

City of  
Bellevue



# Transportation Commission Study Session

**DATE:** July 14, 2022

**TO:** Chair Stash and Members of the Transportation Commission

**FROM:** Chris Iverson, PE, Senior Transportation Engineer, 425-452-6461  
civerson@bellevuewa.gov

**SUBJECT:** Curb Management Plan – Curb Pricing and Programs, Part 2

## DIRECTION REQUESTED

Action

**Discussion/Direction**

Information

**Direction:** Staff seeks Transportation Commission input and concurrence to include curb pricing principles and pricing strategies into the Curb Management Plan.

**Discussion:** At the June 9 meeting, the Transportation Commission reviewed and discussed the use of curb pricing approaches to aid in the proper management of curbside demands in Bellevue’s urban core. This memo responds to discussion points made during the June 9 meeting, provides additional curb pricing considerations, reviews curb occupancy data collected in late June 2022, and lists modified curb pricing principles.

## INFORMATION

At the June 9 meeting, the Transportation Commission reviewed and discussed various curb pricing concepts and draft curb pricing principles. These concepts included “Curbonomics” (the supply and demand considerations of the curb); the use of curb pricing as a powerful demand management tool; best practices and research focused on optimal curb occupancy and usage; and draft principles to help guide the development of a pricing-based curb management program. Additional context for curb pricing and revised materials are listed in this memo.

## Revised Curb Pricing Strategies

As discussed during the June 9 Transportation Commission meeting, curb pricing strategies are important to consider for inclusion into a future curb management program. Preliminary curb pricing strategies for the Urban Core neighborhoods were identified:

- Launching a paid on-street parking program
- Exploring strategies to charge for specific load & unload activities at the curb
- Revisiting existing curb use lease fee permit structures
- Formalizing micromobility permit structures
- Creating permanent parklet and “streatory” (on-street dining) permit programs

At the June 9 meeting, the Transportation Commission expressed the importance of establishing Key Performance Indicators (KPIs) and equitable operational approaches for these various curb strategies.

Attachment 1 identifies the various pricing strategies for establishing a financially sustainable curb management program. Additionally, Attachment 1 lists primary goals, KPIs, payment mechanisms, potential sources of costs and revenues, and notes for each strategy. The list of strategies in Attachment 1 aims to be inclusive of existing curbside demands, and also identifies high-level frameworks to manage future curbside demands when technology and/or operational changes warrant revisitation.

## Funding a Curb Management Program

As discussed at the March 10<sup>th</sup> Transportation Commission meeting, current revenues generated from parking and other curbside violations do not exceed costs of administering enforcement approaches and is therefore viewed as currently unsustainable when compared to the growth trajectory of Bellevue’s urban core neighborhoods. These unsustainable practices may have ramifications to mobility operations as the city grows; therefore, a curb management program will rely on the initiation of numerous curb pricing strategies to ensure financial sustainability long-term.

The “One City” approach to budgeting at the City of Bellevue ensures that all revenues generated from most sources are directed into the city’s general fund. Although revenues are not directly tied to each program, they are tracked separately and can be referenced to justify both operating and capital-based expenditures and budget requests to support said program. The inclusion and adoption of curb pricing strategies will be important in ensuring the financial sustainability of a curb management program.

As shown in Attachment 1, numerous strategies are identified for inclusion into a curb management program. Curb uses include paid on-street parking and commercial service loading payment systems, permit-based curb uses, and recognition of future curb demands that may require payment mechanisms to ensure appropriate management. While concepts like

paid on-street parking would be new for Bellevue, some existing permit structures are in place today and may only receive minor modifications to pair with a new operational program. Since existing permit-based approaches and associated revenues are tied to the city's fee ordinance, the project team is engaging with the Development Services department to explore options for curb management program inclusion and recommended modifications if needed.

One important item of note: preliminary scenarios indicate that a paid on-street parking system will likely generate a large percentage of the revenues within the curb management program and is therefore vitally important for the success of the future program.

#### Existing Curb Utilization in Parking Areas

Robust discussion regarding optimizing curb occupancy for on-street parking occurred during the June 9 meeting. To determine existing block-by-block occupancy percentages, staff hired a data collection firm to execute parking utilization studies on June 17 and June 21, 2022.

For the study, the data collection team drove a vehicle around streets in the urban core areas and monitored parking space utilization on an approximately hourly basis. The study noted curb occupancy between 7am and 9pm on both days. Curbside parking supply and associated hourly occupancy was noted block-by-block where on-street parking is allowed. Additionally, the data collection team noted curb "violations" where observed illegal behavior was occurring. These violations included instances of lane blockages by delivery or passenger vehicles, over-occupancy in on-street parking areas, and parked or stopped vehicles in curbside locations where parking is not allowed.

Occupancy data was processed and summarized into morning, afternoon, and evening time periods. Additionally, occupancy data was processed and sorted into (6) distinct zones. These zones include Old Bellevue, four quadrants of downtown Bellevue, and the Spring District in the BelRed neighborhood. These zones were arbitrarily created for the purposes of this study to depict the varied curb demands around Bellevue's urban core. A map of these zones is shown in Figure 1.

The intent of this study was to provide a snapshot of existing curb utilization and should not be considered indicative of future programmatic data collection approaches or methodologies. Some limitations of this study included: observation of curb usage per block limited to an hourly basis; limiting the monitoring of roadways where on-street parking is allowed today; construction and other traffic control impacts; and lack of vehicle-specific details on curb violations.

A summary of curb occupancy per zone within downtown is shown in Table 1.

Figure 1: Curb Utilization Zones

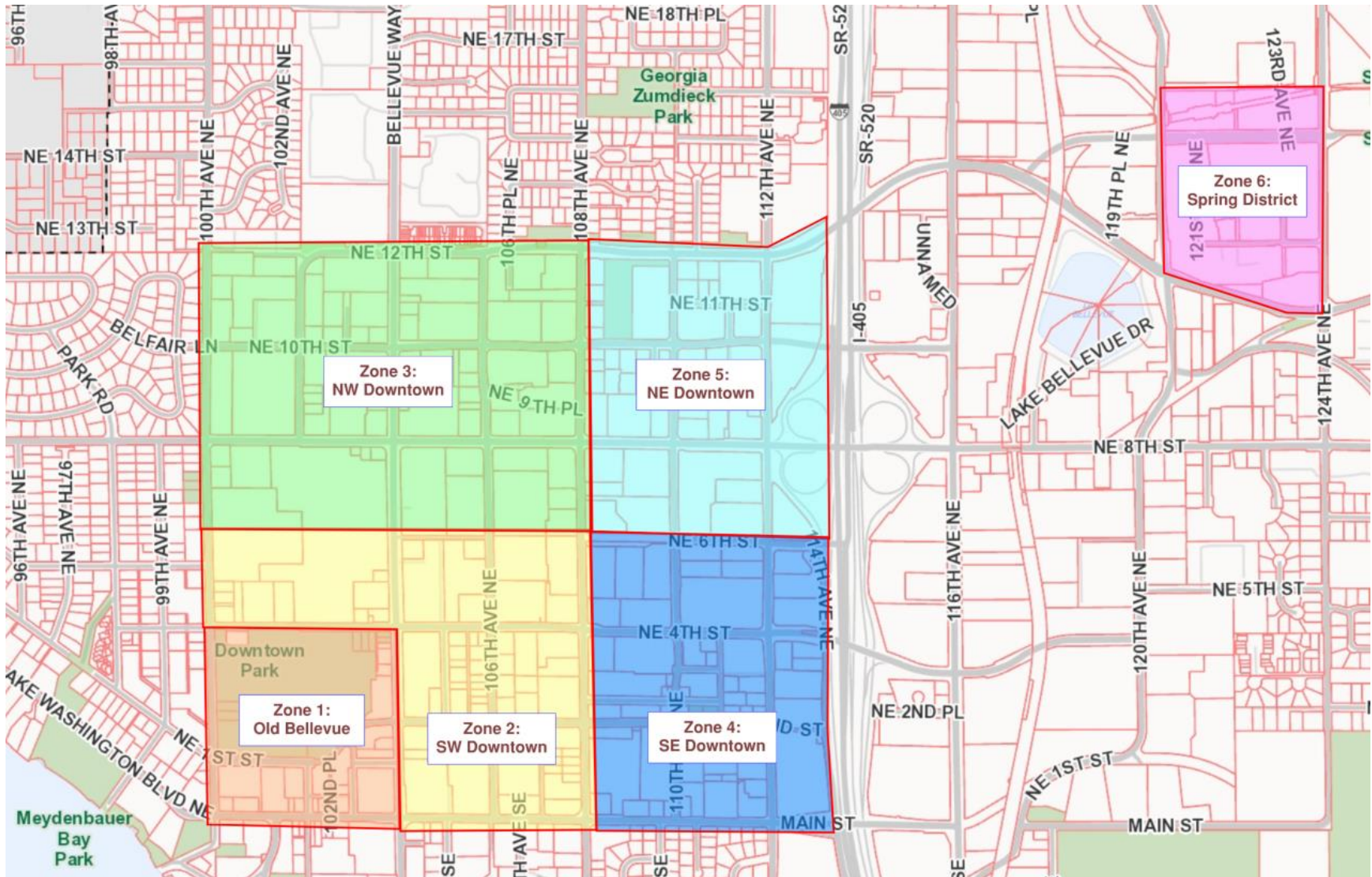


Table 1: Curb Occupancy Summary

			Friday, June 17			Tuesday, June 21		
Zone #	Description	Curbside Parking Spaces (Estimated)	Average % Occupancy 7am - noon	Average % Occupancy Noon - 5pm	Average % Occupancy 5pm - 9pm	Average % Occupancy 7am - noon	Average % Occupancy Noon - 5pm	Average % Occupancy 5pm - 9pm
1	OLD BELLEVUE	156	51.5%	77.4%	82.3%	55.8%	84.0%	91.2%
2	BELLEVUE DOWNTOWN: SOUTHWEST	64	67.8%	67.6%	75.0%	67.5%	69.9%	66.7%
3	BELLEVUE DOWNTOWN: NORTHWEST	55	67.6%	66.8%	62.7%	60.4%	57.7%	74.5%
4	BELLEVUE DOWNTOWN: SOUTHEAST	82	59.3%	57.9%	82.9%	70.7%	66.2%	80.5%
5	BELLEVUE DOWNTOWN: NORTHEAST	82	34.7%	40.4%	45.8%	39.0%	37.7%	44.9%
6	SPRING DISTRICT	98	85.7%	82.9%	69.9%	83.3%	68.1%	67.0%
TOTAL PARKING SPACES OBSERVED:		<b>537</b>	Total Observed Violations:		192	Total Observed Violations:		147

In Table 1, yellow cells indicate zones & times where curbs are achieving a proposed target occupancy metric as proposed in Attachment 1. Orange cells and green cells indicate zones & times that are above and below the target occupancy metric, respectively.

### Revised Curb Pricing Principles

At the June 9 meeting, the Transportation Commission reviewed and discussed draft principles to help guide the development of curb pricing approaches. The Commission expressed a desire to ensure that revised principles were more clearly articulated, reflected a flexible approach to time limits and dynamic curb usage, were closely tied to broader city goals, and would result in better equitable outcomes. In reflection of these comments, revised curb pricing principles are listed below:

- 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.

### **NEXT STEPS**

Staff will respond to Commission direction on curb pricing principles and curb pricing strategies listed in Attachment 1. These recommended approaches will be embedded within the final Curb Management Plan. The Transportation Commission will have opportunities to review all content within the draft plan in late 2022 and early 2023 prior to final recommendation and transmission to City Council.

The project team will continue staff-level workflows throughout the summer and intends to return to the Transportation Commission in October 2022 to discuss curb typologies and curb use prioritization approaches, as well as any other requested feedback on previous material.

Please feel free to contact myself prior to the meeting if you have questions about the agenda materials.