1. Project Status Report
2. Existing & Future Conditions
3. Funding Scenarios
4. Market Driven Strategies
5. May 20 Council Action
6. Next Steps
Transit’s Benefits

Economic Benefits
- Creates Jobs
- Increases Customer Base for Sales
- Revitalizes Downtown Areas
- Improves Roadway Efficiencies
- Provides Parking Solutions

Environmental Benefits
- Reduces Foreign Oil Dependency
- Lessens Impact of Land Use
- Saves Energy
- Emission Mitigation
- Saves Time

Community Benefits
- Travel Congestion Mitigation
- Community Enrichment

Individual Benefits
- Empowers Individuals
- Reduces Carbon Footprint
- Saves Money
Identifies the City’s transit service priorities that are responsive to different financial scenarios and attune to different time horizons.

Assesses roadway, signal system, and other rights-of-way improvements that could be made to support the transit vision outlined in the Service Element.

Articulates Bellevue’s interests as it responds to regional transit policy changes and financial uncertainties, and coordinates with partner agencies.
Service Element Approach

CURRENT TRANSIT NETWORK

What service types are in place today and how well do they perform?

MARKET SEGMENTATION

What are the attitudes and preferences that drive traveler choices?

FUTURE TRAVEL MARKETS

Which segments in which travel markets should transit services compete for?

MARKET DRIVEN STRATEGIES

What kinds of strategies can best seize these opportunities?

Stop spacing

Speed of service

Frequency of service
Corporations, Agencies, and Institutions

Riders, Former Riders, and Non-Riders

City of Bellevue Boards and Commissions

Engagement Strategy
<table>
<thead>
<tr>
<th>MMA</th>
<th>Fall 2003</th>
<th>Fall 2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>7,346</td>
<td>18,817</td>
<td>156%</td>
</tr>
<tr>
<td>Eastgate</td>
<td>2,197</td>
<td>9,528</td>
<td>334%</td>
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<tr>
<td>Crossroads</td>
<td>1,706</td>
<td>3,669</td>
<td>115%</td>
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<tr>
<td>East Bellevue</td>
<td>1,695</td>
<td>3,527</td>
<td>108%</td>
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<tr>
<td>South Bellevue</td>
<td>2,908</td>
<td>3,349</td>
<td>15%</td>
</tr>
<tr>
<td>Factoria</td>
<td>1,724</td>
<td>2,370</td>
<td>37%</td>
</tr>
<tr>
<td>Richards Valley</td>
<td>1,301</td>
<td>2,049</td>
<td>58%</td>
</tr>
<tr>
<td>Bel-Red Northup</td>
<td>883</td>
<td>1,821</td>
<td>106%</td>
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<tr>
<td>Northeast Bellevue</td>
<td>532</td>
<td>959</td>
<td>80%</td>
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<tr>
<td>Newcastle</td>
<td>384</td>
<td>897</td>
<td>134%</td>
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<tr>
<td>Bridle Trails</td>
<td>62</td>
<td>895</td>
<td>1,337%</td>
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<tr>
<td>North Bellevue</td>
<td>512</td>
<td>860</td>
<td>68%</td>
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<tr>
<td>Newport Hills</td>
<td>670</td>
<td>837</td>
<td>25%</td>
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<tr>
<td>Wilburton</td>
<td>-</td>
<td>724</td>
<td>N/A</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>21,920</strong></td>
<td><strong>50,302</strong></td>
<td><strong>129%</strong></td>
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<tr>
<td>Quality of Service</td>
<td>All</td>
<td></td>
<td>Bellevue Resident</td>
</tr>
<tr>
<td>--------------------------------------------------------</td>
<td>-------------</td>
<td>----------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>Increase Frequency During Peak</td>
<td>643</td>
<td>33.2%</td>
<td>149</td>
</tr>
<tr>
<td>Increase Frequency to Reduce Overcrowding</td>
<td>249</td>
<td>12.9%</td>
<td>74</td>
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<tr>
<td>Increase Vehicle Capacity at Park &amp; Rides</td>
<td>183</td>
<td>9.5%</td>
<td>65</td>
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<tr>
<td>Other</td>
<td>168</td>
<td>8.7%</td>
<td>54</td>
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<tr>
<td>Increase Frequency During Midday</td>
<td>152</td>
<td>7.9%</td>
<td>58</td>
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<tr>
<td>Revise Schedules to Improve Connections</td>
<td>131</td>
<td>6.8%</td>
<td>44</td>
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<tr>
<td>Expand Service Coverage in Bellevue</td>
<td>114</td>
<td>5.9%</td>
<td>71</td>
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<tr>
<td>Install Additional Shelters</td>
<td>60</td>
<td>3.1%</td>
<td>30</td>
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<tr>
<td>Increase Frequency on Weekends</td>
<td>50</td>
<td>2.6%</td>
<td>30</td>
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<tr>
<td>Extend Service at Night on Weekends</td>
<td>48</td>
<td>2.5%</td>
<td>20</td>
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<tr>
<td>Increase Frequency During Late Night</td>
<td>47</td>
<td>2.4%</td>
<td>22</td>
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<tr>
<td>Expand ORCA Sales Locations in Bellevue</td>
<td>41</td>
<td>2.1%</td>
<td>18</td>
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<tr>
<td>Extend Service at Night on Weekdays</td>
<td>32</td>
<td>1.7%</td>
<td>13</td>
</tr>
<tr>
<td>Increase Bicycle Capacity at Park &amp; Rides</td>
<td>18</td>
<td>0.9%</td>
<td>6</td>
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</table>

respondents 1,936 654
Evolving Land Use Vision

Downtown Bellevue 2030 Vision

South Kirkland P&R Transit Oriented Development Project

Bel-Red Subarea Plan

Eastgate Transit Oriented Development Concept
1,219,965

2010 daily person trips to/from/inside Bellevue
- BKR travel demand model (MP0r12.1)
1,750,539

2030 daily person trips to/from/inside Bellevue
- BKR travel demand model (MP0r12.1)
Evolving Transportation Vision

East Link Light Rail
Project to be built

Stations
- Station

Route Profile
- At-Grade
- Elevated
- Tunnel
- Retained Cut / Fill
- Future Downtown Redmond Extension* (December 2011)

Central Link Light Rail
- Central Link Alignment and Station
- University Link Under Construction
- Final Design

Bellevue Transit Master Plan

* The Board also identified a route for a further extension to Downtown Redmond in the future that was not funded in the Sound Transit 2 ballot measure.
50,300

Fall 2012 daily transit ons/offs in Bellevue
- *King County Data*
136,000

2030 daily ons/offs in Bellevue

- BKR travel demand model (platform MP30r6.2)
28,000

2030 daily ons/offs at Bellevue LRT Stations

- BKR travel demand model (platform MP30r6.2)
108,000

2030 daily bus usage (ons/offs) in Bellevue

- BKR travel demand model (platform MP30r6.2)
Bus Funding Scenarios
**Network Design Process**

**What % of the population is it OK not to serve?**

1. 0%
2. 5%
3. 10%
4. 15%
5. 20%
6. 25%
7. 30%
8. 35%
9. 40%

![We Are Here]

**Should investments focus on peak period commuter service, or on building a network that runs all-day?**

1. Priority is Peak Service
9. Priority is All-Day
   
   (evening and weekend service)

---

**Bellevue Transit Master Plan**

18
“Abundant Access” Trade-Offs

1. **DIVERSITY OR SPECIALIZATION?**
   - Design services to be useful for the broadest possible spectrum of people, situations, and trip purposes.
   - Run specialized services for various self-identified groups.

2. **CIVILIZED OR LUXURIOUS?**
   - Define a civilized but not luxurious service that can appeal to the broadest possible spectrum of people.
   - Focus on high-end transit services for high-end markets.

3. **CONNECTIONS OR COMPLEXITY?**
   - Make connections easy and attractive through well-coordinated, high-frequency services.
   - Focus on direct services rather than offering connections, yielding a complex, infrequent network.

4. **PEAK-FIRST OR ALL-DAY?**
   - Focus on the peak commute as the most important market.
   - Accommodate the peak but build the all-day service that reduces the need to drive.

5. **COVERAGE OR RIDERSHIP?**
   - Make sure absolutely everyone has some transit service, despite high cost/rider in low-demand areas.
   - Focus service where ridership potential is high.

6. **HOW FAR CAN PEOPLE WALK?**
   - Try to get transit very close to every home or destination.
   - Consider ¼ mile to be walkable for most people where good pedestrian infrastructure exists.

---

Bellevue Transit Master Plan

"Abundant Access"
Market Driven Strategies

1. Focus on diversity of ridership and trip purpose
2. Create a civilized experience
3. Make connections easy and attractive
4. Meet peak commute needs but encourage growth of the all-day market
5. Focus on high-riderhip markets
6. Encourage walking and cycling
2030 “Conceptual” Network

Bellevue

BR Bel-Red
C Crossroads
DB Downtown Bellevue
E Eastgate
F Factoria
SB South Bellevue Park & Ride

DS Downtown Seattle
EP Evergreen Point
I Issaquah Transit Center
K Kirkland Transit Center
L Lynnwood
MI Mercer Island
O Overlake Transit Center
OV Overlake Village
R Renton
RD Redmond Transit Center
RV Rainier Valley
S Shoreline
SK South Kirkland Park & Ride
U University District
SeaTac

2030

Very Frequent (every train connection)
Peak ≤8
Midday ≤12
Night 15-30

Frequent
10-15
15
15-30

Infrequent
30
15-30
30-60

LRT

Note: numbers reflect approximate peak/midday/night frequencies.
Franz Loewenherz  
Transportation Department  
floewenherz@bellevuewa.gov  
425-452-4077  

http://www.bellevuewa.gov/bellevue-transit-plan.htm