CURB PERFORMANCE METRICS

GUIDE

LEARN ABOUT:

It's important to set measurable goals for your dynamic curb management project. This guidance document is a short resource for cities looking to evaluate curb management pilots.

Using the US Department of Transportation's SMART Grant pilot as an example, this guide contains specific ways to evaluate a project based both on grant goals and a city's own goals.

THE SMART CURB COLLABORATIVE

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The SMART Grant Collaborative is an initiative of the Open Mobility Foundation (OMF). Membership in the collaborative is a key aspect of the USDOT SMART Grants awarded to each of the member cities of the collaborative. While each city's project is unique, all projects share a similar problem and technological approach, specifically to digitally gather and analyze curb information to reduce congestion, enhance livability, provide the tools to address equity, and improve safety on city streets. The shared, open-source Curb Data Specification (CDS) stewarded by the non-profit OMF lies at the heart of this collaboration, and will enable data to be gathered and analyzed such that cities can more optimally use their curbs and dynamically respond to emerging policy needs through experimentation, piloting and prototyping various approaches.

MEMBERS

INTRODUCTION

Cities must set reasonable and measurable goals for curb pilot projects. This guide was used as a resource for cities who received a USDOT Round 1 SMART Grant and includes specific references to USDOT Grant Requirements.

This resource is intended to be adapted and reused by cities considering their own curb management programs. Get in touch to join the Open Mobility Foundation and learn more about dynamic curb management and using the Curb Data Specification.

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GUIDANCE AND CONSIDERATIONS

1. STRATEGIC ALIGNMENT

Ensure that the metrics are directly linked to not only the strategic goals and objectives related to grant requirements, but more importantly, to your City's goals and objectives for the project. Keep in mind, each metric can relate back to more than one City or grant goal (e.g., you don't have to create unique metrics for each goal).

2. FOCUSED

Avoid measuring too many things; focus on the performance indicators that matter most. We anticipate 3-5 indicators total being realistic and sufficient for your project.

3. CLARITY

Define each metric clearly, specifying exactly what is being measured and how. Think about each metric as a step toward your goals.

For example, even if your pilot does not immediately show greenhouse gas reductions — you can show the steps taken that could lead to reductions if the project were scaled.

4. QUALITATIVE METRICS

Don't hesitate to include qualitative metrics, just ensure there are clear criteria for assessment such as: the number of businesses contacted or surveyed, number of residents who participated in a community discussion, etc.

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5. RESOURCE CONSIDERATION

Ensure that the necessary resources (time, budget, personnel) are available to meet the targets. Do not invent new processes or work for this project.

6. FREQUENCY

Determine the appropriate frequency for measuring each metric, like: daily, weekly, monthly, or quarterly.

7. REALISTIC TARGETS

Set targets that are challenging yet attainable to motivate and drive performance without causing frustration or demotivation.

STEPS

1. IDENTIFY OUTPUTS

What will your project tangibly do? For example, the City is installing 10 "smart" loading zones, or the City is collecting data on 2 miles of the curb.

2. ARTICULATE YOUR "WHY"

Why are you doing this project? What specific outcomes or changes are expected during the pilot? For example, after the pilot, the City will have accurate, accessible data to make more informed decisions about how to manage the curb space.

3. ESTABLISH PROGRESS

How will you know if you're progressing toward your City's goals? Establish how you will measure progress toward the "why." Don't overcomplicate these in the pilot — seemingly small steps are often critical and can set the foundation for successful scaling.

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EXAMPLES

CITY GOAL	CITY ACTION	PERFORMANCE MEASURE
Have an inventory of all policies and regulations at the curb	Successfully "digitize the curb"	Collect a baseline of curb data in entire project area: **percent complete**
Improve the City's ability to make data-driven decisions around curb management	Effectively collaborate across departments to improve the City's ability to store and analyze curb data	The effectiveness of collaboration related to data management and analysis between departments (e.g., transportation, public works, IT) as measured by **staff feedback at start and end of pilot**
Meaningfully engage users in co-design	Effectively engage curb users to inform the design and locations of smart loading zones	**Number of meetings** and quality of collaboration with curb users in designing and installing smart loading zones
Improve safety and efficiency of deliveries	Design and locate "smart" loading zones	**Analyze citation history** for parking/loading/unauthorized stopping to inform smart loading zone locations and design

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EXAMPLES

CITY GOAL	CITY ACTION	PERFORMANCE MEASURE
Improve safety and efficiency of deliveries	Install "smart" loading zones to improve safety of deliveries	**Feedback from users** (e.g., delivery drivers) on how the availability of smart loading zones creates safer working conditions for drivers
Reduce project delivery times to expedite curb management improvements	Develop efficient methodologies and permitting structures	**Time elapsed** from identifying smart loading zone location to final installation (e.g., "live" zone)

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Thank You

A special thanks to the members of the Open Mobility Foundation's SMART Curb Collaborative for contributing their time, experience, and dedication to this effort. This project seeks to share learnings and resources for any city or agency to adopt.

This paper was authored by CityFi in collaboration with the Open Mobility Foundation and the University of Washington's Urban Freight Lab.

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