

Bellevue Curb Pricing Study

Implementation Strategy and Next Steps

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City of Bellevue



Direction

Consider directing staff to proceed with necessary administrative tasks that would allow for the advent of paid on-street parking in Bellevue's Urban Core neighborhoods of Downtown, BelRed and Wilburton and prepare an ordinance and amendments to the Bellevue City Code for consideration and action at a future meeting.



Agenda

1. Curb Pricing Study Background
2. Data Collection
3. Public Engagement
4. Implementation Strategy
5. Discussion



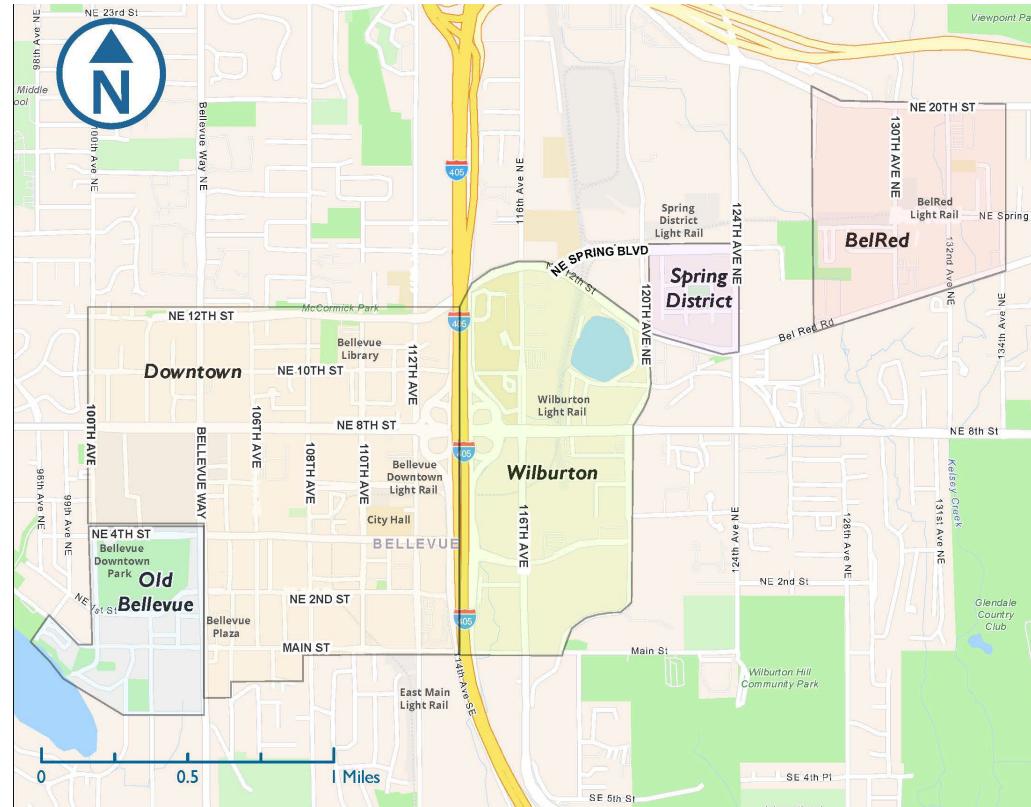
Background

- **Curb Management Plan (CMP)**
 - Adopted by City Council in 2023
 - Included 2+ dozen “Curb Practices”
- **Comprehensive Plan Policy**
 - Policy TR-34: Consider implementation of a pay-for curb use program.
- **Curb Pricing Study**
 - Identified as a near-term priority practice in CMP



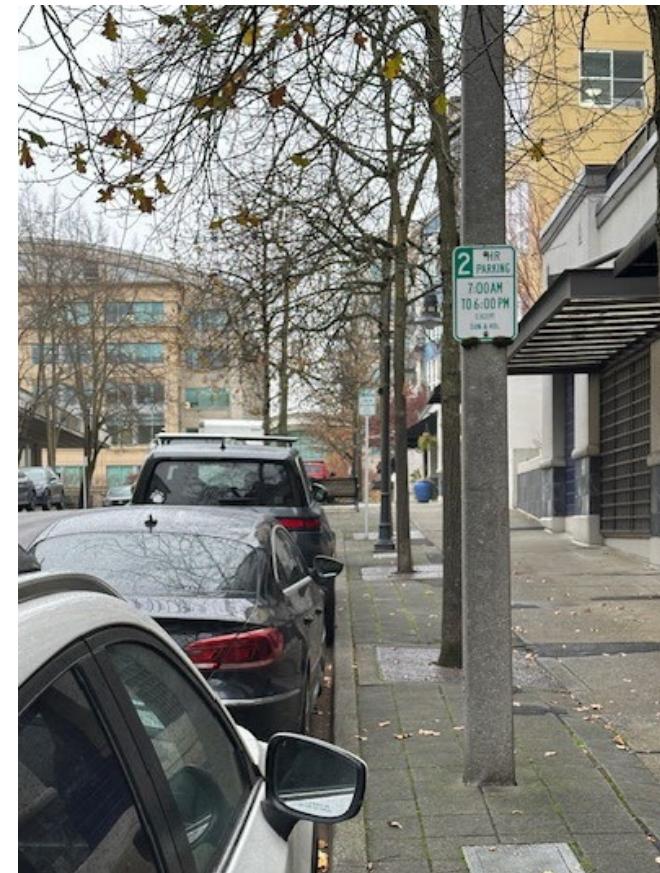
Curb Pricing Study Area

- **Study Area Locations**
 - Downtown
 - Old Bellevue
 - Wilburton
 - Spring District
 - BelRed



Curb Pricing Study Goals

- **Improve curb access**
 - Make it easier to find parking
- **Increase parking compliance**
 - Improve safety and predictability
- **Achieve equitable outcomes**
 - Balance the various needs of users



Business Support

- **Turnover**
 - Paid parking encourages turnover, which brings more visitors to the area
- **Perception**
 - Creates perception of easier and more available parking for customers
- **Wayfinding**
 - Improves access to all parking areas
- **Congestion**
 - Reduces congestion from parking-related traffic (i.e. circling the block)



Curb Pricing Study

Data Collection



Data Collection

- **Collection periods**
 - Sept 2024
 - Oct 2025
- **Methods**
 - Occupancy and turnover collected 7 a.m. – 8 p.m.
- **Regulations today**
 - 2-hour time limit
 - 7 a.m. – 6 p.m., Mon-Sat



Key Takeaways

- Most blocks in the study area are at capacity in the afternoons and evenings.
- At least 25% of vehicles are overstaying curbside time limits (parking for 3+ hours).
- Lack of compliance with parking regulations.



Curb Pricing Study

Public Engagement



Round #1 Engagement

Early 2025

Interviews / Focus Groups

Bellevue Chamber of Commerce, Spring District Stakeholders, Old Bellevue Merchants Association, BDA

Door-to-Door Interviews

Met with 49 businesses in Old Bellevue, Spring District, and Downtown

Intercept Surveys

Conducted 220 intercept surveys on the sidewalk within the study area

Community Survey

Engaging Bellevue online survey; 281 surveys completed



Round #1 Engagement

Early 2025

In Person Open House

Public Open House at City Hall on February 6, 2025

Virtual Open House

Online Public Open House on February 10, 2025

Mailers and Flyers

Conducted 220 intercept surveys on the sidewalk within the study area

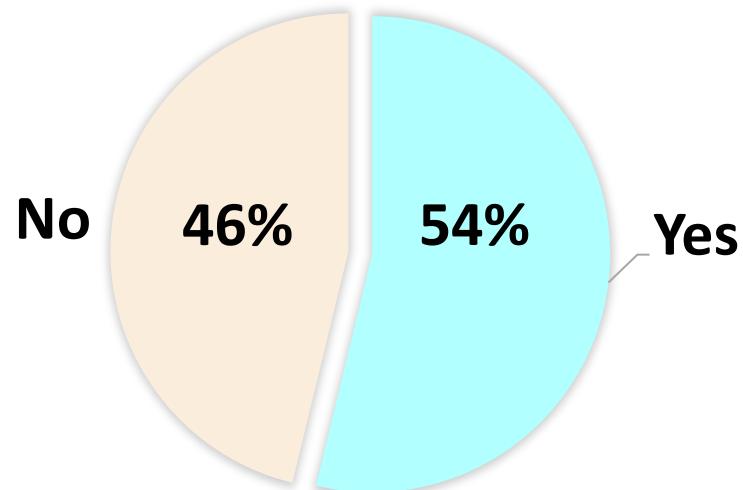
Social Media & News

City posts on social media, Neighborhood News; project covered on media outlets (i.e. Seattle Times)



Intercept Survey Feedback

FOR THOSE WHO PARKED ON-STREET:
DID YOU NEED TO CIRCLE THE BLOCK BEFORE
FINDING PARKING?



Intercept Survey Feedback

IS FINDING PARKING A BARRIER FOR YOU
VISITING THIS NEIGHBORHOOD?

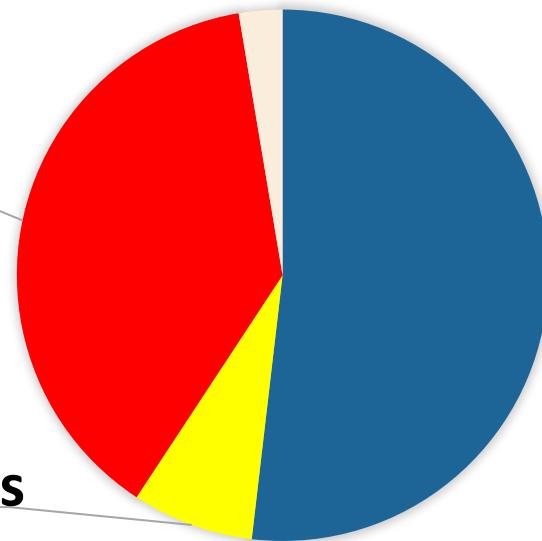
Doesn't Drive

3%

No
38%

Sometimes
7%

Yes
52%



Round #2 Engagement

Mid 2025

- **July 2025**
 - Info and survey table at Downtown Park
- **Aug 2025**
 - Door-to-door meetings with business owners
- **Sept 2025**
 - Meetings with Old Bellevue Merchants Association



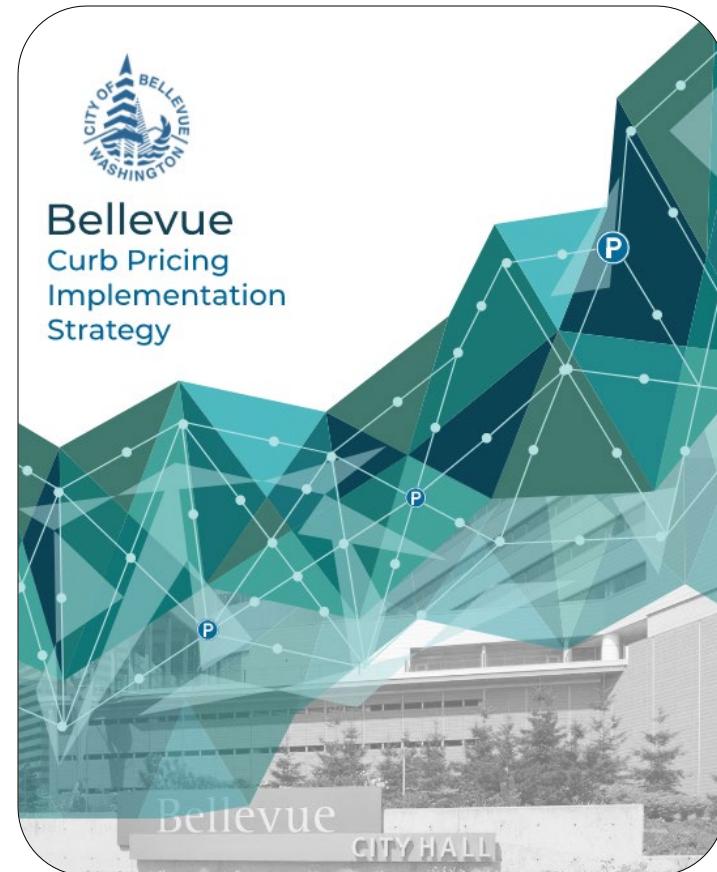
Curb Pricing Study

Implementation Strategy



Implementation Strategy

- Recaps the Curb Pricing Study process
- Creates a draft framework for the program to be used as a reference as it evolves
- Identifies the steps to advance curb pricing in Bellevue



Implementation Parameters

- **Curb Pricing Program Structure**
 - Council-adopted price range, administrative adjustments
 - Expanded enforcement
 - Multiple payment options
- **Commitment to Community**
 - Establishment of Curb Pricing Advisory Committee to inform program



Proposed Hours of Operation

- **Proposed:**
 - 3-hour parking, 10 a.m. – 8 p.m. (or 5 p.m. in Wilburton); seven days/week enforcement
- **Details:**
 - Data shows low occupancy in mornings, very high occupancy in evenings
 - Additional hour to support longer stays in the area; Evening enforcement will help late night businesses
 - Continued enforcement & monitoring of load zones outside paid parking hours



Equity Considerations

- **Communications**
 - Multilingual access to payment
 - Ambassadors + grace period during initial launch
- **Mitigations**
 - Promote discounted ORCA pass program
 - Explore partnerships with private garage owners
 - Consider funding extension of BellHop hours and connections to transit hubs



Financial Estimates

- **Capital Investments (*\$1.6 million*)**
 - Up front costs: pay stations, new signage, mobile app development, communication materials
- **Operating Expenses (*\$2.0 million*)**
 - Pay station maintenance, app fees
 - Program staff, expanded enforcement
 - Ongoing data collection
- **Operating Revenues (*\$4.3 million*)**
 - Parking payment: 84 percent of revenue
 - Enforcement ticketing: 16 percent of revenue



Reinvestment Concepts

- **High-priority Curb Practices within CMP:**
 - Expanded Enforcement (*already included within program assumptions*)
 - Add ADA street parking
 - Add more loading zones
 - Enhance transit amenities
 - Curb space activation & data collection



Reinvestment Concepts

- **Parking wayfinding**
 - Install physical parking wayfinding signage
 - Develop mobile app that shows publicly available parking (both on-street and off-street)
- **Curbside capital improvements**
 - Add pedestrian improvements, streetlighting
 - Fund streetscape activations (i.e. street festivals)



Wayfinding in Falls Church, VA



Next Steps

- **Today**
 - Consider providing direction proceed with next steps to launch paid on-street parking
- **2026**
 - Review and adopt ordinance language; future BCC changes
 - Advance administrative tasks
- **2027**
 - Launch program (if approved)





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