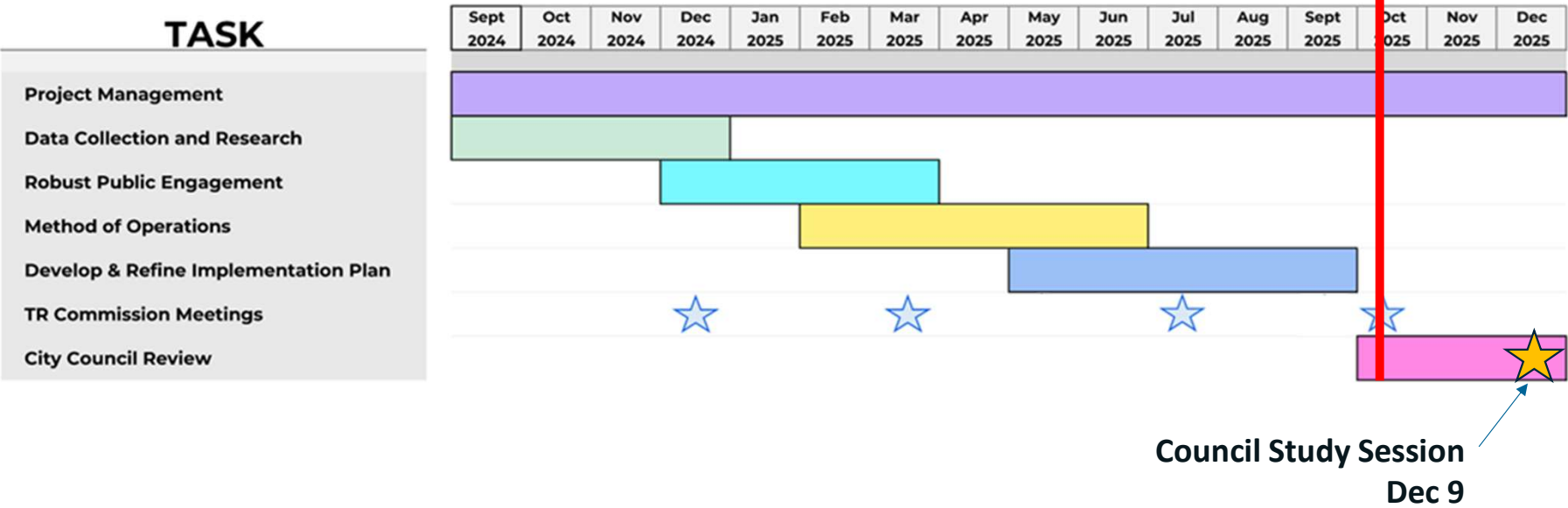
Achieve equitable outcomes at the curb

- Balance the various needs of users



Schedule

We are here!





TC FEEDBACK AND ENGAGEMENT UPDATES

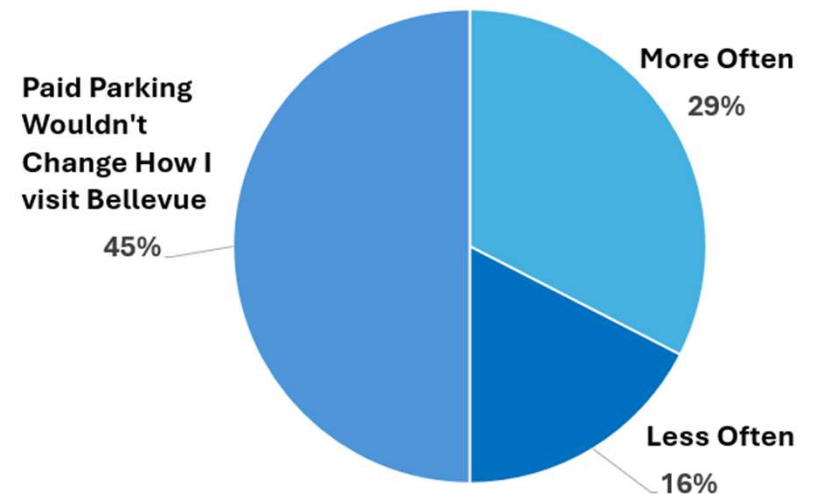
Public Engagement Updates

▪ Summer 2025 engagement

- Info table at DT Park in July 2025
- Door-to-door meetings in August 2025
- Meetings with OBMA, businesses Sept 2025



WOULD YOU VISIT DOWNTOWN BELLEVUE/SPRING DISTRICT MORE OR LESS OFTEN IF ON-STREET PARKING WERE EASIER TO FIND BUT YOU HAD TO PAY A FEW DOLLARS TO PARK?



Comments from July TC meeting

Commission comments:

- 1) Ensure the proposed program includes multiple payment options
- 2) Ensure the program is taking an equitable approach to the curb pricing program framework. Gain clarity from diversity organizations if approaching equity from multiple angles is appropriate.
- 3) Identify case studies where paid parking implementation improved economic output of a community.

Comments from July TC meeting

Ensure the proposed program includes multiple payment options.

Project team response:

The Implementation Strategy proposes a curb pricing program that would allow for multiple payment methods, including:

- Payment at pay stations
- App-based mobile payment
- App-free mobile payment (i.e. QR Code, direct web link)



Comments from July TC meeting

Ensure the program is taking an equitable approach to the curb pricing program framework. Gain clarity from diversity organizations if approaching equity from multiple angles is appropriate.

Project team response:

- Staff met with the Bellevue Diversity Advantage Network (BDAN) in March and September 2025 to gain feedback. BDAN members provided input and concurred with the program framework of addressing equity in multiple forms (i.e. access, communication, mitigation strategies).
- The project team engaged with various community organizations to understand challenges and help inform Implementation Strategy recommendations.

Comments from July TC meeting

Identify case studies where paid parking implementation improved economic output of a community.

Case study: Pasadena, CA

- Paid parking was initially installed in the Old Pasadena district in 1993.
- Business community was initially hesitant to change.
- After one year, retail sales in Old Pasadena increased at a greater rate than other retail districts in the city, including those with free parking.



Comments from July TC meeting

Case study: Pasadena, CA

- Meter funds are used to make streetscape improvements and sidewalk repairs.
- Pasadena established a “Meter Zone Advisory Board” to inform the program.
- In May 2025, new meters were added around the Playhouse District to alleviate congestion and balance parking demand.



Meter Funded Improvements

Department of Transportation



PASADENA

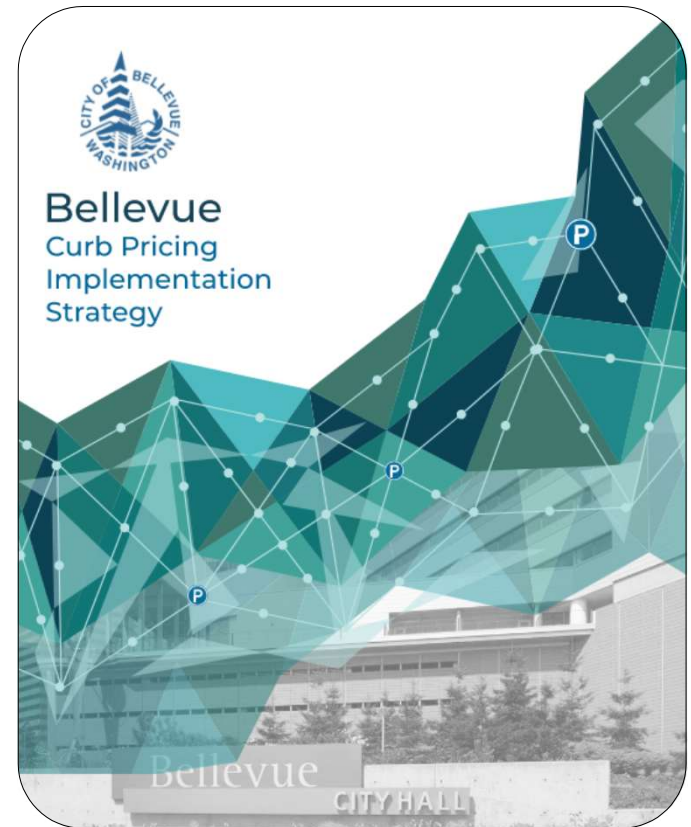


OVERVIEW OF IMPLEMENTATION STRATEGY

Curb Pricing Implementation Strategy

Background

- The Implementation Strategy is a document that provides advice and recommendations on how to move forward with a curb pricing program in Bellevue.
- This Strategy is the draft framework for the program and will be used as a reference as it evolves.
- City Council will be asked to review the Strategy and consider proceeding.



Curb Pricing Implementation Strategy

Sections

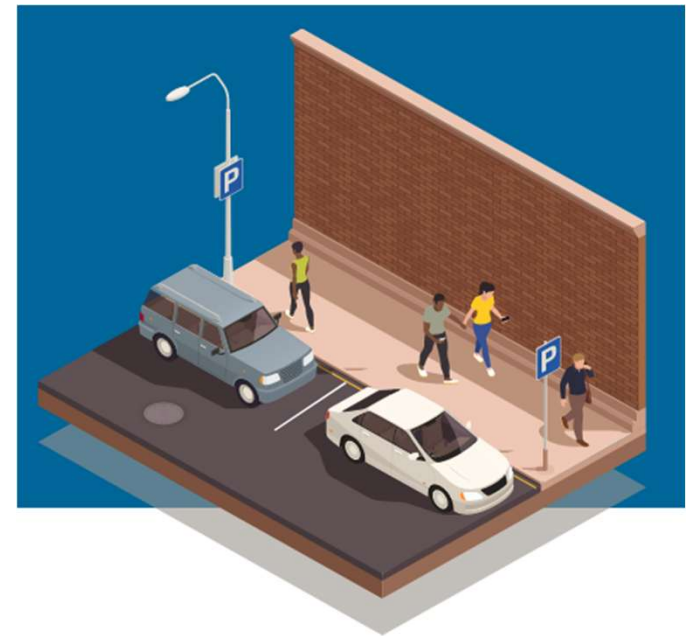
- Executive Summary
- Background and Intent
- “Why Price Curb Space”
- Data Collection Findings
- Stakeholder Outreach Findings
- **Implementation Strategy**
 - *Parameters*
 - *Financial Details*
 - *Revenue Reinvestment Concepts*
 - *Implementation Timelines*



Curb Pricing Implementation Strategy

Parameters

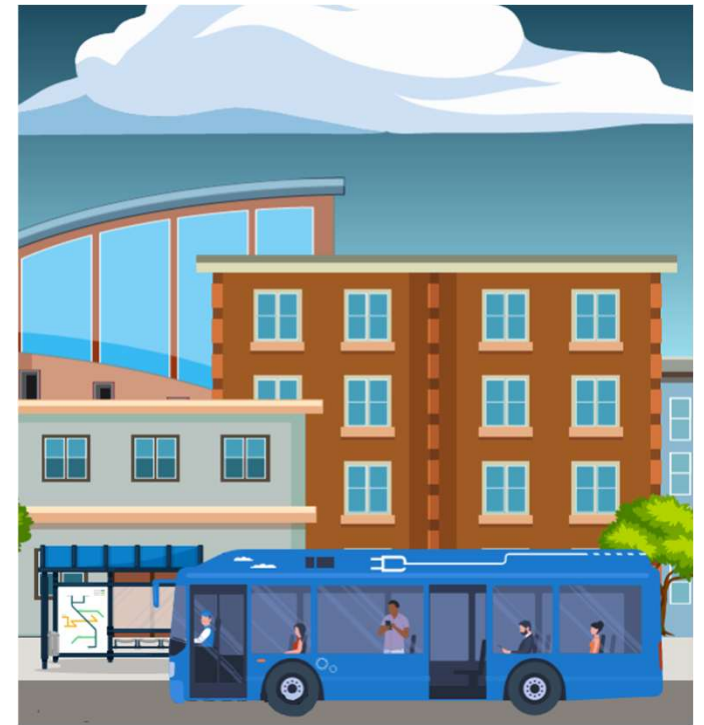
- **Curb Pricing Program Structure**
 - Council-adopted range, administrative adjustments
 - Hours of operation
 - Approach to enforcement
 - Approach to temporary paid parking impacts (i.e. street events, construction)
 - Payment options + wayfinding approach
- **Commitment to Community**
 - Establishment of Curb Pricing Advisory Committee (CPAC) to inform program



Curb Pricing Implementation Strategy

Equity Considerations

- **Communications**
 - Multilingual access to payment
 - Ambassadors + grace period during initial launch
- **Mitigations**
 - Promote transit, discounted ORCA passes
 - Deploy employee parking permit pilot
 - Explore public-private partnerships with lot owners
 - Provide financial support to microtransit services (i.e. BellHop)



Curb Pricing Implementation Strategy

Financial Details

- **Capital Investments** (\$1.6 million)
 - Pay stations, new signage, mobile app up-front costs
 - Communication materials
- **Operating Expenses** (\$2.0 million)
 - Pay station maintenance, mobile app fees
 - Program staff, expanded enforcement
 - Ongoing data collection
- **Operating Revenues** (\$4.3 million)
 - Parking payment (~84% program revenue)
 - Enforcement ticketing (~16% program revenue)



Curb Pricing Implementation Strategy

Reinvestment Concepts

- **Included as high-priority Curb Practices within CMP:**
 - Expanded Enforcement
 - *(already included within program assumptions)*
 - Add ADA street parking
 - Add more loading zones
 - Improve bus shelters
 - Curb space activation & data collection



Curb Pricing Implementation Strategy

Other Concepts from Community

Parking wayfinding

- Install physical parking wayfinding signage
- Develop mobile app that shows publicly available parking (both on-street and off-street)

Curbside capital improvements

- Pedestrian improvements, streetlighting

Streetscape activation

- Fund contributions to events, street closures





4

NEXT STEPS

Curb Pricing Implementation Strategy

Next Steps Timeline

- **Council Review**
 - Approval of program approach, adoption of code changes
 - Capital investment allocation
- **Procurement & Staffing**
 - Solicit payment vendors
 - Update enforcement contracts
 - Hire and train staff
- **Launch Preparation**
 - Earliest possible launch: Q1 2027

Tasks	Estimated Time in Months												Q1 2027
	1	2	3	4	5	6	7	8	9	10	11	12	
City Council Approval	█												Curb Pricing Begins
City Council Adopts Ordinance & Code Update		█											
Capital Investment Budgeting	█	█											
Develop Equipment/Technology Vendor RFP		█	█	█									
Equipment/Technology Vendor Agreement					█	█	█						
Develop New Enforcement Operator RFP		█	█										
New Enforcement Agreement; Recruit, Hire and Train Staff					█	█	█	█	█				
Recruit, Hire and Train New City Staff and Develop Internal Processes		█	█	█	█	█							
Develop Communications Strategy						█	█	█					
Stakeholder Outreach				█	█	█	█	█	█	█	█		
Procure and Install Equipment and Signage, Mobile Payment						█	█	█	█	█	█		
Complete Infrastructure Work						█	█						
Formalize the Curb Pricing Advisory Committee									█	█	█		
Outreach/Introduction to the Public										█	█		

Next Steps

- **City Council Meeting**
 - December 9, 2025
 - Review draft Curb Pricing Implementation Strategy
 - Provide direction to staff to come back to council with code changes necessary to implement paid on-street parking





5

DISCUSSION

Discussion

Does the TR Commission have input on the draft Curb Pricing Implementation Strategy?

TR Commission feedback will be integrated into the program for City Council review & approval.