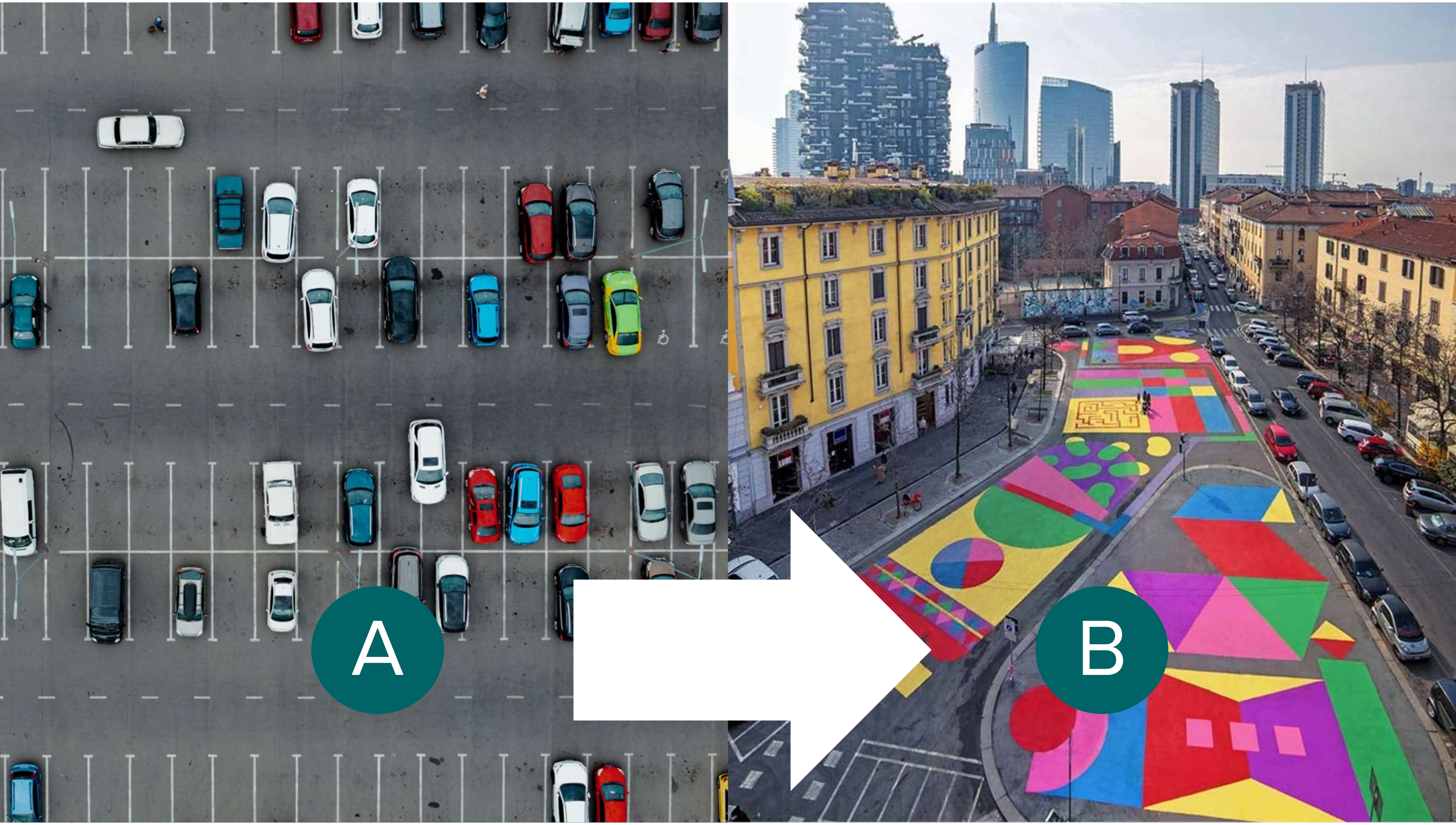
POPULUS

Leveraging comprehensive data for smarter parking management

Prepared for the Polis Conference

November 2025


A
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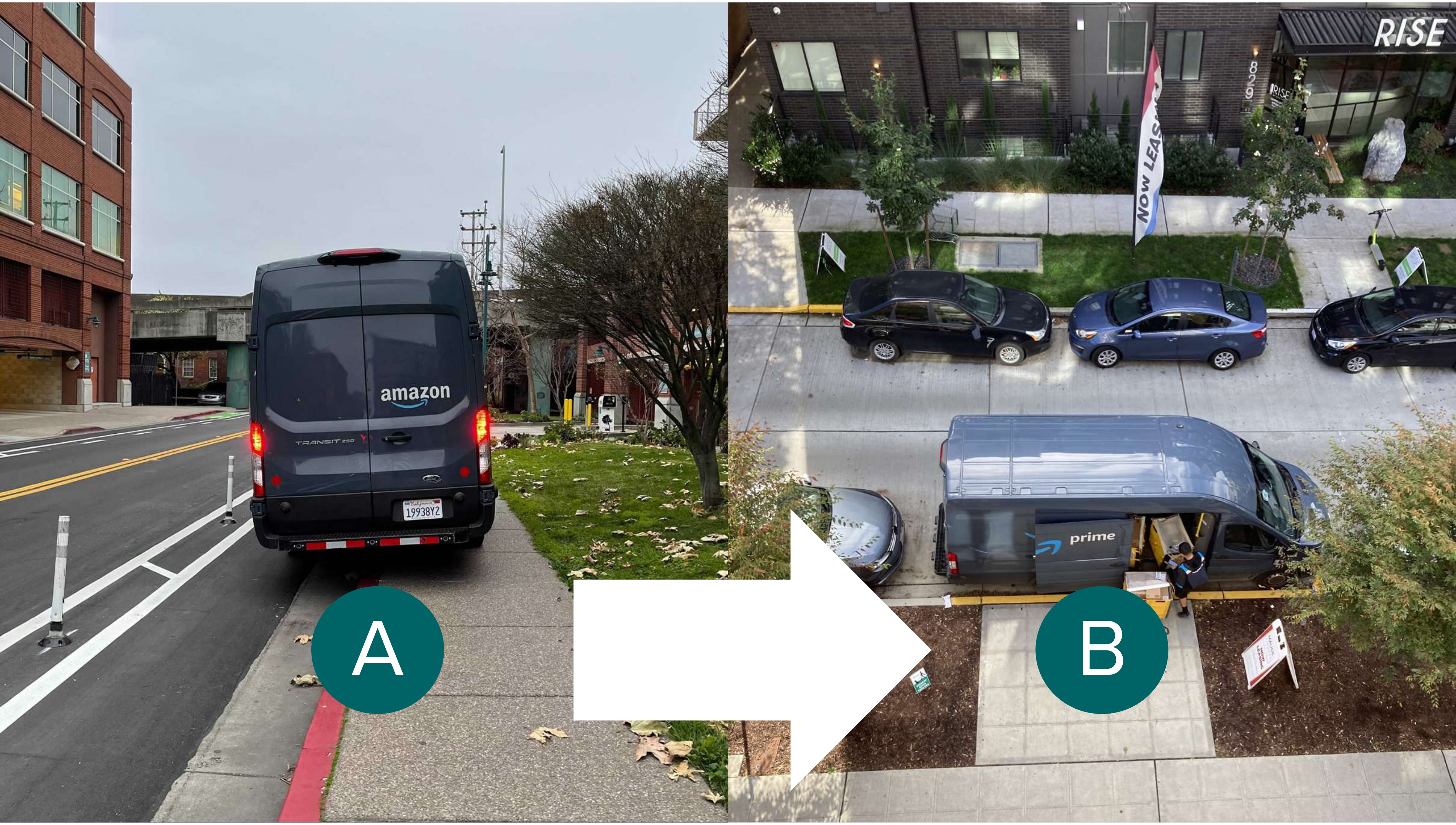
A
B
amazon
prime
RISE
829

+2 Mio — Packages delivered in NYC per day

68% — Increase by 2045 (compared to 2021*)

0 — New miles (or meters) of Curbside

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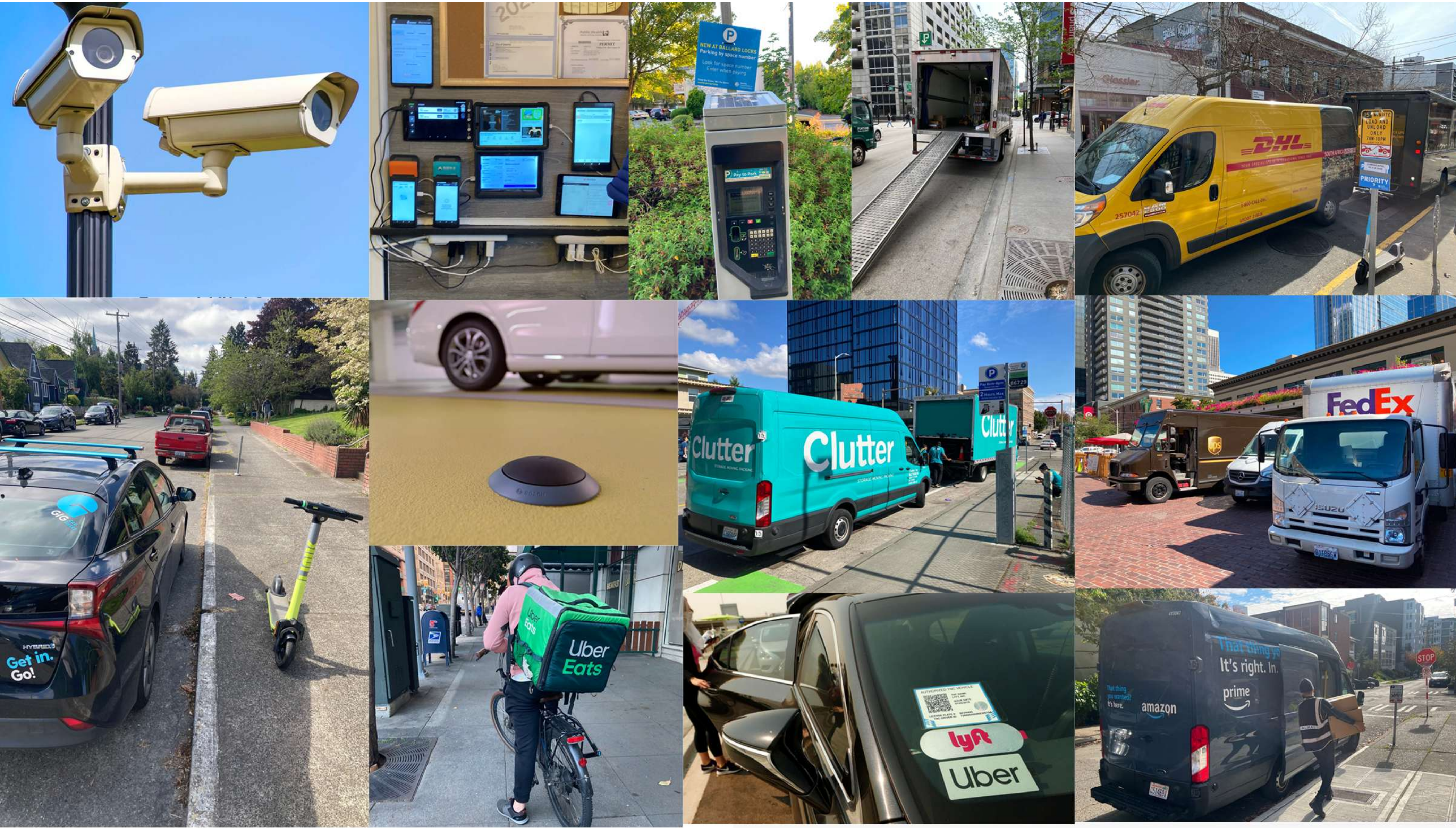
*Beyond the Curb NYC, Feasibility Study for Innovative Delivery Pilot Projects, November 2021

The Power of Data Standardization

A reflection on why data standards exist and the value they offer


NEW AT BALLARD LOCKS
Parking by space number
Look for space number
Enter when paying
Pay to Park
DHL
PRIORITY
Get in.
Go!
Clutter
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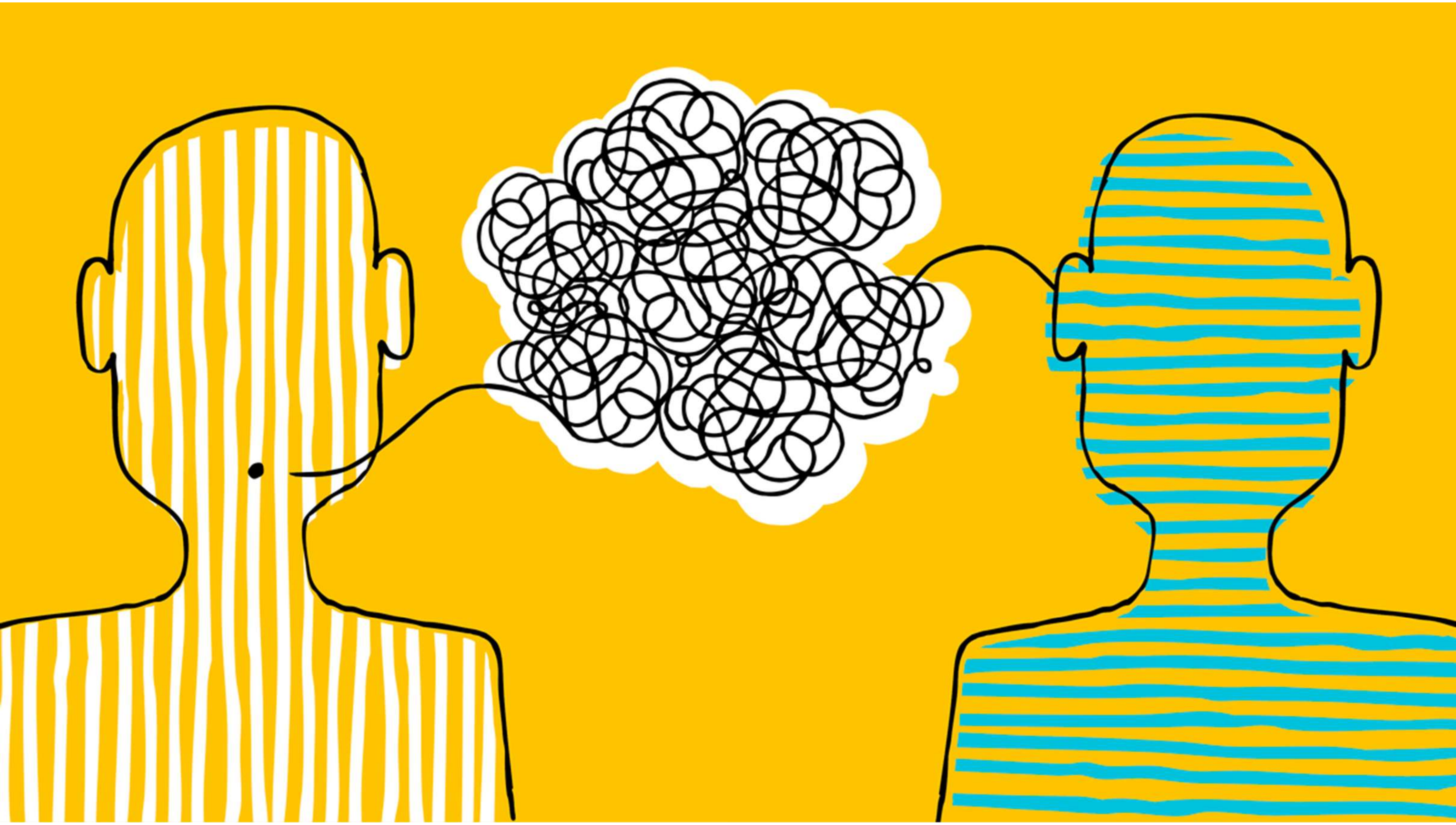
Uber
Eats
lyft
Uber
It's right. In.
prime
amazon
STOP



Why CDS? Example of Standardization Benefits

General Transit Feed Specification

Open Access to Transit Arrival Times

- Leveraging the GTFS standard transit agencies can now publish a single data feed that can be used to publicly share real time information about transit arrival times
- Common language allows for scalability and market opportunities

Google Maps

Apple Maps

Transit

OpenTripPlanner

Hundreds of mobility apps use GTFS to enable transit trip planning.

An Integrated Approach to Curb Management

1. How do we better understand demand at our curbs?
2. How can we better manage curb/ parking regulations in a digital world?
3. How can we more dynamically manage our curbs for diverse use cases?

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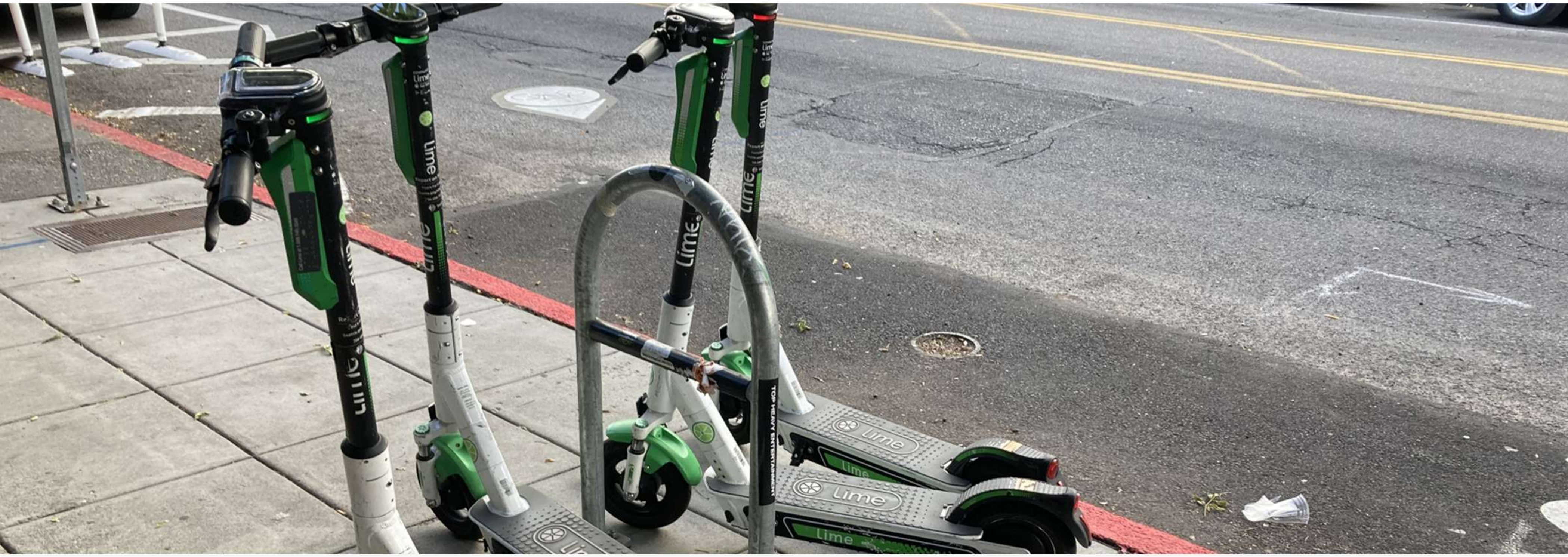
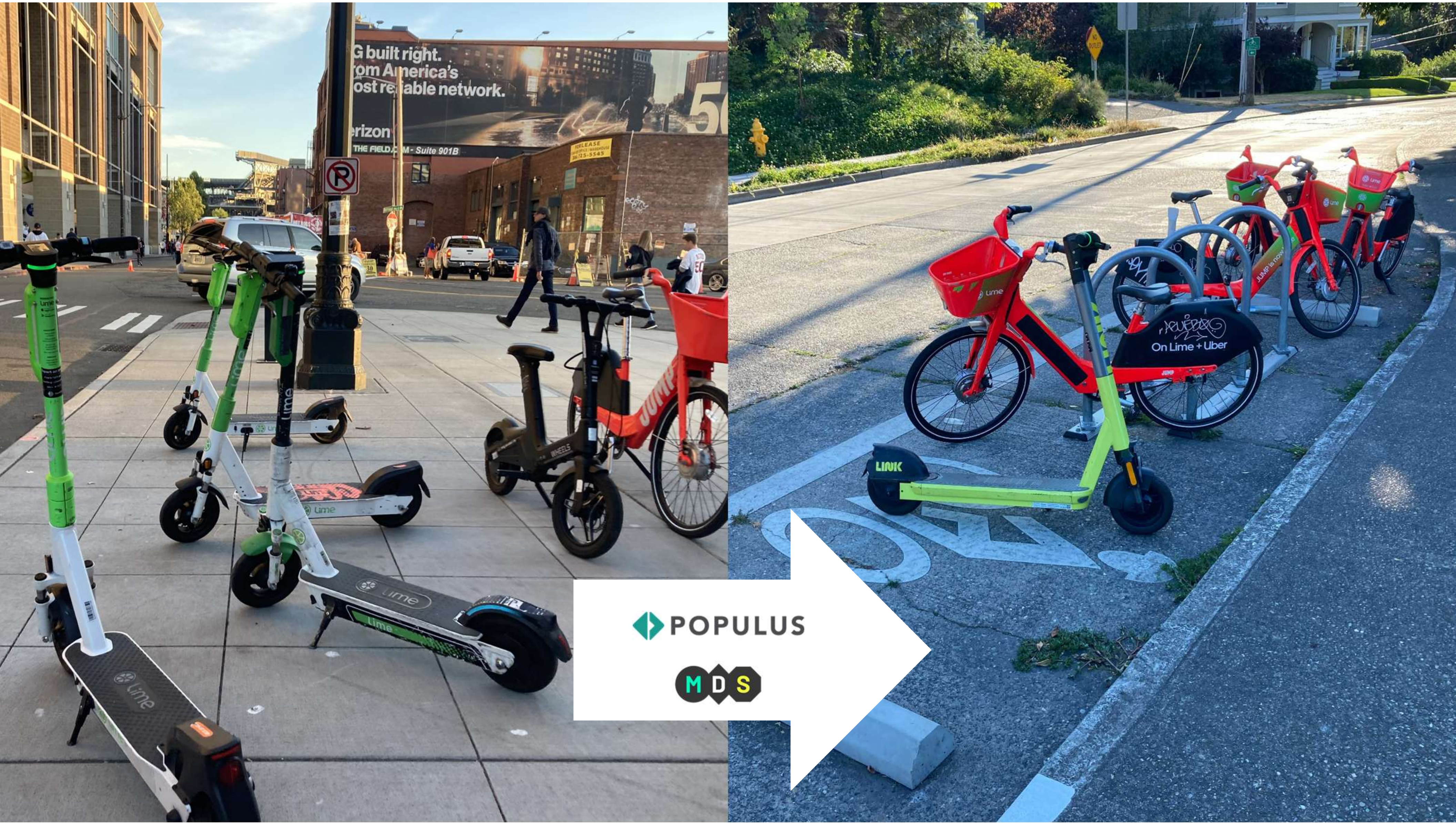


Data Standards Paving the Way for Active Curb Management

Cities overcome the challenges of micromobility management **by acting in unison** and using the Populus platform paired with open data standards to receive data from operators and then digitally manage policies and pricing for vehicles, trips, and parking events. Populus, and the Open Mobility Foundation, are now enabling this successful approach for active curb management.


G built right.
rom America's
ost reliable network.
THE FIELD.COM - Suite 901B
JUMP
On Lime + Uber
LINK
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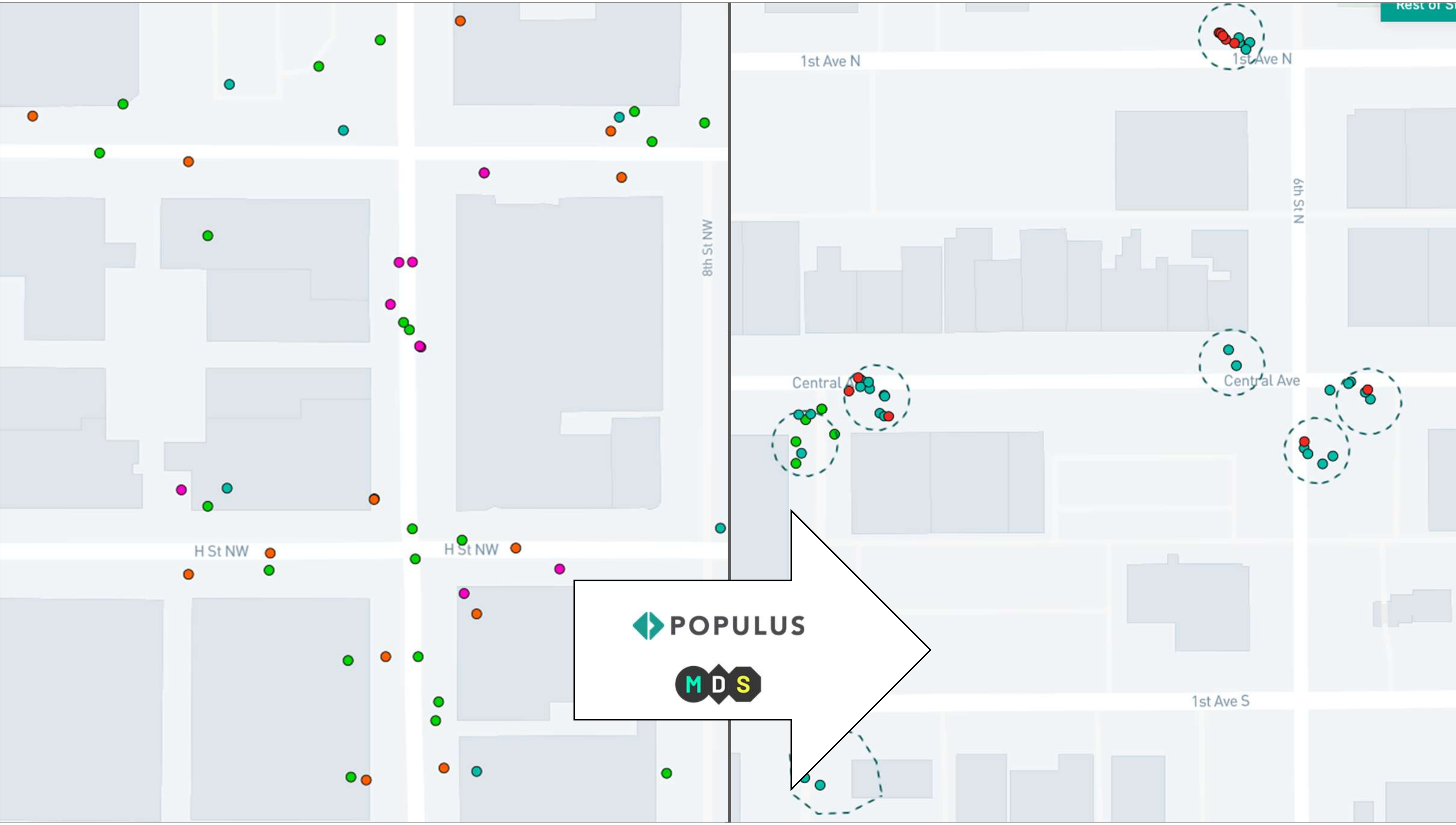
MDS



8th St NW
H St NW
H St NW
1st Ave N
1st Ave N
6th St N
Central Ave
Central Ave
1st Ave S
POPULUS
MDS

Curb Data Standard Overview

CDS allows cities to digitally represent their curb space, communicate with curb users in different ways, and use metrics to improve those curbs.

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CDS Review

Key Components

Curb Zones

- Geographies of physical lengths of curb

Curb Policies

- Rules at the curb for who can access it when, how often, and for how much $
- Populus will request access to geospatial files for your Paid Parking Areas and Loading Zones to begin CDS Translation

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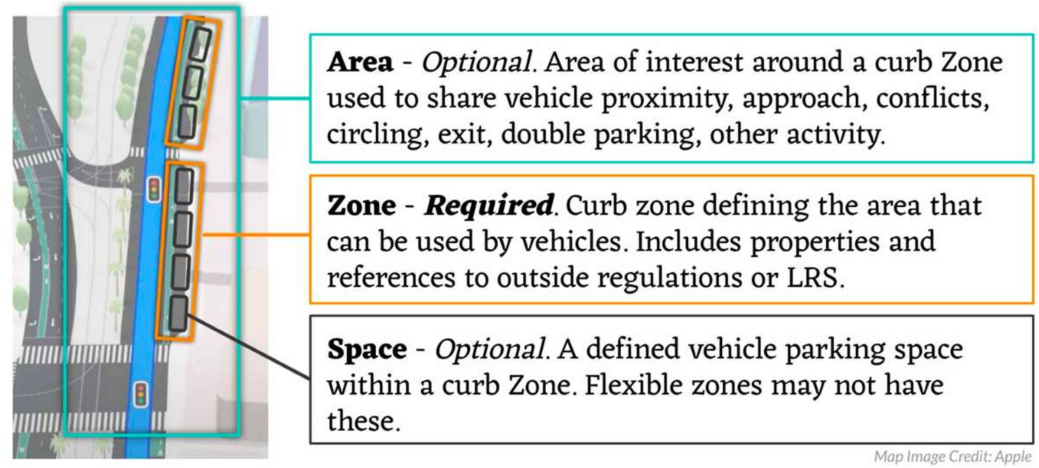
Names for polygon geometry ***places*** used within the CDS Curbs API.



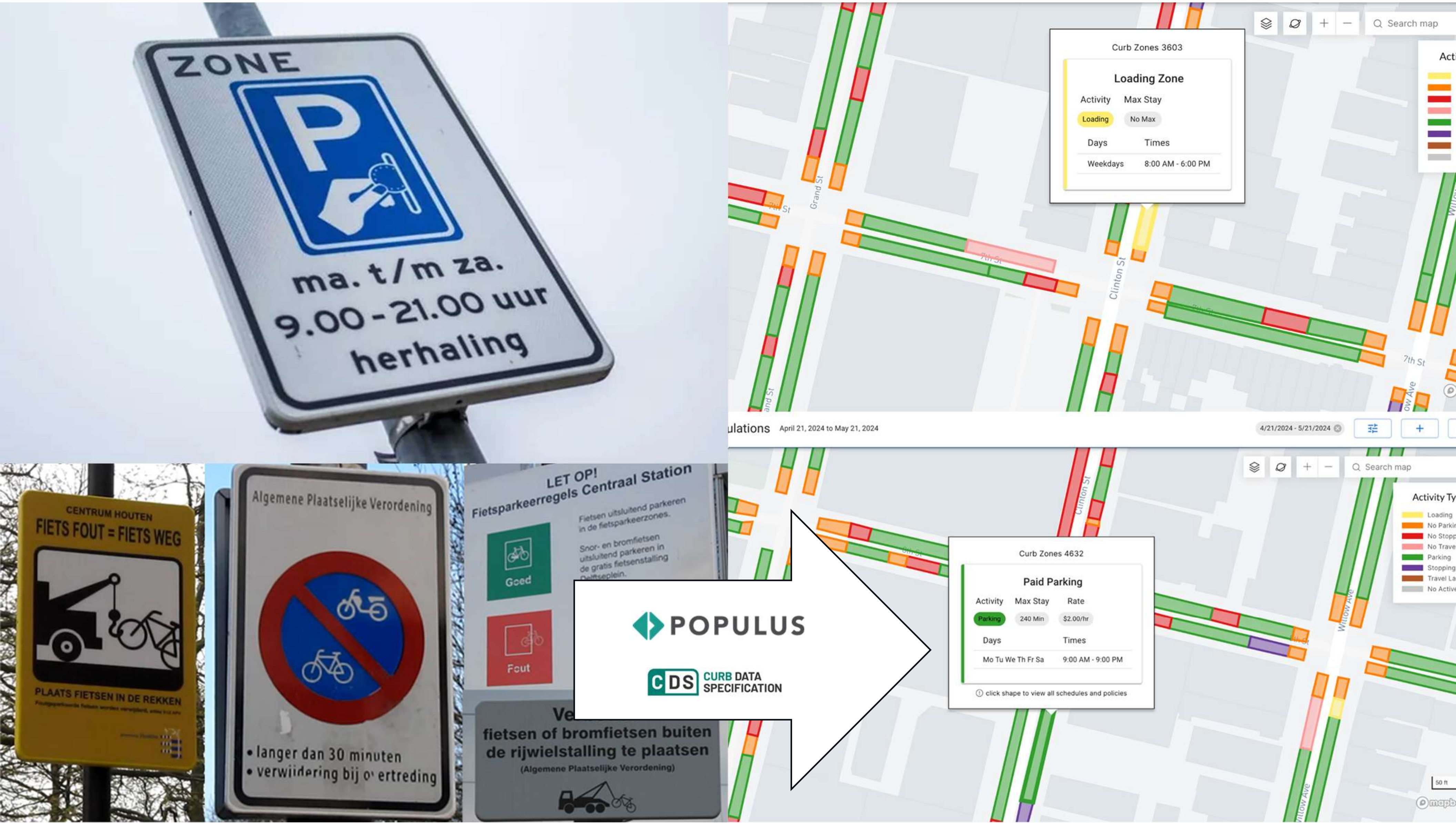
Policy

A Policy object is a rule that allows or prohibits a particular set of users from using a particular curb at a particular time or times. Multiple Policy objects together define the full extent of regulations within a Curb Zone. The design of the Policy object borrows heavily from the work of the CurbLR project, with additions for the larger scope of CDS.

The `policy` field within the FeatureCollection returned by Query Curb Zones contains a list of the Policy objects referenced by the returned zones. In addition, the Query Curb Policies endpoint return the complete list of policies.

A Policy is represented as a JSON object whose fields are as follows:

Name	Type	Required/Optional	Description
`curb_policy_id`	UUID	Required	An ID that uniquely identifies this exact regulation across Curb Zones. Two Policy objects containing the same `curb_policy_id` MUST be completely identical. A `curb_policy_id` MUST NOT be reused -- once created, it must continue to refer to the identical policy forever.
`published_date`	Timestamp	Required	The date/time that this policy was first published in this data feed.
`priority`	Integer	Required	Specifies which other policies this one takes precedence over. If two Policies on the same Curb Zone have overlapping Time Spans and apply to the same user class, the one that applies at a given time is the one with the **lowest** priority. E.g., a priority of `1` takes precedence over a priority of `3`. Two Policies that apply to the same Curb Zone with overlapping Time Spans and equivalent User Class enumerations MUST NOT have the same priority.


ZONE
ma. t/m za.
9.00-21.00 uur
herhaling
CENTRUM HOUTEN
FIETS FOUT = FIETS WEG
PLAATS FIETSEN IN DE REKKEN
Algemene Plaatselijke Verordening
• langer dan 30 minuten
LET OP!
Fietsparkeerregels Centraal Station
Fietsen uitsluitend parkeren in de fietsparkeerzones.
Goed
Fout
fietsen of bromfietsen buiten de rijwielstalling te plaatsen
(Algemene Plaatselijke Verordening)
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CDS CURB DATA SPECIFICATION
Search map
Curb Zones 3603
Loading Zone
Activity
Max Stay
Loading
No Max
Days
Times
Weekdays
8:00 AM - 6:00 PM
April 21, 2024 to May 21, 2024
4/21/2024 - 5/21/2024
Search map
Curb Zones 4632
Paid Parking
Activity
Max Stay
Rate
Parking
240 Min
$2.00/hr
Days
Times
Mo Tu We Th Fr Sa
9:00 AM - 9:00 PM
click shape to view all schedules and policies


amazon
TRANSIT 250
19938Y2
RISE
829
NOW LEASING
prime
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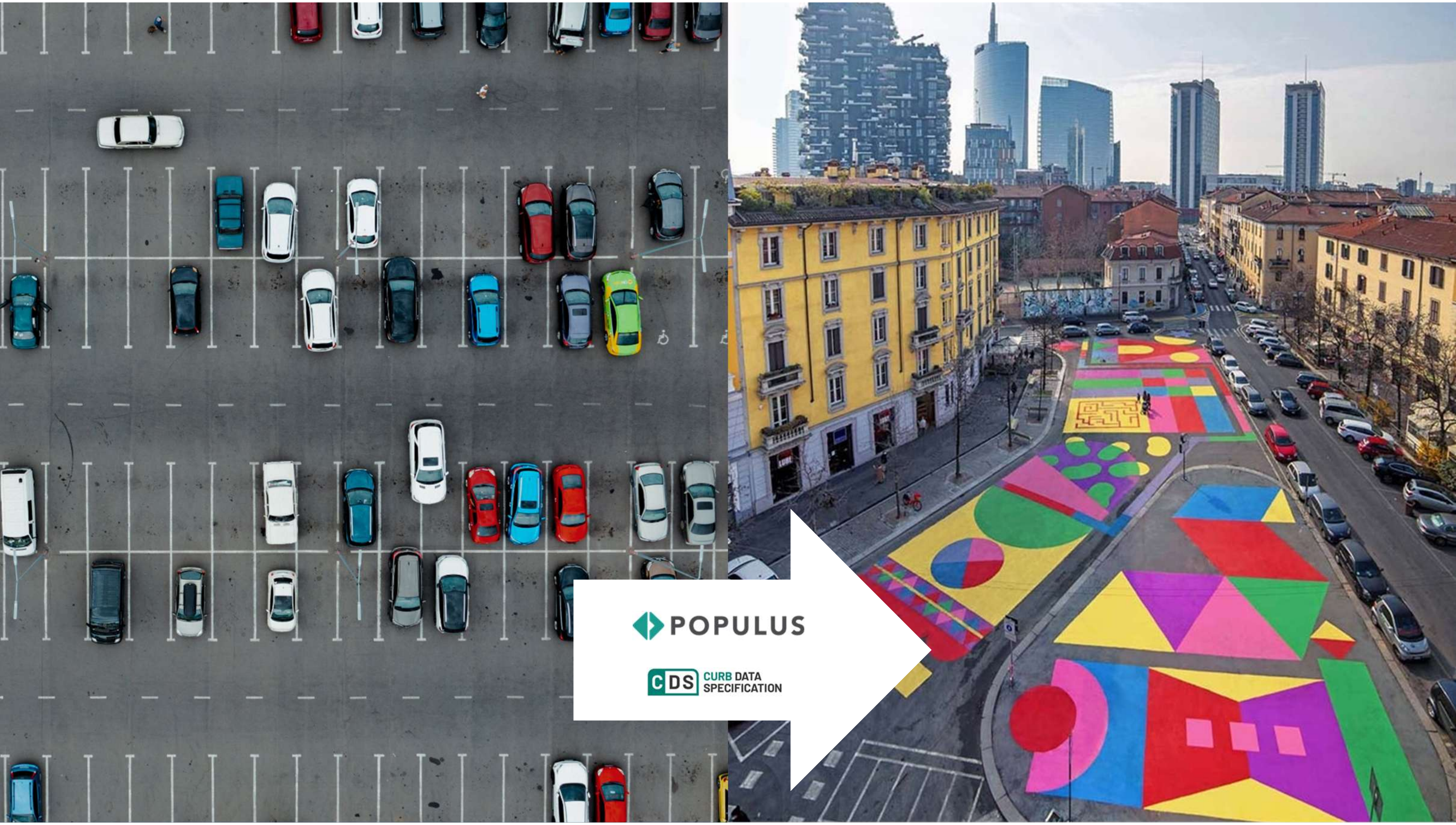
CDS
CURB DATA
SPECIFICATION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