
Sarah Saltz



Sarah Saltz is a New York City-based urban planner and a seasoned project manager. She is passionate about social justice and mobility in the built environment, and she strives to create cities and neighborhoods that work for more people and the planet.

Prior to joining Cityfi, she drove commercial and operational strategy at high-growth companies. She led market launch operations at curbFlow, a mobility technology startup, where she planned and led first-generation curb management pilots, partnering with city agencies and spearheading the creation of the go-to-market and pilot execution playbooks. Before this, she led teams, scaled operational processes, and spearheaded strategic account growth at AlphaSights, an information services firm.

She has also delivered projects for the local, state, and county government. While on NJ TRANSIT's Transit Friendly Planning team, she worked on station-area planning and the development of the Transit Friendly Planning Handbook. With the NYC Department of Transportation's Policy Unit, she conducted case study research on electrification strategy and other key policy priorities. She also helped launch the Center for Active Design's Active Design Guidelines 2.0 publication for city agencies. In 2022, she led the development of a transit-oriented development framework for the Suffolk County Department of Economic Development and Planning.

Sarah has a masters degree in urban planning from NYU's Robert F. Wagner School of Public Service, where she specialized in transportation and infrastructure, and a bachelor's degree from Johns Hopkins University.

EDUCATION

Johns Hopkins University, Bachelor of Arts
New York University Robert F. Wagner School of Public Service, Master of Urban Planning

RECOGNITION

2022 Howard Newman Dean's Award

Select Experience

TRANSIT-ORIENTED DEVELOPMENT INDEX, SUFFOLK COUNTY, NY

Worked on behalf of the Suffolk County Department of Economic Development and Planning to spearhead the development of a comprehensive data-driven framework to evaluate and prioritize transit-oriented development (TOD) sites. Provided strategic advisory services and case study research related to designing community-centered projects and overcoming political, financial and other roadblocks. The tool enables the county to facilitate and encourage more TOD activity to promote more affordable and denser housing in walkable, transit-adjacent communities.

ELECTRIFICATION RESEARCH INITIATIVE, NEW YORK CITY, NY

Conducted case study research on successful national and international electrification strategies to inform local EV charging deployment initiatives. Developed white paper and presentation with recommendations for the Policy Unit of the NYC Department of Transportation.

CURB SPACE DETECTION PROGRAM, WASHINGTON DC

Facilitated stakeholder engagement (community organizations, local businesses, commercial drivers and operators) and ran operations for a virtual curb layer product, which leveraged machine learning and computer vision to analyze real-time curb activity and direct drivers to the nearest available curb space. Expanded the program's coverage to all major neighborhoods in the city, with the aim of improving the street safety and efficiency of commercial deliveries.

SMART LOADING ZONE PILOT, CITY OF COLUMBUS OH

Led the planning, execution, and evaluation of a pioneering, first-generation curbside management technology pilot including developing playbooks for market launch, ground operations, and operator partnerships. The pilot, which involved the management of nine commercial pickup-drop-off zones, culminated in data-driven evaluation and the