

## **CITY OF MADISON**

Curb Management Framework Transportation Commission

November 19, 2025

# Why Curb Management Matters in Madison



Rapid population growth



Multimodal infrastructure investments



Competing demands for limited curb space



Growing use of shared mobility options, deliveries



Opportunity for a more coordinated and actionable approach



# Goals & Guiding Principles

- Safety
- Inclusive Access
- Mode Shift
- Economic Vitality
- Efficiency & Predictability

### Approach to Curb Management

#### PHASE 1: CURB MANAGEMENT FRAMEWORK



#### **PHASE 2: CURB MANAGEMENT ACTION PLAN**

**FURTHER DATA COLLECTION & ANALYSIS Spot treatments** and district-level **Tracking and** administration action plans Internal process changes Ordinance for DAT and/or Permitting updates & policy **New parking** changes enforcement, loading, and/or delivery tools New policies for onand technologies street EV charging and/or micromobility

IMPLEMENTATION & CONTINUED REFINEMENT

#### **Focus Areas**

Complete
Green Streets

Development
Support &
Curb Guidance

Events & Construction

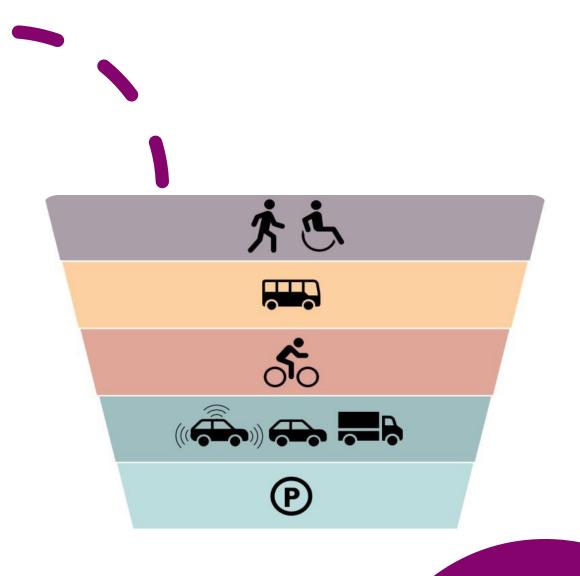
Experiments & Spot Treatments

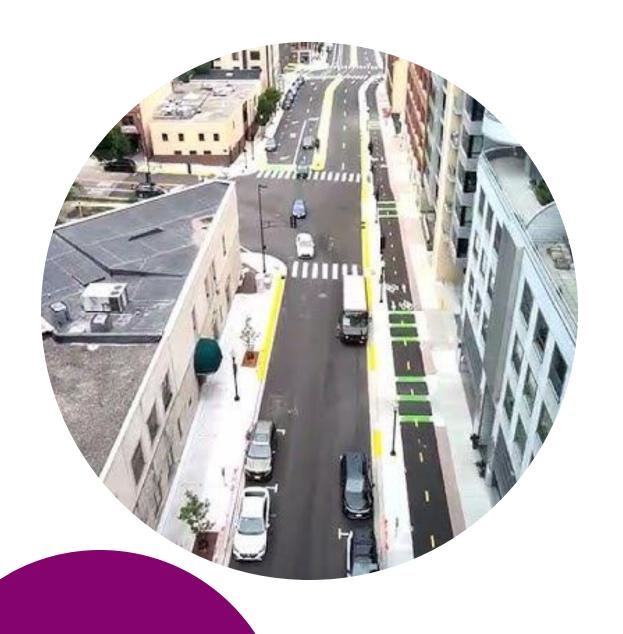
Payment & Compliance Tools

Policy Updates

# Complete Green Streets – Challenges

- Limited guidance on curbside prioritization or treatment selection
- Inconsistent understanding and application of the Flex Zone
- Lack of curb-focused treatments





## Complete Green Streets – Goals

- Further integrate curb
  management principles into the
  Complete Green Streets Guide
- Reinforce the Guide's street values and modal hierarchy
- Align curb space planning with broader City goals related to safety, access, and sustainability

Development Support and Curb Guidance – Challenges

- Development-related impacts to curb space are not thoroughly addressed within existing ordinances
- Lack of a standard operating procedure for reviewing curb space modifications resulting from development
- Adequately addressing the impact of infill development on nearby curb space





# Development Support and Curb Guidance – Goals

- Improve accessibility within the curb area
- Refine the relationship between private development and curb space
- Foster interdepartmental coordination within the development review process
- Understand the impact parking minimums and other parking requirements have on curb demand and management

**Events & Construction** 

- Challenges

- Event and construction closures frequently displace existing curb functions
- Construction detours often disproportionately burden people walking and biking



#### **Events & Construction – Goals**

- Improve access and mobility around events and construction zones
- Reduce negative impacts on existing curb functions with an emphasis on access for people with disabilities and critical loading needs
- Promote transparency and equitable ROW use, including consideration of lost revenue
- Promote curb use strategies that support mode shift to/from large events



## Experiments & Spot Treatments – Challenges

- Lack of designated opportunities to implement flexible/emerging curb uses
- Gaps in curb-related infrastructure around higher density residential and commercial areas
- Uncertainty around feasibility of strategies such as dynamic pricing or mobility hubs, without local experience





## **Experiments & Spot Treatments – Goals**

- Develop neighborhood, district, or corridor-level Curb Management Plans – standalone documents or embedded within Area Plans
- Foster better compatibility between modes
- Implement Transportation Demand Management strategies to reduce traffic congestion and competing curb demand
- Increase access for vulnerable curb users



## Payment & Compliance Tools – *Challenges*

- Underutilized parking management in specific corridors and certain days/times
- Gaps in meter payment access for users without smartphones or credit cards
- Limited access or loading space availability in dense, mixed-use areas
- Outdated compliance practices that rely heavily on manual enforcement

### Payment & Compliance Tools - Goals

Support small businesses by encouraging parking turnover

Provide sufficient loading zone access

Increase on-street accessible parking

Make it easier to comply with parking rules

Deploying PEOs where they have the greatest impact

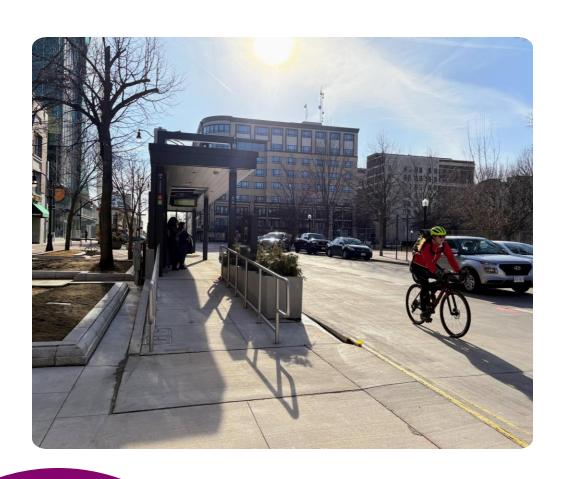
Right-sizing onstreet parking inventory



# Policy Updates - Challenges

- Outdated curb regulations that no longer meet demand for use/function; may conflict with modern mobility/land use goals
- Limited flexibility to support emerging curb uses
- Gaps in coordination between zoning, parking, and transportation policy





## Policy Updates – Goals

- Align curb-related regulations and requirements with current policy goals and address equity concerns
- Future-proof regulations to allow for greater flexibility for changing curb needs
- Foster interdepartmental collaboration



#### **Curb Management Action Plan**

#### **Purpose:**

Build on the Curb Management Framework's focus areas, challenges and opportunities to develop actionable recommendations.

#### Approach:

- Data-driven and community informed planning process
- Align curb space allocation, regulation, and design with City goals and priorities
- Identify and recommend program changes and operational improvements
- Establish monitoring and evaluation metrics

Funding: \$500,000 Carbon Reduction Program Grant

Timeline: 12-18 months

# Curb Management Action Plan – Objectives

- Curb inventory and analysis
- Identify existing practices
- Engage the public, stakeholders, and key partners
- Identify and adapt successful curb management strategies
- Recommend policy, operational, and program changes
- Evaluate and propose pricing and fee structures
- Integrate curb management principles into the City review processes
- Create a phased implementation roadmap
- Develop draft curb plans for two identified curb areas
- Establish monitoring and evaluation metrics

## **Expected Deliverables**

- Stakeholder Engagement Plan
- Community Outreach
- Curb Data and Conditions Report
- Best Practices and Policy Recommendations + Opportunities Report
- Curb Pricing & Fee Recommendations Report
- Curb Allocation Plan (prototype for two sub-areas)
- Final Curb Management Plan & Implementation Roadmap

## **Timeline and Next Steps**

Finalize Curb Management Framework

Fall 2025

Develop Curb Management Action Plan

2026-2027

**Early 2026** 

Hire Consultant Partner to Support Curb Management

2027 +

Curb Management Plan Implementation

## Questions and Comments?

#### **Curb Management Team:**

Liz Callin – Project Manager
Trent Schultz – Lead Planner
Stefanie Cox – Parking Director
Christof Spieler – DOT Director

