

# Curb SMART Interview Guide

Updated: June 14, 2024

## Context

Our outreach team will use this interview guide to learn more about how local businesses and building managers receive deliveries and use (or don't use) commercial vehicle loading zones (CVLZs). We will focus on residential and office building managers and [BIPOC-owned businesses](#) in north downtown Seattle, particularly those who have businesses on the blocks where IDAX is collecting observational data. We also aim to speak with a few people who are on blocks with no CVLZs to help understand their needs as well.

## Overarching Communications & Outreach Goals

- Gather input that will inform an equitable and inclusive design of a new CVLZ permit program.
- Build trust with local businesses and urban freight companies, prioritizing those from BIPOC and low-income communities through equitable, relational, and culturally relevant engagement.
- Understand who uses or needs access to CVLZs (including demographics), how they use CVLZs, what the biggest challenges are for loading and unloading, why they do or don't use permits, how/if the permit provides value, etc.
- Introduce the idea of V2C, digital permits, and other potential technology solutions (e.g., automated license plate readers, camera enforcement, etc.) and learn how our audiences feel about these ideas. Identify barriers to, and concerns with these approaches.
- Understand how this program could benefit our audiences from a business/operations perspective, e.g., more efficient and reliable deliveries help increase productivity.
- Understand how this program could benefit communities in general, e.g., less idling and circling means cleaner air, less double-parking means buses can travel more freely.
- Identify 2 – 3 V2C pilot participants.
- Raise awareness about the SMART project city-wide, so people are familiar with the program and SDOT's goals if we roll out Stage 2 of the project.

## Audiences & Desired Outcomes

Business/building owners, managers, and/or staff ...

- Are comfortable talking with our outreach team members.
- Feel that their perspective is valued and understand how their input will be used.
- Understand the questions we're asking (e.g., use plain language, avoid jargon, provide examples).
- Provide candid feedback to inform an equitable and inclusive design of a new CVLZ permit program.
- Consider joining as a participant to test our V2C technology.

## Interview Guide

### Introduction

Thank you for speaking with us. As we mentioned, SDOT is working to improve commercial vehicle parking at the curb, so people can deliver goods reliably and on time, reducing costs and headaches for both drivers and businesses like yours / building managers like you. What you share with us today will help to inform how SDOT approaches parking policies and programs for people who are making and getting deliveries.

Do you have any questions before we begin?

## Delivery Details (10 min)

- 1) Tell me a little bit about your business / building. What do you do and who are your customers / tenants?
- 2) What kinds of deliveries do you get? What's included in them?
- 3) How many deliveries do you get per day or week?
- 4) How big are the deliveries (e.g., pallet-full, dolly-full, or individual boxes)?
- 5) What time do your deliveries generally arrive? If you receive multiple deliveries a day, do you schedule your deliveries to arrive at the same time or spread them throughout the day?
- 6) Do they arrive when you need them? And if not, what issues have you run into?
- 7) Which companies deliver to you? Or do you make your own deliveries?
- 8) How big are their vehicles?

## Delivery Driver Parking (15 min – 2nd priority)

- 9) Where do you or your delivery drivers usually park when unloading?
- 10) How well does that work? Are you/they able to get to your business easily or are there challenges? If so, what are they?
- 11) Currently, there are certain parking areas along the street where only commercial vehicles can park for loading and unloading. This is intended to help you or your delivery drivers get to your business. How well are these commercial vehicle loading zones working for you or your employees? Are you or your delivery drivers able to use them and then get to your business / building easily? If not, do you know why?



- 12) In terms of these commercial vehicle loading zones and loading and unloading generally at the curb, what changes (if any) could improve the delivery process?

## CVLZ Permits (5-10 min; 1st priority)

- 13) Do you purchase a commercial vehicle loading zone permit or do you pay for parking as you go?
- 14) If you do have a permit, do you find it helpful? What works well and what could be improved?
- 15) If you don't have a permit, is there a reason why?

[Note: Please ensure your interviewees know that nothing they share will result in fines or punishment. For instance, to use a CVLZ you must have a permit and/or drive a delivery truck and pay as you go. However, if they use a CVLZ for their personal car, we're not going to report that to parking enforcement. We're just trying to learn how things are working.]

## New Technology (15 min; 3rd priority)

- 16) We are installing and testing some sensors in commercial vehicle loading zones that can detect when a vehicle is parked there. Some will be mounted on posts, and look like an old-school parking meter, and some will be in the ground. This will help us understand which loading zones are used most and decide if we need more parking space for delivery vehicles. Delivery drivers and business owners/building managers could also see this information and plan accordingly. What do you think about this approach?
- 17) We are also exploring sensors that can detect vehicles that have a commercial vehicle loading zone permit, which would require little to no interaction by the driver. This would move us away from paper or sticker permits, using this digital option to help ensure people are using the loading zones properly. The sensors would also make it easier to enforce the rules and keep non-eligible vehicles from parking in the load zones, leaving them free for deliveries. Commercial vehicle drivers without a permit could still park there, they would just pay by phone or at a pay station. What do you think about this approach?
- 18) How (if at all) do you see this new technology benefiting your business / building?
- 19) What concerns (if any) do you have about this new technology?
- 20) If you or your employees have a vehicle that you park in a commercial vehicle loading zone, would you be willing to help us test the sensors and related technology? Examples of testing include letting SDOT know your approximate time of deliveries, using a "tap" card at a card reader near the load zone, or using a phone application to communicate with sensors.

## Demographics (>5 min)

- 21) Would you like to share some background information about you and your employees / tenants? We're asking about this because we want to ensure your community is more visible as the city makes decisions about how to invest resources.
  - a. Racial/cultural identity
  - b. Age range
  - c. Preferred language (written/spoken)

## Future Input and Sharing Results (>5 min)

- 22) We would like to share the results of our interviews and how they have shaped policies and programs. What's the best way to share that with you?
- 23) We may develop an online survey to reach additional businesses / building managers in the area. What do you think are the best ways to share such a survey?