

Introduction to Curb Management

Transportation Commission – July 23rd, 2025



Presentation Overview



Introduction to Curb Management



A Snapshot of Curb Use Downtown



Goals and Approach



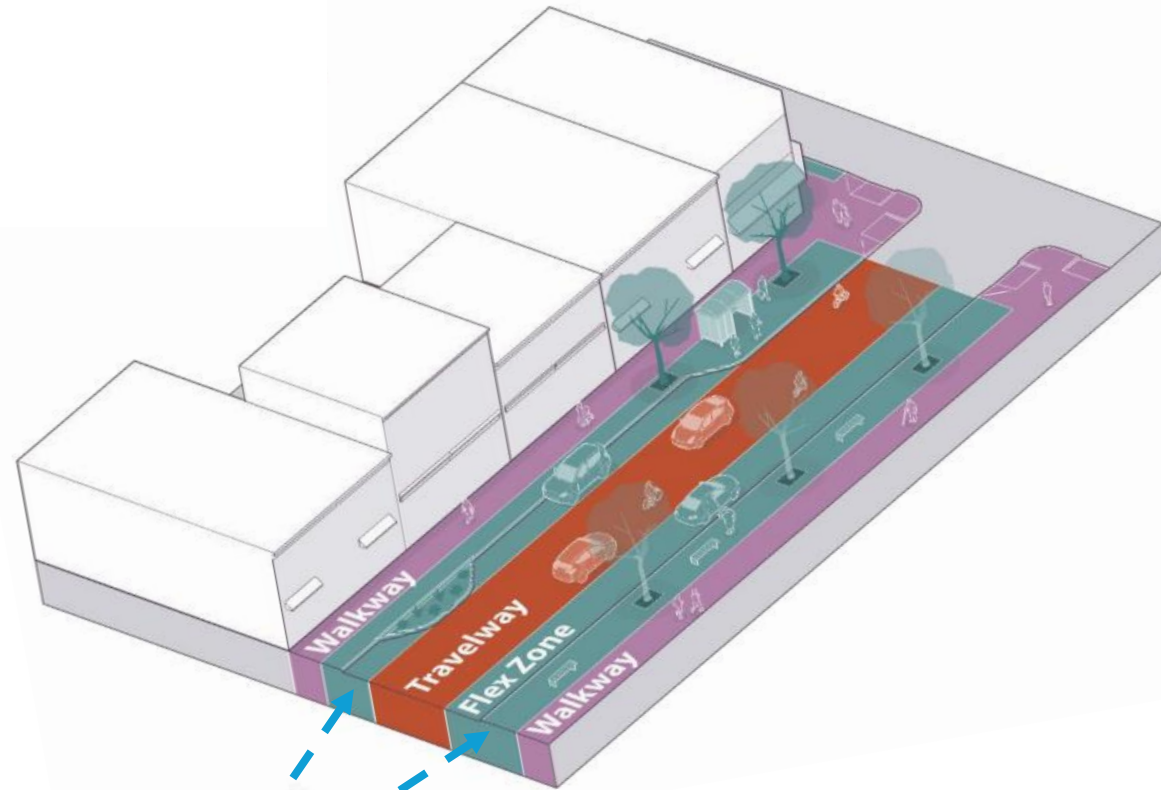
Next Steps



Questions + Feedback

Definitions: The Curb

For the purposes of this effort the “Curb” refers to the **Flex Zone**, as defined in Complete Green Streets as the variable space including the terrace, and any on-street parking or loading—plus any **Curbside Travelway**.



Flex Zone

THE CURB = **FLEX ZONE** + **ANY CURBSIDE TRAVELWAY**



Definitions: Curb Management

Curb Management refers to the policies, systems, services, and strategies that support, regulate, and prioritize activities at the curb.

The Growing Universe of Curb Management

Best Practices:
Practitioner's
Guides +
Resources

Private Sector: Consultant
Teams, New Firms, Digital
Platforms, and other Tech
Solutions

Local Solutions:

- City-wide Guides, Neighborhood Plans
- Frameworks + Organizational Structures
- Past Madison Efforts:
 - Parking and Traffic Impact Evaluation (2015), Madison in Motion (2016), MOAPs (2019)

Why does Madison need Curb Management?



INTENTIONALLY
ALLOCATE CURB SPACE



INTEGRATE LAND USE
WITH TRANSPORTATION
NEEDS



OPTIMIZE CURBSIDE
FUNCTIONS TO SERVE A
VARIETY OF USERS



PRIORITIZE KEY CITY
GOALS

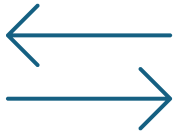


ALIGN WITH INITIATIVES
LIKE COMPLETE GREEN
STREETS AND VISION
ZERO

Increasing demand for curbside space
due to:

- Growing population
- New development and redevelopment
- Expansion in biking, walking and transit infrastructure
- Changes in delivery patterns (worldwide)
- Ride-hailing and new mobility options (worldwide)

Curb Functions



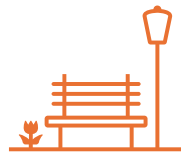
MOBILITY



**VEHICLE
STORAGE**



**ACCESS
FOR PEOPLE**

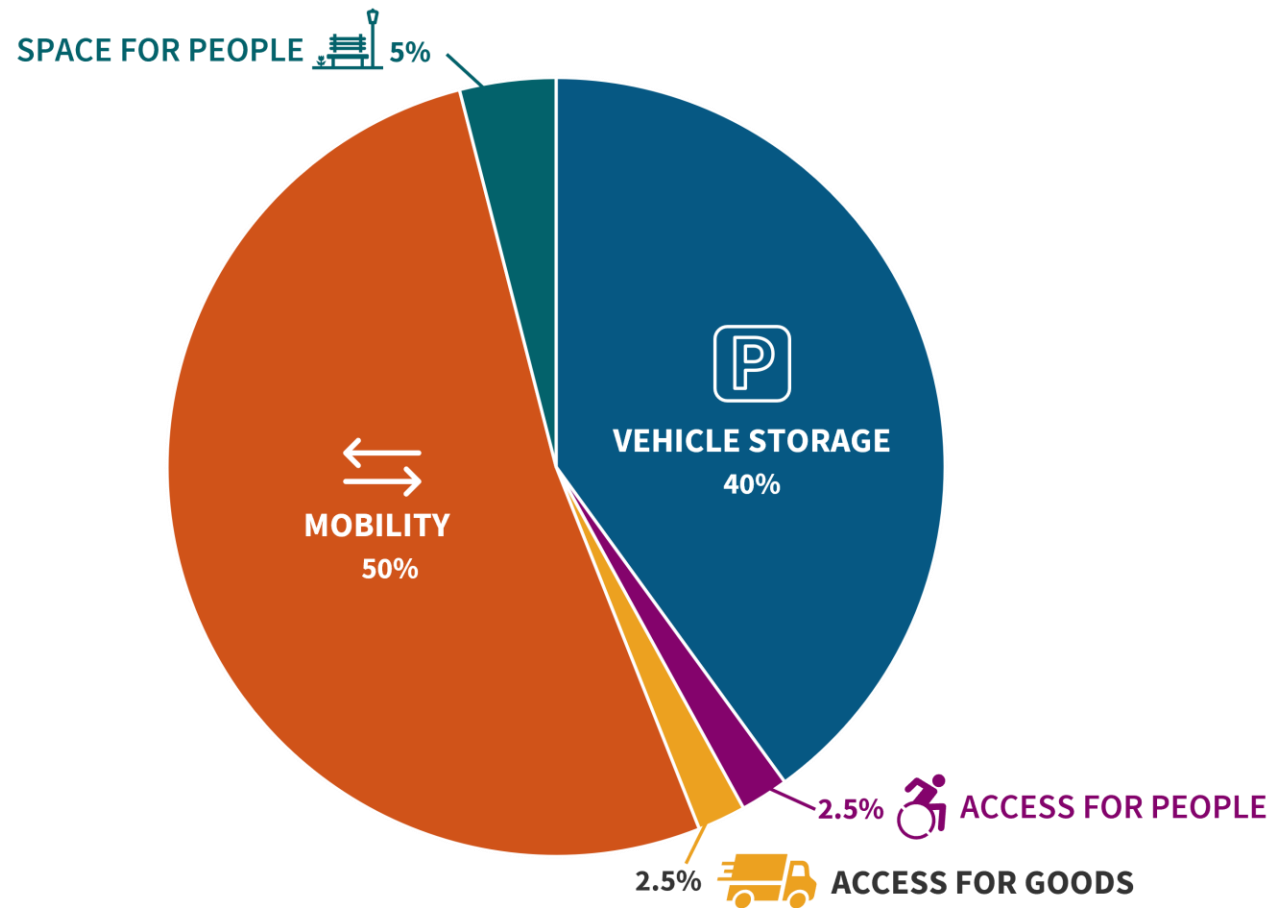


**SPACE
FOR PEOPLE**

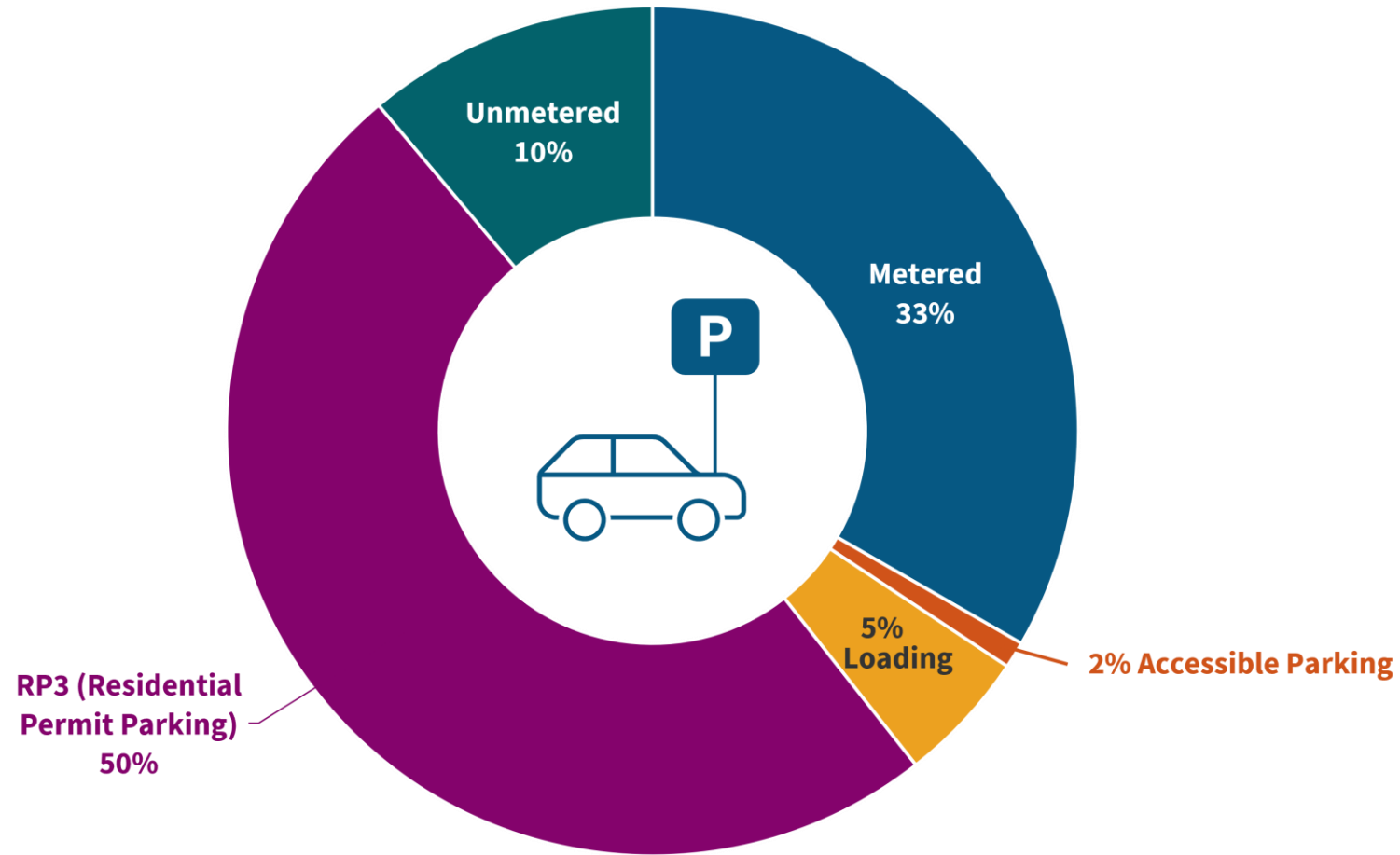


**ACCESS
FOR GOODS &
SERVICES**

Current Downtown Curb Functions



Current Downtown Parking Supply



Best Practices

- Design treatments
- Curb Management Team, Office and/or Coordinator
- Adapting internal processes
- Modifying or creating ordinances or policies
- Technology and policy solutions for operations and enforcement
- Curb management plans for specific geographic areas



Potential Curb Management Focus Areas



Complete Green Streets

Policy Updates

**Development Support and Curb
Guidance**

Experiments and Spot Treatments

Events and Construction

Payment and Compliance Tools



Next Steps for Madison



Curb Management Efforts to Date



Awarded a \$500,000 Carbon Reduction Planning Grant, administered by WisDOT



Established an internal advisory group

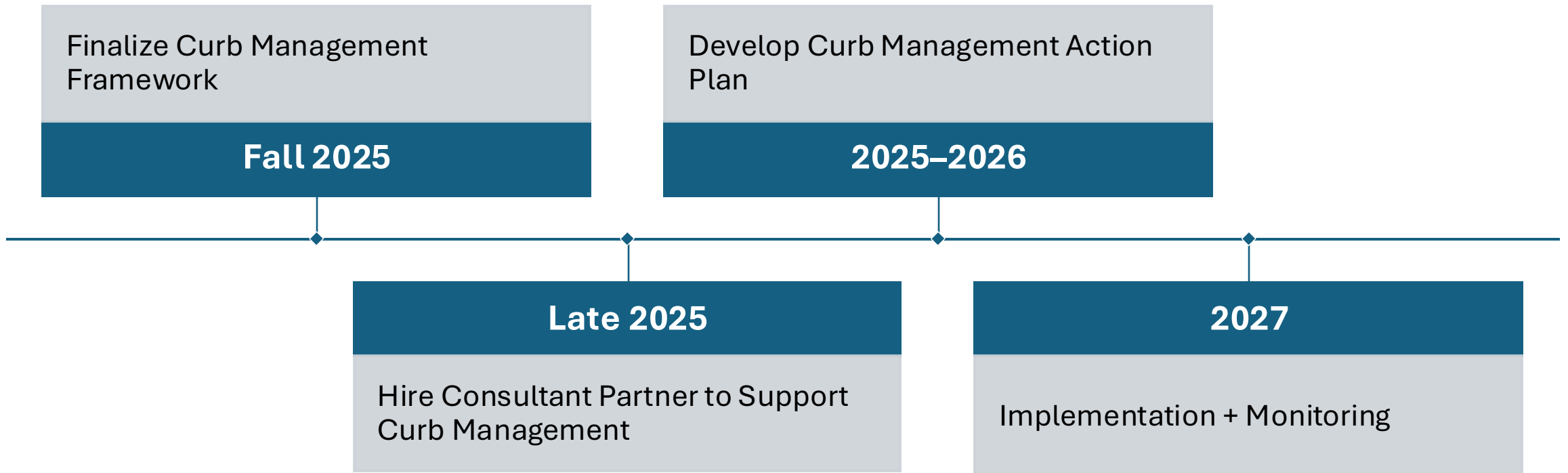


Met with subject matter experts across departments to identify challenges and opportunities for improvement



Draft Curb Management Framework (in process)

TIMELINE AND NEXT STEPS



**Questions or
Feedback?**