

Why is the curb a big deal?

- Most valuable asset
- Historically – undervalued by Cities
- Curb can set the tone for the whole city



54% of world's population live in urban areas



2050 – Urbanized areas will grow by 2.5 billion



Cities need solutions

Improved Curb Management

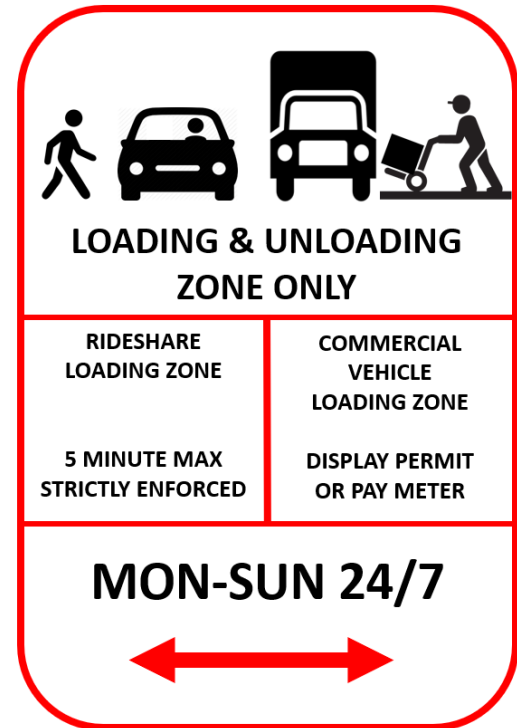
Prioritize moving people – not parking cars

- Invest in technology
- Improve communication
- Provide accurate parking availability data
- Promote alternative modes of transportation
- Prepare for future (AV/CV)



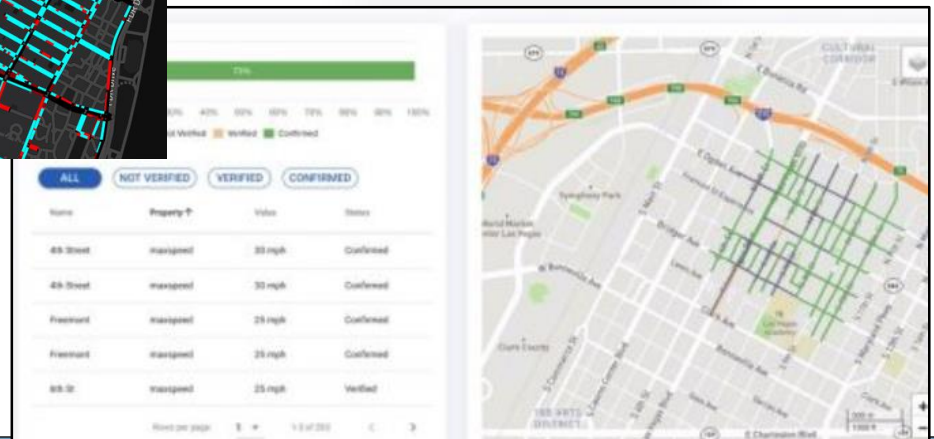
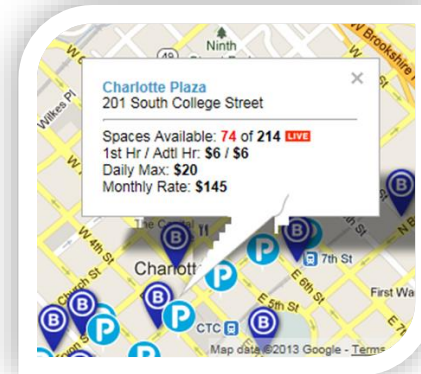
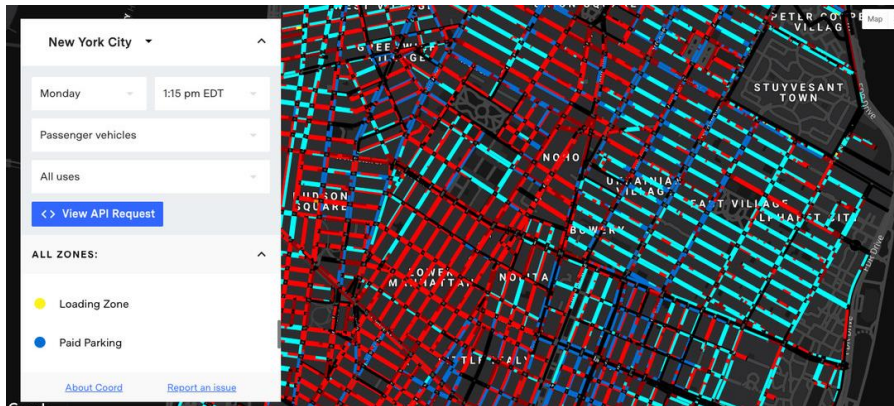
Curb Lane Management

- Prioritizing curb space
 - Delivery vehicles
 - Passenger Loading
 - Bike lanes
 - Transit lanes
 - Valet
 - Parking
- Rideshare Zones
- Commercial Loading/Unloading Zones



Digitize the Curb

- Identify
- Communicate
- Direct
- Payment platform



Pay by App

- Contactless payment
- Provide parking availability data



Data Analytics

- Analytics – meter transactions, citations and occupancy data
 - Collect data to support demand based pricing by block
 - Collect occupancy data to support pricing
- Occupancy over 85% - raise rate
- Occupancy less than 60% - lower rate



Alternative Modes

- On-Street car share
- Transit only lanes
- Bike lanes
- Docked bike stations
- TNCs



Micromobility

- Dockless Bikes
- Electric Scooters
- E-Bikes
- Regulation challenges in the right-of-way

