THERE’S NO TOOL LIKE CURBS: The Powerful Mobility Tool Every City Already Has

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But First, Local Government Real Talk: Jurisdiction Matters

- Tax? No.
- Require hybrids? No.
- What's left?

Source: NYC TLC 2019
What resource promotes mobility, safety and sustainability that cities already control?

THE CURB.
Curb policy creates incentives and demonstrates values

- **Bus Stop**: 1000 Riders/Day, 20 Deliveries/Day
- **Private Vehicle**: 15 Vehicles/Day, 100 Passengers/Day
- **Loading Zone**: 15 Vehicles/Day
- **Bike Share Station**: 40 Riders/Day
- **Food Truck**: 150 Meals/Day
- **Parklet**: ~80 bags of trash
- **Passenger Loading Zone**: 100 Passengers/Day

Source: SFMTA, NACTO & DSNY RFEI
The Curb Management Journey

- Inventory
- Allocate
- Price
- Operate
See where the curb is, what’s on it, and how it can be used by whom at any given time.
Align curb space allocation with city priorities and communicate changes to stakeholders.
Combine curb inventory and occupancy data to change prices to meet objectives.
Change driver behavior with smart loading zones, ride-hail management, & demand-responsive pricing
What are cities are doing today?
Inventory: City of Pittsburgh

An inventory of curb space in Downtown Pittsburgh showing how much space is allocated to various uses at a given time.
Allocate: City of Boulder

Align allocation of curb space to align with transportation master plan and climate goals.
Price: City of Seattle
Operate: City of Dublin, Ireland

Virtual loading zone pilot in Dublin, aimed at decreasing congestion and improving delivery productivity.
What’s next?
1. Continued Curb Digitization

**TRANSPARENT**
Improve decision-making for users and officials

**FLEXIBLE**
Adapt to changing conditions & modes

**PRODUCTIVE**
Serve more people & price public space equitably
2. Translating Curb Strategy and Goals into Specific Plans

<table>
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<tr>
<th>Flex zone functions are prioritized based on surrounding land use</th>
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Chart source: City of Seattle
### 3. Policies that Demonstrate Redefined Value of Curb Space

#### Shared Use:

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<thead>
<tr>
<th></th>
<th>Bike Share</th>
<th>Smart Loading Zone</th>
<th>Smart Pick-up Drop-off Zone</th>
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<tbody>
<tr>
<td># Paid Uses/Day</td>
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<td>50</td>
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<tr>
<td>Revenue/Use</td>
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<td>People Served/Use</td>
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<td>5</td>
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**Sources:** Parking, loading and rid-hail fee rates are for City of Chicago 2020. Usage rates from NACTO and expert input.

#### Private Use:

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<td># Paid Uses/Day</td>
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<td>People Served/Use</td>
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**Sources:** Parking, loading and rid-hail fee rates are for City of Chicago 2020. Usage rates from NACTO and expert input.
4. Dynamically Operating the Curb

- Finding, booking and paying for curb space integrated into fleet driver workflows.
- Cities manage curbs like a facility, adapting to daily and long-term changes.
THANK YOU.

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