



For Immediate Release  
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## **curbFlow's Curb Management Program in Washington, DC Results in Safer, More Productive Streets**

*Partnership Between DDOT and curbFlow Receives Overwhelming Support From Drivers, Reduces Double-Parking by an Estimated 64%, and Validates the Growing Demand for Access to City Curbs for Commercial and On-demand Pickups and Drop-Offs*

Washington, DC -- Today curbFlow and the District Department of Transportation (DDOT) released highlights from a three-month curb management partnership that led to safer and more productive streets and an overwhelmingly positive reaction from drivers of parcels, goods and deliveries. During the program, which ran from August 1 through October 30, curbFlow coordinated commercial and on-demand operator pickup and drop-off activity to available curb space in real time at nine locations throughout the District. The curbFlow loading zones, which provided operators with new, reliable access to the curb, were chosen based on operator-provided pickup/drop-off data.

- Drivers from more than 900 different companies registered
- More than 6,350 drivers registered altogether
- On average, more than 350 registered drivers used the program daily (over 15,500 uses total)
- 1,300 advance reservations were made and used
- Double parking was reduced by an estimated 64%
- On-demand delivery, freight and parcel deliveries lasted an average of 7-11 minutes, while rideshare and taxi pickup and drop-off activity lasted less than two and a half minutes on average
- On-demand deliveries were the most frequent use of the curbside space, followed by freight and parcel deliveries
- 85% of surveyed drivers rated curbFlow as a 9 or 10 on likely to recommend

“In a dynamic city like the District, we are always looking for cutting edge solutions to improve safety, reduce traffic congestion, and achieve Mayor Bowser’s goal of being a leader in public sector innovation,” said DDOT Director Jeff Marootian. “Through this



partnership with curbFlow, we collected critical data that will inform the next generation of policies, plans, and strategies that we employ to better manage the demand at the curbside.”

“New demands on the curb have led to frustrating street conditions, but the good news is that by bringing stakeholders together to manage curb space in a coordinated way we can make streets safer and more productive,” said Ali Vahabzadeh, Founder and CEO at curbFlow. “What we saw in DC is that having reliable, real-time access to the curb has a major impact on the ability of people to move around the city efficiently and that collaboration can help ease these transportation challenges, making life better for drivers, merchants, cyclists and pedestrians.”

The program provided loading zone access to commercial vehicles and private vehicles operating in a commercial manner, such as picking up for an online food delivery service or other online delivery platform. Drivers registered using the curbFlow app where they either checked in on arrival or reserved space up to 30 minutes in advance. Commercial operators who participated included larger companies like DoorDash, Grubhub, UPS, and hundreds of small and medium-sized local companies.

For more information, visit <https://www.curbflow.com>.

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