



Fort Lee, NJ Smart Loading Zones Initial Findings



Automotus

Fort Lee, New Jersey

The Fort Lee Parking Authority deployed Smart Loading Zones to improve turnover, reduce safety hazards, and drive economic activity in their busiest commercial areas. Fort Lee deployed CurbPass at its highest-demand curbs to automate payments and mail invoices for unregistered access.

PROJECT OVERVIEW

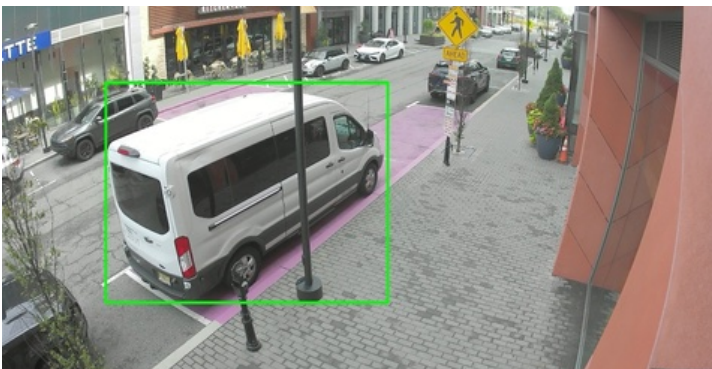
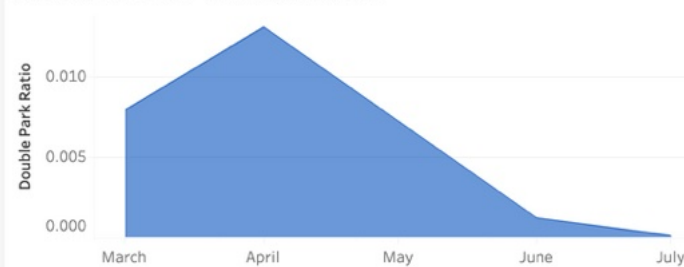
CHALLENGES

- Increased commercial activity has led to rising traffic, double-parking, and safety hazards
- Loading zones are often abused

OBJECTIVES

- Safer streets - reduced double-parking
- Support local businesses with better turnover and delivery access
- Reduce congestion, improve compliance, and cut emissions


Double Park to Park Ratio over time



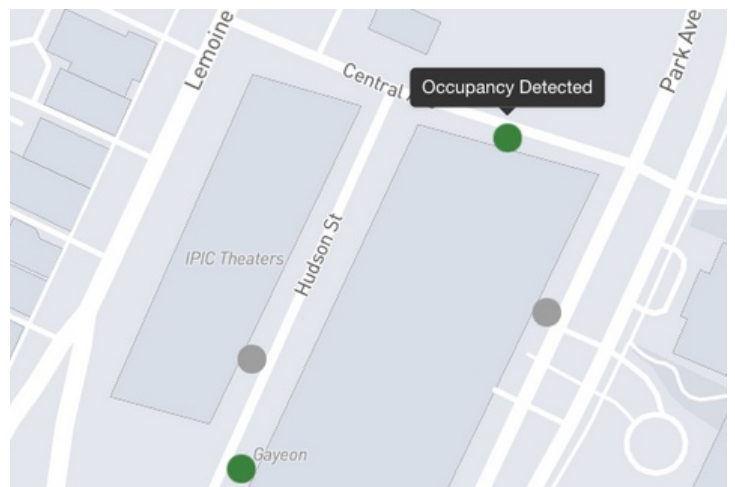
INITIAL RESULTS

22% 
reduction in dwell times

44% 
increase in commercial vehicle use

53% 
increase in turnover

43% 
reduction in double-parking



HOW DO SMART LOADING ZONES WORK?

Automated Smart Loading Zone Workflow

One-time registration



- License plate number
- Digital wallet w/auto-reload

Fully automated billing



- No driver action needed, like a toll road
- Billed for exact time used

Automated enforcement

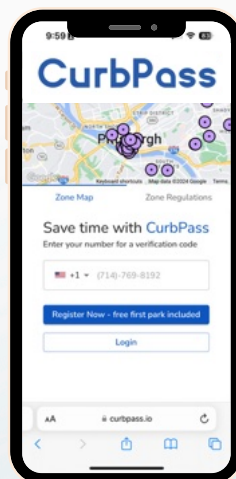


- Unregistered drivers **invoiced** by mail plus an admin fee

KEY TO DRIVING RESULTS: ADOPTION & COMPLIANCE

\$16,000 in annualized revenue per zone

71% payment rate



Fort Lee Parking Authority
231 Main Street, 2nd Floor
Fort Lee, NJ 07024

June 11, 2025

NOTICE OF PARKING USAGE FEE - PAY NOW TO AVOID ADDITIONAL FEES

Invoice Number: 004823 License Plate/State: [REDACTED]

Administrative Fee	\$10
Total Due as of 6/9/2025	\$13.64
Total Due if paid after 7/9/2025	\$18.64
Total Due if paid after 8/8/2025	\$53.64

PAYMENT INSTRUCTIONS
To pay your balance, scan the provided QR code or visit the following website:
<https://www.curbpass.io/paybill>
Bill can be paid online. For questions, please call: 267-551-6756 or (201) 592-3500 ext. 1518

Register with CurbPass to get \$10 off the administrative fee.
If you have additional questions or wish to contest this bill, please visit <https://www.curbpass.io/paybill>

According to our records, the activity described below is in violation of local parking regulations due to unregistered and/or improper use of a Smart Loading Zone(s). As the registered owner or lessee of this vehicle at the time of the parking event, you are responsible for paying the TOTAL AMOUNT DUE (see payment instructions above).

Date/Time	Location	Amount
6/6/2025 04:37 PM	2027 Hudson St	\$3.64

THE PROCESS

Signage & Demarcation

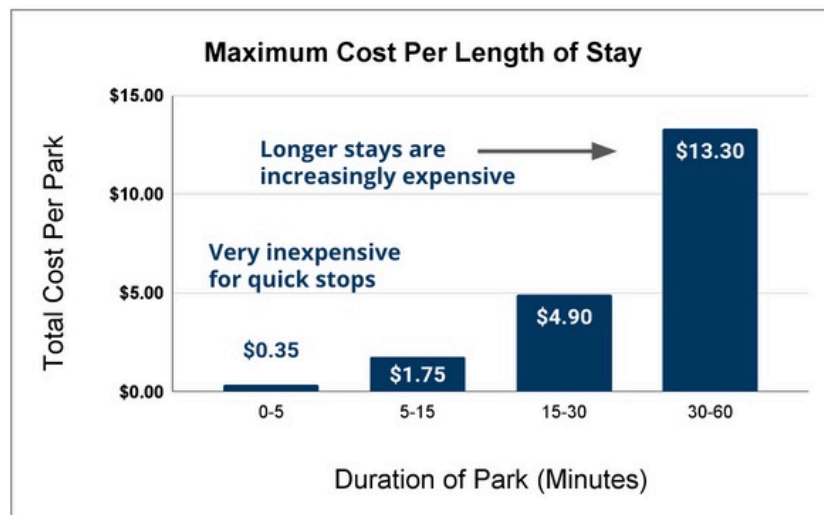


Manage Loading Demand With Progressive Rates

Pay for the exact amount of time at the curb

Minutes	Rate Per Minute	Total Maximum Cost
0-5	\$0.07	\$0.35
5-15	\$0.14	\$1.75
15-30	\$0.21	\$4.90
30-60	\$0.28	\$13.30

- **Max Duration:** 60 min
- **Permissions:** Available to any vehicle



TESTIMONIALS

“Converting parking spaces to the loading and valet zone has been a significant advantage for my business... Without it, parking frustrations can overshadow even the best dining experience, impacting guest satisfaction and return visits. The loading zone also ensures that small deliveries reach the right place quickly, avoiding interruptions; before, they often ended up in the back and got lost in the kitchen.”



NOEL MELKONYAN, OWNER



Being the first municipality in New Jersey to implement Smart Loading Zones through an innovative partnership with Automotus has been a major step in our mission to ease congestion, and support local businesses. As a forward-thinking, transit-friendly municipality, the Fort Lee Parking Authority is committed to smart infrastructure that strengthens both quality of life and economic growth. Together, we are transforming how Fort Lee moves, parks, and prospers. **HERNANI GONCALVES, EXECUTIVE DIRECTOR**



FINDINGS ELSEWHERE:



THE CITY OF PITTSBURGH

SLZs, Automated Bike Lane, No Stopping Zone, and Bus Stop Enforcement

97%

reduction in double-parking

87%

drivers have not received a 2nd ticket



City of Philadelphia

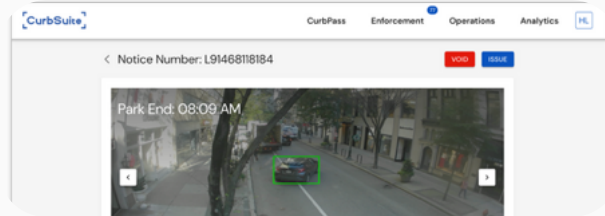
Smart Loading Zones with Automated Enforcement

18-52%

increase in traffic speeds

82%

increase in commercial vehicles use



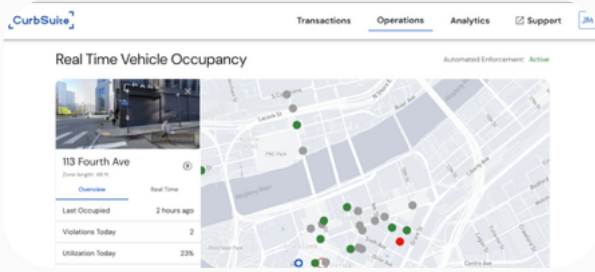
Automated Enforcement of All Downtown Parking

101%

increase in compliance

64%

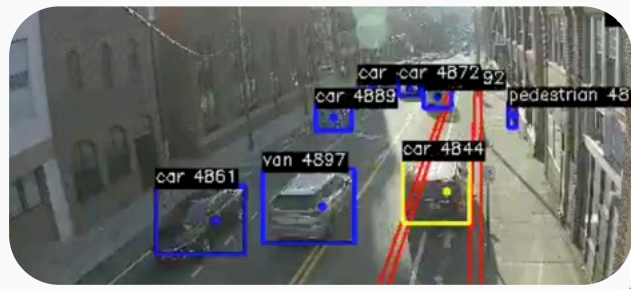
reduction in double-parking



Bike Lane Monitoring & Directed Enforcement

3.5 hrs

bike lanes blocked per day



Automotus



THANK YOU!



Automotus