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# Presentation Overview



**Introduction to Curb Management**



**A Snapshot of Curb Use Downtown**



**Goals and Approach**



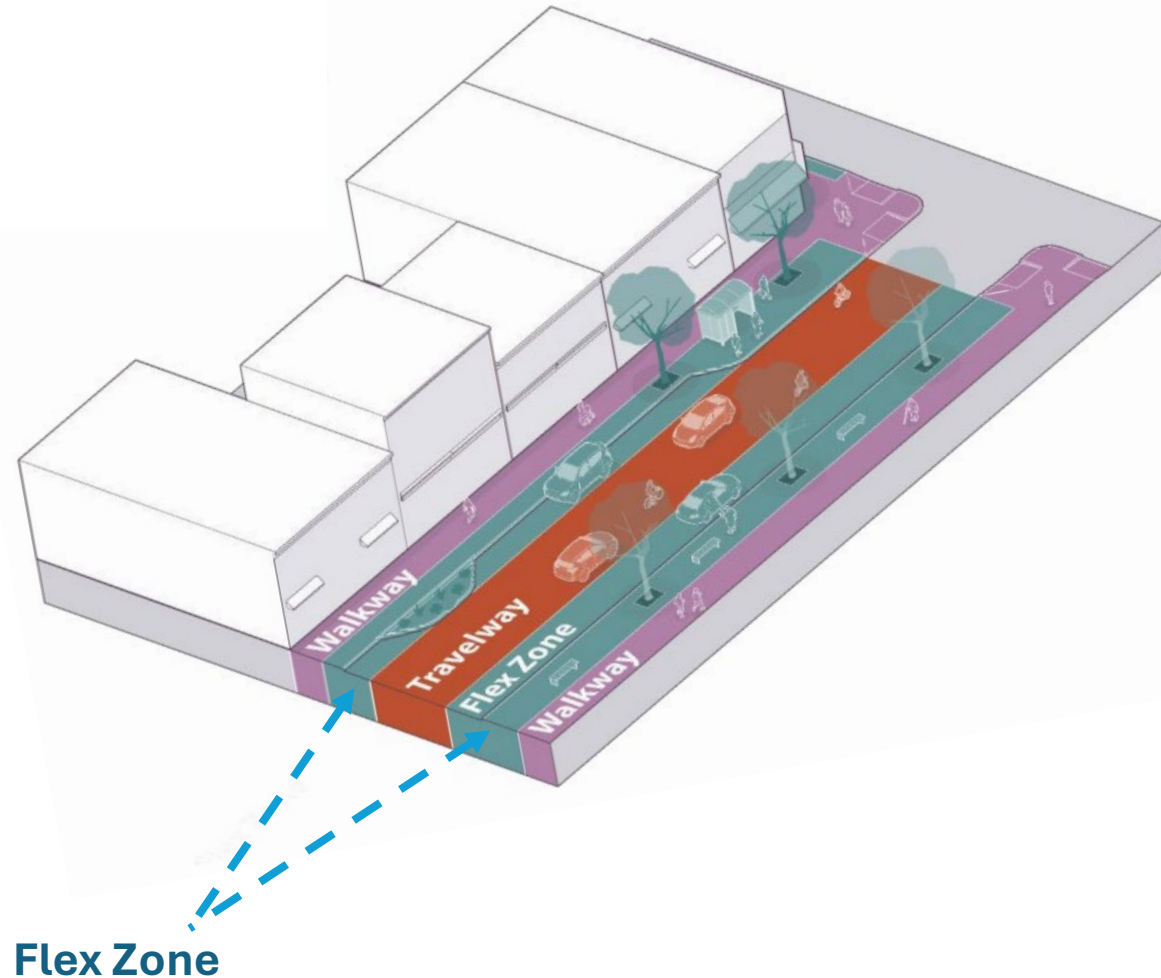
**Next Steps**



**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**.



$$\text{THE CURB} = \text{FLEX ZONE} + \text{ANY CURBSIDE TRAVELWAY}$$

# 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



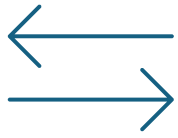
ALIGN WITH INITIATIVES  
LIKE COMPLETE GREEN  
STREETS AND VISION  
ZERO

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

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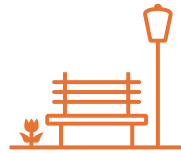
**MOBILITY**



**VEHICLE  
STORAGE**



**ACCESS  
FOR PEOPLE**

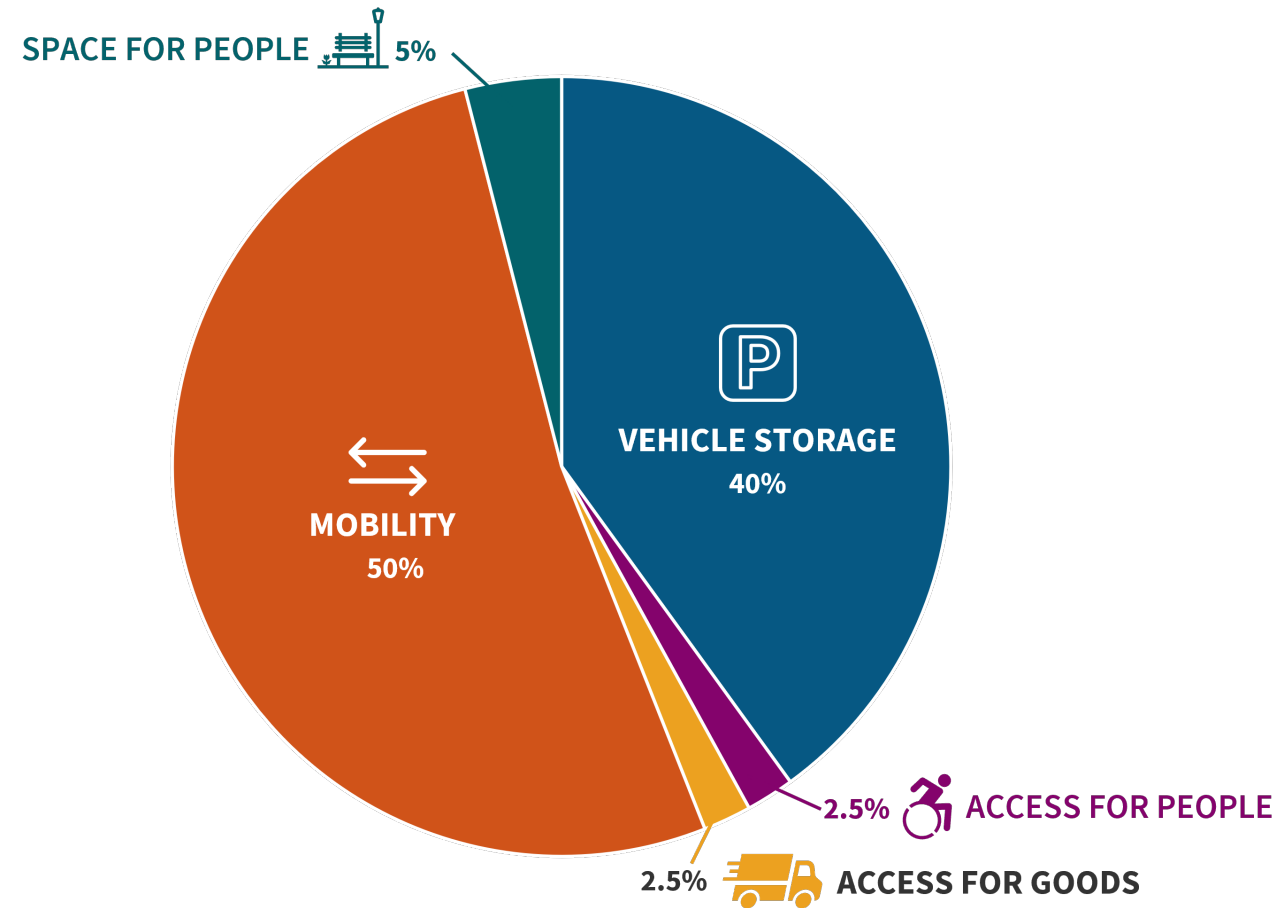


**SPACE  
FOR PEOPLE**



**ACCESS  
FOR GOODS &  
SERVICES**

# Current Downtown Curb Functions





# 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

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**Complete Green Streets**

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**Policy Updates**

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**Development Support and Curb  
Guidance**

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**Experiments and Spot Treatments**

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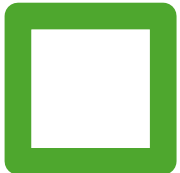
**Events and Construction**

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**Payment and Compliance Tools**

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# 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

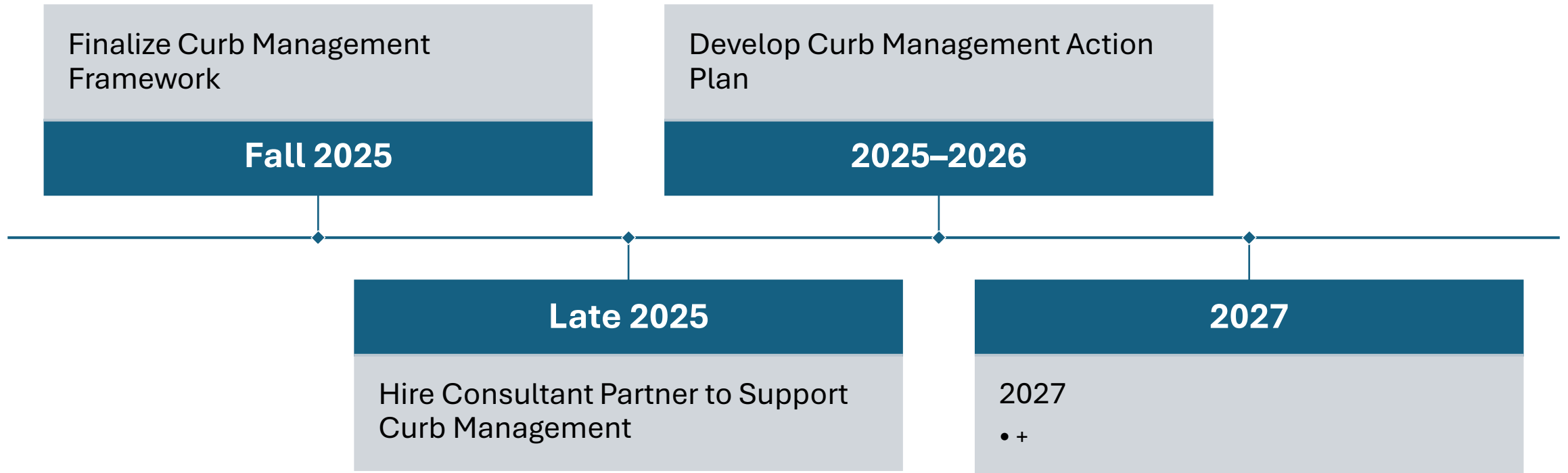


Met with subject matter experts across departments to identify challenges and opportunities for improvement



Draft Curb Management Framework (in process)

# TIMELINE AND NEXT STEPS



**Questions or  
Feedback?**