Understanding freight

Cracking the urban freight mystery, one package at a time
No city is growing like Seattle

Jobs Up, Drive-Alone Rate Down 2010 to 2017
Balancing the competing needs of the ROW

*Essential functions:
We partner with the Urban Freight Lab (UFL) at the University of Washington (UW)

Private Partners:
• UPS
• USPS
• Nordstrom
• Ford Smart Mobility
• Kroger
• Expeditors International
• And more!

Public Partners:
• UW Supply Chain Transportation and Logistics Center
• Seattle DOT
Loading Zone Inventory and Occupancy Study

• SDOT maintains an inventory of all ROW curb designations, including loading zones *best in nation*

• UW undertook an inventory of all alleys and loading bays in the downtown core
UFL Curb Occupancy Study

Commercial and passenger vehicle drivers are using CVLZs and Passenger Load Zones (PLZs) fluidly in center city.

All vehicles parked in CVLZs: 52% were passenger vehicles; but half of these were only there 5 minutes.

All CVs parked along the curb: 26% of all CVs at the 5 locations parked in PLZs.

Nearly three quarters of all CVs parked for 30 minutes or less
Commercial Vehicle Loading Zone Revamp

• Review policy and program
• Propose digital strategies to manage the curb and price all of the curb
Current or Upcoming Projects: TNC Loading Zone Pilot with UW

- Convert paid parking to loading zones and test with/without geofence
- Establish data collection methodology
- Study curb and surrounding traffic impacts
UW - SDOT Urban Freight Sensor Project

• Urban Freight Lab awarded DoE grant for $1.5M

• SDOT plans to install sensor technology in Commercial Vehicle Load Zones

• Goal is to reduce driver search for available load zones by broadcasting availability
Future considerations

• How do we measure freight movements accurately?
• How to study the curb in a cost-effective way to make data-driven decisions?
• How to make the case for freight in a people-movement-centric world?
• How to anticipate the next trends in delivery and subsequent impacts to curb and ROW?
• Off-street pilots, new ideas in commercial developments?
Thank you!

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Commercial / passenger loading - What happens at the curb is not just parking!

We’ve been installing “flex zones” for decades

Considerations

- Commercial delivery access
- Residential package/food delivery
- Passenger pick up and drop off
- Short-term access for visitors, customers
- Late night work shift (?)