



# Digital Curb Program

SFMTA

Up-to-date mapping of curb assets and regulations



Thanks to agency staff and existing processes, the SFMTA currently has highly detailed digital records of most parking and curb regulations that are updated frequently. Unfortunately, these data sets are often stored separately and do not always readily communicate with each other. As a result, the agency does not always have a single source of truth and must conduct surveys to be certain of assets, regulations and conditions on the street. **The Digital Curb Program is a combination of data collection, data maintenance, mapping and workflow upgrades that will bring together all curb assets and regulations and provide the public and staff with a complete and up-to-date picture of every asset and regulation on the curb.**

## Building a Digital Curb:

Establishing Digital Curb and having the ability to access everything about the curb on any device requires an initial investment of staff time and software, as well as dedicated resources for ongoing maintenance of the information.

### Next steps to build the tool include:



**Survey:** Conduct a onetime data collection for missing curb assets and regulation datasets.



**Integrate:** Use a web map-based tool(s) to visualize all curb data.



**Publish:** Share the curb regulation data via industry-standard specifications and API.



**Maintain:** Put in place design and workflow upgrades that allow for quick updates to the curb asset and regulation database.

### FOR CONSIDERATION:

Most curb users are not private citizens looking for a parking spot; they are TNC drivers, delivery drivers, and package delivery companies. We can't effectively regulate, price, or give them incentives to modify their operations without the Digital Curb.

Approximately five additional staff members, and upfront (about \$1M) and ongoing (about \$200k annual) investments in consulting and software, would be needed to fully fund this program. However, it will save thousands of staff hours and lays the groundwork for more effective curb pricing, good governance practices, and improved communications.

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## Benefits of the Digital Curb

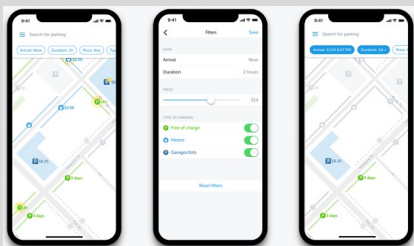
The Digital Curb Program could revolutionize the way people get around the city and find their way to the curb, whether that's for parking, picking up a passenger, or dropping something off. But it's not just about parking and driving. The Digital Curb Program will allow integration with Muni Mobile, the bike share system, and scooter share providers to give people better alternatives for getting around.

The complete, accurate and up-to-date map of all curb regulations is an essential foundation for curb pricing, improved enforcement, and safer and more efficient pick-up/drop-off operations at curbs across the city. It will help staff be more efficient, saving thousands of hours of staff time, and it will provide detailed regulation information that can be used by the public.



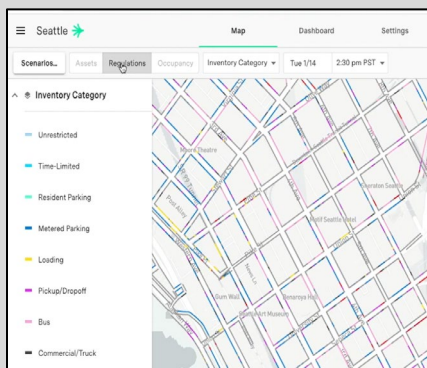
### EFFECTIVE REGULATION

We cannot manage what we cannot measure. The Digital Curb is the base layer of data that is essential for passengers to be delivered safely, parcel delivery companies to find space to unload, and autonomous vehicles to operate on the streets. When the curb assets and regulations are paired with usage data, we will have greater insight into how and when people use the curb, enabling potential dynamic or demand-responsive pricing for use of the curb space. But it is not just about charging a flat fee per trip, it's about how that trip meets the curb and the ability to encourage drivers to use loading zones in places and at times where they are more likely to get safely to the curb and out of the way of Muni and people on bikes.



### IMPROVED COMMUNICATIONS

Our agency's private partners and others operating in the transportation sector have expressed interest in a detailed, up-to-date map of loading locations so that they may operate safely and efficiently. The Digital Curb would not only make that information readily available but would also give members of the public easy access to parking locations and regulations on the block, helping avoid citations and towing.



### STAFF EFFICIENCY

Staff knowing, with confidence, what is out on the street is critical to more efficient internal operations. Consolidation of data sources and automation of update processes will establish one system of record in which one person can enter the change into the Digital Curb database, issue a work order automatically, and update the database and the corresponding map when the Shops mark it as complete. Using that accurate and up-to-date data, planners can quickly and easily create and communicate proposals and understand the impacts of curb dedicated to different uses. In addition, directed enforcement, in which PCOs are alerted to locations of potential violations, makes PCOs more efficient, increases compliance, and makes the streets safer and more effective.