

Downtown Workplace Parking & Commute Management Pilot - Early Call for Participants

No-cost opportunity for downtown property managers and small-to-medium-sized employers to participate in a post-COVID daily parking pilot

The City of Bellevue is in the early stages of designing a pilot project to test daily commute parking at a building or zone/area within downtown Bellevue. Employers and employees at the selected location will be able to opt into a 4-6-month test of daily commute parking to provide flexibility for employees returning to the office following COVID-19.

Sign up [here](#) to be on a list to receive more information as the project gets closer.

(While this opportunity is tailored for property managers and employers with ~200 or fewer employees, employers and property managers may also seek Choose Your Way Bellevue Mini-Grants to implement daily parking and other eligible projects; information is at ChooseYourWayBellevue.org/businesses/financial-support.)

Background

The City of Bellevue's Choose Your Way Bellevue travel options program seeks to evolve an environment supportive of non-drive-alone travel and grow the non-drive-alone travel market, thereby increasing the efficiency of the transportation system and helping to preserve mobility and livability as the city grows in workforce and population.

A key factor for encouraging non-drive-alone modes in the downtown Bellevue environment is changing how parking and commute incentives/subsidies are managed. Although employer subsidy of non-drive-alone modes is prevalent, also prevalent is subsidized monthly parking, leading to more demand on our limited roadways. Typically, those who choose non-drive-alone modes, have limited options for occasional use of their workplace parking facilities. These commuters are charged the full daily retail parking rate, often without in-and-out privileges. The lack of parity between daily and monthly parking cost and flexibility, is a disincentive to non-drive-alone mode commuting. Furthermore, offering daily parking allows employees to avoid parking costs on days they do not come to the office or elect a non-drive-alone commute mode. It is anticipated that workers returning to office post-COVID-19 will desire greater flexibility based on their needs from day to day, making daily parking even more relevant.

Pilot Scope and Purpose

The City of Bellevue seeks to establish an area- or building-based pilot in 2021 for daily-choice parking and commute incentive management. The pilot purpose is to facilitate participation by smaller employers (and their employees) than those that typically avail themselves of these services. Following a successful multi-month pilot, building managers may be encouraged to convene similar programs that employers can opt into within their buildings. The City of Bellevue city will work with a property manager, or identify an area or zone, within which daily parking will be piloted, allowing employers and



their employees to opt in to test the daily parking program. The pilot may also include incentives for non-drive-alone modes to bring those costs on par with the daily parking cost. The pilot is directed toward smaller employers within the building or zone/area for whom vendor services for parking and commute management do not scale well. During a pilot period (anticipated to last approximately 4-6 months), the city would engage a vendor to work with participants to manage daily parking and supportive services.

Additional Pilot Elements and Parameters

- ❖ It is anticipated that the service/platform would include a way for participating employers to access the program for their employees **without** the need to utilize an HR database.
- ❖ A property manager/landlord would need to participate as a partner in the pilot to facilitate daily parking at their building with assistance from the city's vendor.
- ❖ The program would need to serve as a pilot to test the concept, including evaluation of success, lessons learned and how daily parking management can operate most optimally in the future. This will make it easier for other employers and property managers to implement daily parking in Downtown Bellevue.
- ❖ Participants would be asked to coordinate and cooperate in good faith with the city and vendor as needed to allow the program to be administered for their employees who opt in (or tenant employers who opt in, in the case of a property manager).
- ❖ Participating employees would likely need to provide basic contact information such as their name, employer, and email address.
- ❖ Participants would need to agree with daily parking charges (based on variable employer monthly parking rates) that would (ideally) be proportionately no greater than monthly rates.
- ❖ It is a strong desire of the city for the pilot to allow parking in-and-out privileges during daily parking period.
- ❖ If possible, the daily parking system would be "layered onto" typical existing parking systems that are open to other users not in the program (the project has some funding for capital expenses needed to make this happen).
- ❖ If possible, the pilot would include the ability to charge varying parking rates or provide free parking for carpools and vanpools (per employer or pilot policy).
- ❖ If possible, the pilot would include the ability for participating employees to (simply and easily) reserve a parking space on given days on a first-come, first-served basis, with sufficient lead time ("sufficient" may be defined by the vendor based on employee/employer needs).

Time Frame

The pilot is anticipated to begin in fall 2021 and last for a duration of four to six months.

Current Call to Action and More Information

This document serves to inform employers and property managers that the city is planning to implement this pilot later in 2021. At this time employers/property managers with questions or potential interest in participating should sign up [here](#) to receive updates.





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