COORD

○ CASE STUDY
Downtown Santa Monica to seamlessly support new methods of transport in the district's curbside management plans

THIRD STREET PROMENADE

Downtown Santa Monica, Inc. (DTSM) is a non-profit organization that works to improve the economy, community and lifestyle in Downtown Santa Monica. This vibrant neighborhood is home to hundreds of businesses, offering world-class shopping, dining and entertainment. With increased usage of e-scooters, ride-hail and food delivery, Downtown Santa Monica needs a solution for how these new methods of transport can seamlessly fit into the district's curbside management plans.

CHALLENGE

Traffic congestion is a major concern in Downtown Santa Monica. According to Hector Soliman-Valdez, DTSM's Mobility Manager, "Downtown Santa Monica is a popular destination with many competing mobility options so naturally there will be congestion at the busiest times of the day." That is why Hector and the rest of the DTSM team constantly look for ways to assist the City of Santa Monica, such as recommending better curb space allocation, connecting employees to city services, and creating resources to improve traffic in the area.

A year ago, the DTSM team conducted an audit to better understand how curbs were being used and allocated. They needed to know what was out there in order to make more informed decisions. Before that, there was very little information on curb management around the downtown area.

However, the curb audit was done manually using measuring wheels and paper. It took roughly three months of sporadic surveying to complete and was difficult to gather the necessary information – particularly because it only showed a snapshot of the curbs, and not how permitted uses might change throughout the day.

With the increase in e-scooters, ride-hail and food delivery options available in Santa Monica, the city needed to have a more detailed understanding of curbside accessibility, that the original report couldn't provide. If they wanted to continue supporting new modes of transport, while maintaining compliance and safety for the community, they would need to digitize their curbs.

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"We knew where parking meters were. But things get changed around: there's a new building, or there's a request for white curbing, or whatever it is. Having a map of every single space or every single inch of curb, that didn't exist." – Hector Soliman-Valdez, Mobility Manager, Downtown Santa Monica, Inc.

DTSM discussed the issue with the city team and recognized the need for a better tool to gather and analyze information.

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SOLUTION
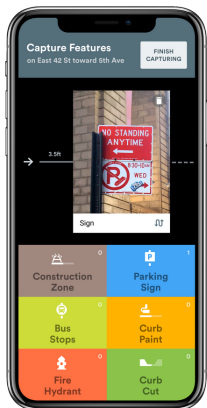
While DTSM was researching to start another manual curb audit, they discovered that Coord was performing a similar survey of the Santa Monica districts, but in a very different way.

With Coord's augmented Reality (AR) technology, Coord can collect survey data 6x faster than traditional methods. The surveyor app makes it very easy for cities and towns to collect, manage, and share curb data, standardizing how data is collected and formatted. It also requires no investment in special hardware or training, thanks to its intuitive interface.

It is not surprising that Coord was asked by the business improvement district to help capture actual curb assets in Downtown Santa Monica, in an attempt to improve the quality of the curb data and provide a better understanding of how downtown curbs were being used and allocated.

RESULT

The DTSM team started using the surveyor app to survey the entire Downtown Santa Monica. Hector liked using the app immediately: "It was good. I think with everything there is some learning, just how to use the software, but it's easy enough that anybody can get it, anyone with experience using an iPhone."

While using the app, the team started to see the district in a different way, because it was able to pay attention to every inch of the curb. They began to notice certain things like driveways that led nowhere, crosswalks with no curb ramps or buildings with unusual designs.

They took pictures of parking signs, fire hydrants, bus stops, driveways, loading zones and other curb assets. The Surveyor app then used AR technology to precisely position these assets to create digital maps of the area, with no measuring wheels or manual data entry required in a fraction of the time.

> "It was great being able to automate things. I think the most valuable thing was the ability to look at the curb allocations of the district depending on time of the day—that's not something we were able to do before, although I took notes of what I saw and envisioned being able to turn things on and off, to look at 6 p.m. vs. 10 a.m. That's the most exciting thing, the level of granularity."
>
> – Hector Soliman-Valdez, Mobility Manager, Downtown Santa Monica, Inc.

This data that the Downtown Santa Monica district can access now improves their planning process in areas such as:

- Parking spaces for cars, scooters and bicycles to ease congestion.
- Dedicated pick-up and drop-off zones for ride-hail to improve traffic in the area.
- Loading and delivery zones to facilitate on-time deliveries for businesses.

"With the new curb data and digital maps, the business improvement district will be able to lead data-driven discussions with the city's mobility planning department to help improve their community. But the DTSM team believes that the information collected by the Surveyor app will help make more informed decisions for the future, meaning that they can innovate on their curbside management to keep up with the new demands of their community.