City of Bellevue

Transportation Commission Study Session

DATE: July 10, 2025

TO: Chair Stash and Members of the Transportation Commission

FROM: Chris Iverson, PE, Project Manager (contractor)
civerson@bellevuewa.gov, 425-285-7710

Chris Long, PE, Assistant Director, Traffic Operations
clong@bellevuewa.gov, 425-452-6013

SUBJECT: **Curb Pricing Study – Community Engagement Update**

DIRECTION REQUESTED

X	Action (Concurrence)
X	Discussion/Direction
X	Information

INTRODUCTION

The Transportation Department is continuing work on the Curb Pricing Study throughout 2025. At the Transportation Commission meeting on July 10, 2025, staff and the project consultant team will provide project updates, including highlighting the publicly-available Stakeholder and Community Feedback Report and introducing pricing program operation concepts. The team will also discuss the modified project approach as described in the May 8 staff memo to the Commission. While no formal action is requested at this study session, staff will seek Commission concurrence that the proposed program aligns with principles identified in the adopted Curb Management Plan (CMP).

BACKGROUND AND INFORMATION

Curb Pricing Study – Scope Updates

The project team has provided updates on the Curb Pricing Study to the Transportation Commission three times; in December 2024, March 2025 and May 2025. The project team has continued to make progress on various elements of the scope. A brief summary of work completed to date is listed below.

- **Additional Data Collection**: In May 2025, the project team identified off-street parking facilities in Old Bellevue and other parts of Downtown to gain a broader understanding of parking availability in the study area. This data compliments on-street parking inventory and usage data collected in the Fall of 2024.

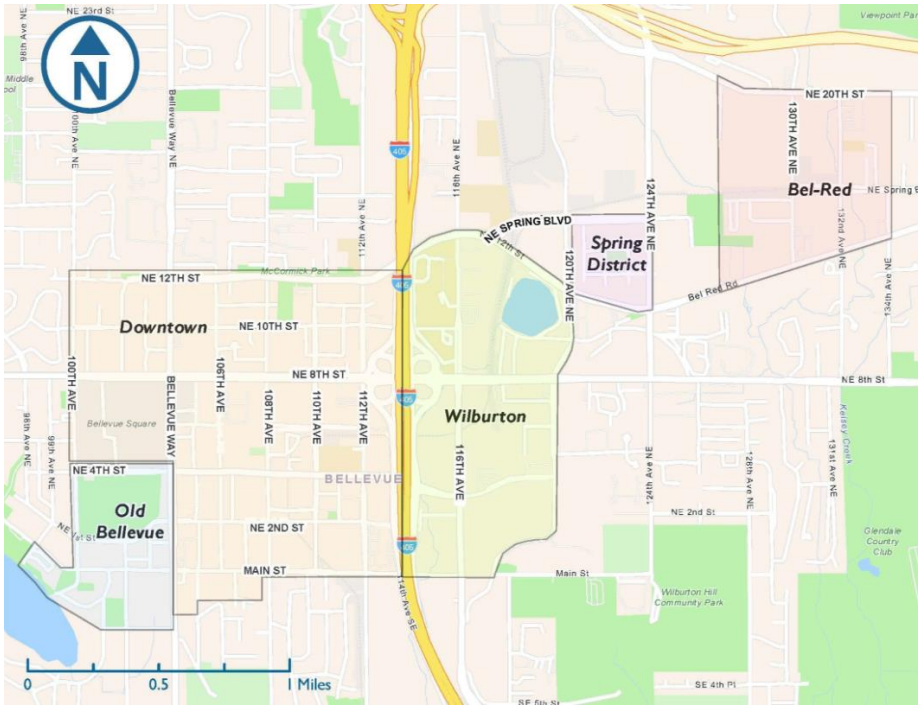
- **Community Engagement:** The project team completed initial engagement activities in early 2025. Findings are available in the Stakeholder and Community Feedback Report, posted publicly on the project webpage and included as an attachment to this memo. Since March 2025, the team has met with the Old Bellevue Merchants Association and the Bellevue Chamber of Commerce to provide project updates and seek input.
- **Pricing Program Development:** The project team has developed a draft program framework that includes hours of operation, the process to set and modify parking rates, staffing and reinvestment ideas through a broader curb management program.

Project Direction

As outlined in the May 8 staff memo to Transportation Commission, the project team will combine input from Commission with a program staff recommendation and bring the proposal to the City Council for consideration later in 2025. Curb pricing has revenue and budgetary implications that are outside the purview of the Transportation Commission and will require City Council discussion, input and ultimately a decision regarding implementation of a curb pricing program.

Project Area Review

The Curb Pricing Study is focused within the Urban Core neighborhoods of Bellevue. These neighborhoods include Downtown and the commercial areas of Wilburton and BelRed. Within these areas, Old Bellevue and the Spring District are noted separately due to their unique built forms and specific parking constraints. As such, there are five "focus areas" for the curb pricing program. A map of the study area is shown below:



Draft Program Assumptions

The project team is currently developing program assumptions for a curb pricing approach. Program details have been crafted to align with pricing principles outlined in the CMP (available publicly and included as an attachment to this memo). The following sections outline specific assumptions and justifications for each topic.

Hours of Operation

Currently, most on-street parking in the study area exists as free, two-hour parking, from 7am – 6pm Monday through Saturday. Based on observed occupancy data, many blocks have plenty of available parking in the morning during weekdays and weekends, while the same blocks are overburdened in the evenings. In reflection of these findings, it is recommended that time limited parking start later in the morning while extending later into the evenings to help better manage curb parking demands.

Data findings show that over 20% of vehicles overstay posted time limits. At the same time, public feedback gathered from visitors and businesses indicated a desire to allow people to park their vehicles longer at the curb to stay longer in a business district without needing to stress about leaving or moving their vehicles. On-street parking time limits would be increased to be three-hour parking at the onset of the program. As the program evolves, this time limit may be revisited based on data and public feedback.

Time limited parking currently does not occur on Sundays. This is a legacy approach to curb management based on a time when many businesses were not open on Sundays. Today, more businesses remain open on Sundays, creating a need for managed parking seven days a week.

Using the combination of stakeholder feedback and observed data, the proposed program recommends that curb pricing be implemented with the hours of operation listed in Table 1 below.

Table 1: Proposed Curb Pricing Hours of Operation

Area	Hours of Enforcement
Downtown	10AM - 8PM, 7 days/week
Old Bellevue	10AM - 10PM, 7 days/week
Spring District	10AM - 8PM, 7 days/week
Wilburton	9AM - 5PM, 7 days/week
BelRed	10AM - 8PM, 7 days/week

Pricing Assumptions

To achieve the goals outlined in the CMP pricing principles, rates would be established and adjusted on a regular basis. Parking occupancy studies would be conducted routinely to understand parking utilization.

The City Council would adopt a price range for parking, which would then allow prices to be set and adjusted administratively by the Transportation Director. Initial on-street parking rates would be established using existing data as a guide to understand and reflect market conditions. Based on recent findings, off-street parking lots and garages in the study area are shown to charge between $4 and $8 per hour for the first two hours of parking. The Council-adopted range would be broader than this off-street range, allowing the program to charge less or more for parking depending on occupancy findings.

As stated previously, the target average occupancy goal is set at 80% for the program. This occupancy goal equates to each block having about 1-2 parking spaces available at any given time and exists as a median baseline for potential rate adjustments. As a starting point, the project team recommends reviewing data and updating rates once per year. If data shows occupancy in a given focus area is higher than 85%, rates would increase nominally to adjust to demand in that area. If data shows occupancy lower than 70%, rates would decrease nominally. Rates would not go above or below the Council-adopted rate range.

Rate adjustments would be communicated to the public through news releases and project webpage updates. These communications would be multilingual to ensure broad community understanding. Pending new rates would be reflected on pay stations and mobile applications in advance of adjustment.

Initially, rates would be consistent at all times of the day, with specific rates being set in each of the five focus areas of Downtown, Old Bellevue, Wilburton, BelRed, and the Spring District. Over time, the program may consider setting different rates during different times of day in reflection of observed occupancy.

Equity Considerations

The curb pricing program would be established with a focus on equitable access and minimizing burdens on underserved and working-class populations. The program will offer multiple payment options to accommodate users who do not have access to a smartphone. Some program revenues would be used to explore transportation demand management (TDM) strategies for regular impacted users, such as retail and restaurant workers. The city will monitor equity impacts over time to inform adjustments to pricing and reinvestment strategies and maintain open dialogue with residents and business organizations to better understand how pricing implementation and rate adjustments affect overall parking behavior.

Capital and Operating Costs

The program will require initial capital investment to install pay stations, update signage, develop seamless mobile payment systems, and oversee initial program launch. Once established, ongoing revenues from curb pricing would go towards the following:

- **Maintenance and Replacement:** Program funds would go towards maintaining payment systems, helping manage potential vandalism and hardware/software breakdowns. Pay stations would be programmed with a 10-year replacement life cycle.
- **Enforcement**: Program funds would be used to hire additional enforcement personnel. In addition to parking and curb enforcement, added enforcement services would also be utilized to help monitor travel lane violations, parking lots at nearby City parks, and curbside parking in nearby neighborhoods that have Residential Parking Zone (RPZ) designations.
- **Staffing**: Program funds would go towards hiring staff to manage the curb pricing program, conduct data collection efforts and advance curb practices identified in the CMP.
- **Curb Management Program & Community Reinvestment**: Any excess funds beyond the cost of maintaining the pricing program would be reinvested back into the community through advancing practices listed in the CMP. Initial investments would go towards improving parking wayfinding and data accessibility, expanding available ADA parking, adding more curbside load zones for passenger and commercial use, and improving the streetscape through expanding opportunities for on-street dining, parklets, food trucks, curbside vendors and right-of-way beautification. Curb and right-of-way permitting structures would also be reformatted to help improve simplicity and transparency for potential applicants. A summary of all curb practices is listed on pages 8 and 9 of the CMP.

Commission Concurrence

On July 10, staff seeks concurrence from Transportation Commission that curb pricing approaches listed in this memo – and previous materials shared throughout the Curb Pricing Study – align with pricing principles stated in the CMP. The purpose of concurrence is to communicate to the City Council that the Commission believes that the staff is on the right track toward developing a final proposal on curb pricing. The pricing principles and corresponding staff response is listed in Table 2.

Table 2: Proposed Program Alignment with CMP Pricing Principles

Pricing Principle – adopted via CMP	Staff Response for Curb Pricing Study
Curb pricing rates should be established to achieve target parking occupancy goals.	Prices will be set and adjusted on a regular basis to achieve a target occupancy rate around 80%.
Curb pricing should support efficient enforcement structures, ensure optimized mobility operations and contribute toward streetside amenities.	Program revenues will improve, augment, and streamline enforcement protocols. Revenues beyond covering the pricing program will be reinvested into the community though the curb management program.
Curb pricing should be easily communicated to and understood by the public.	Information on all elements of the program will be easily accessible. Materials will be translated for broad awareness. Mobile payment systems will be intuitive and easy to use.
Curb permitting structures should be simple and transparent.	Curb permitting is beyond the scope of the Curb Pricing Study. However, pricing program revenues will be used to study permit process improvements once the program is established.
Curb pricing structures should include strategies to ensure equitable outcomes.	Curb management program funds will be invested into accessible parking expansion, streetscape improvements, and enhancing TDM programs.
Curb pricing should achieve city goals and policies.	Improving curbside issues will help improve the safety and efficiency of the transportation network. Curb pricing will help improve and streamline curb access.

NEXT STEPS

At the September 11, 2025 Transportation Commission meeting, the project team will provide a draft Curb Pricing Implementation Plan for public and Transportation Commission review. Feedback from the Commission will be incorporated into the staff recommendation to the Council.

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. Curb Management Plan
2. Stakeholder and Community Feedback Report