



# Understanding freight

Cracking the urban freight mystery, one package at a time

Seattle Department of Transportation

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May 7, 2019

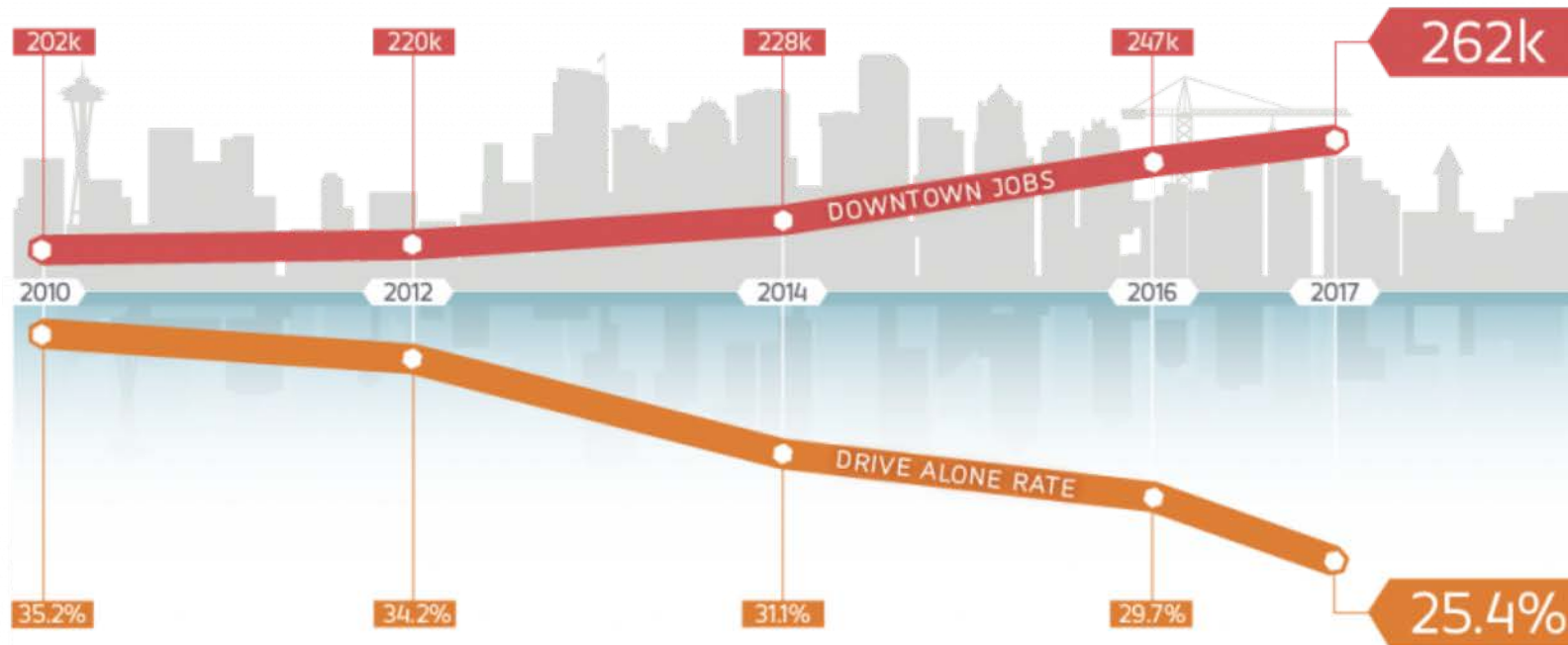


City of Seattle

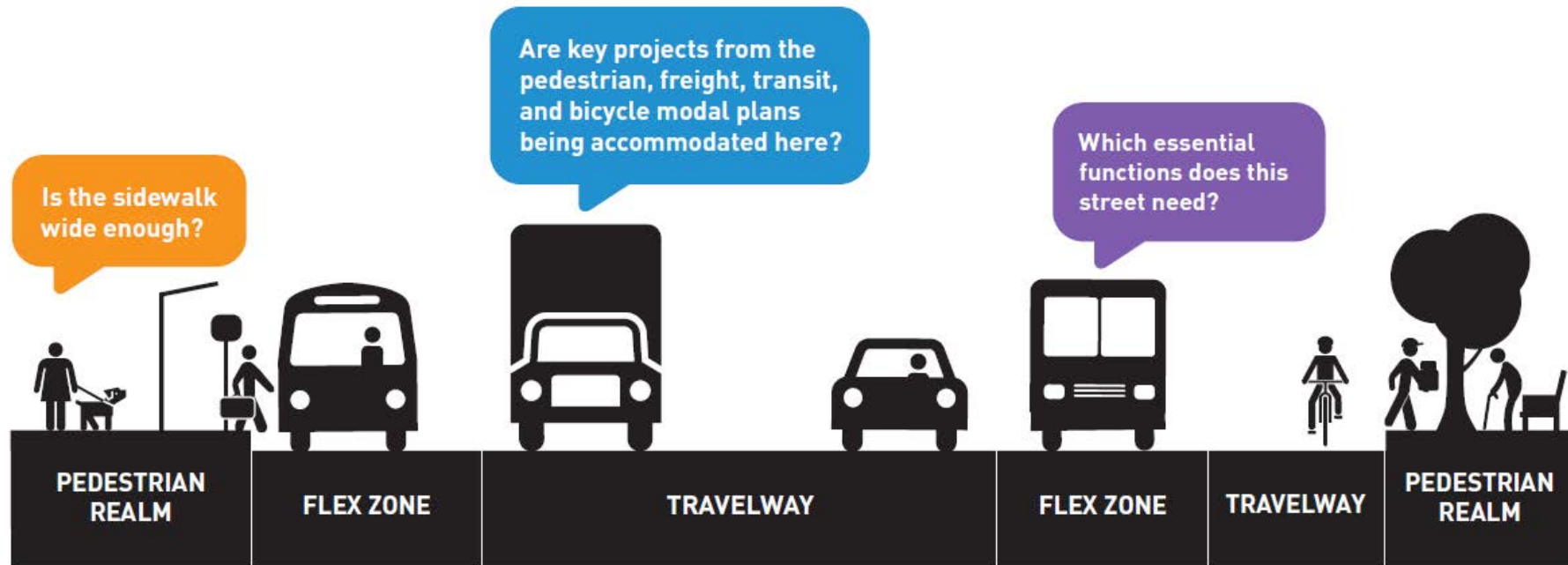


# No city is growing like Seattle

Jobs Up, Drive-Along 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!

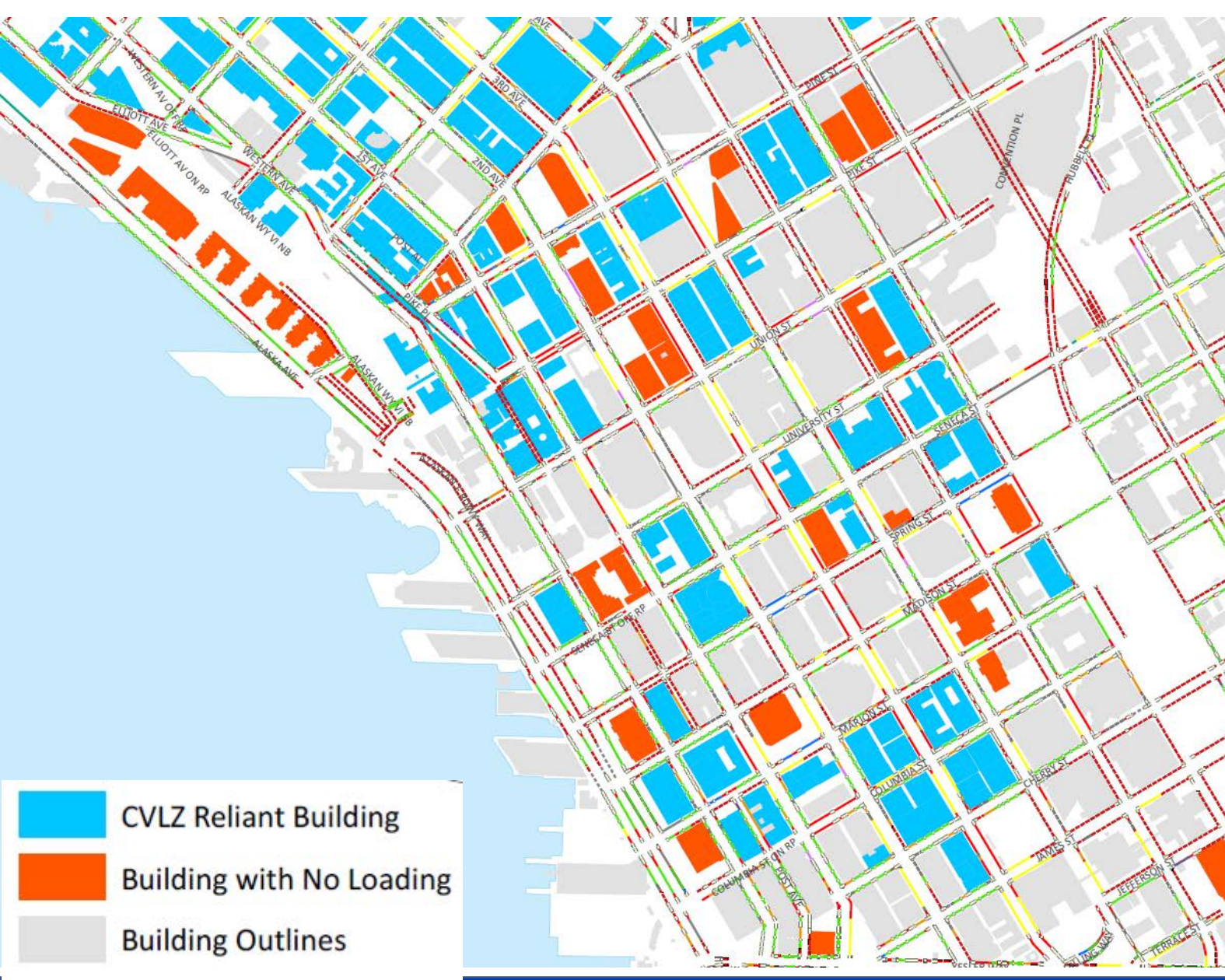
## Public Partners:

- UW Supply Chain Transportation and Logistics Center
- +
- Seattle DOT

# Loading Zone Inventory and Occupancy Study

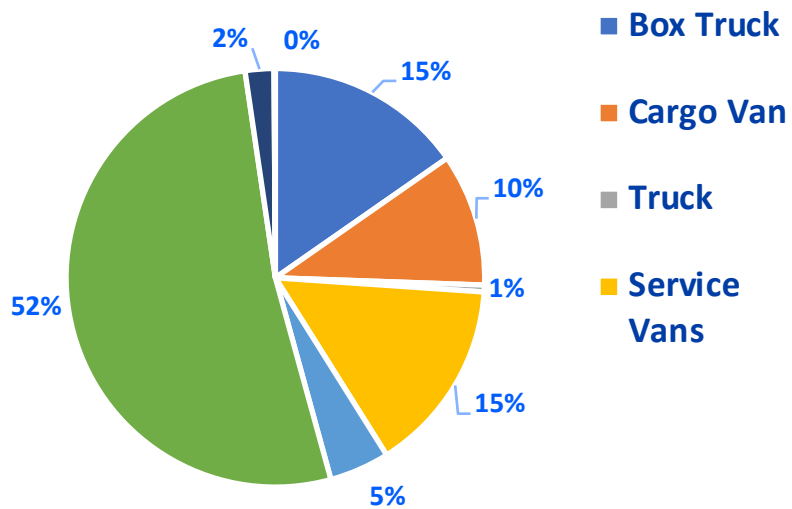
- SDOT maintains an inventory of all ROW curb designations, including loading zones \*best in nation\*
- UW undertook an inventory of all alleys and loading bays in the downtown core



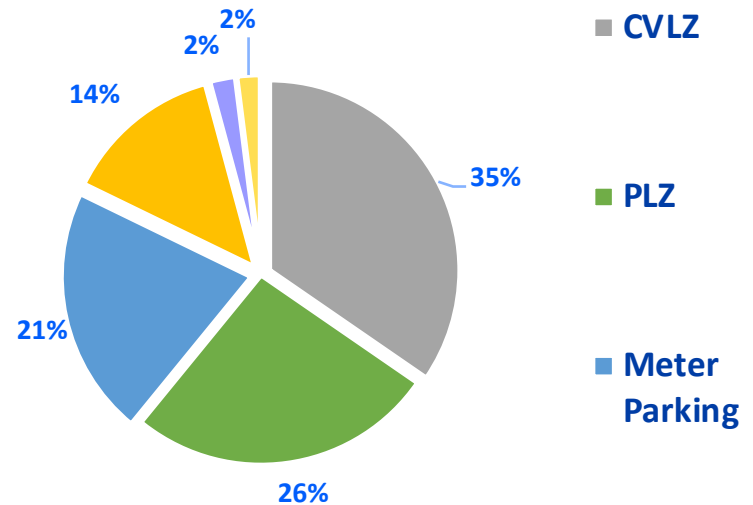


# UFL Curb Occupancy Study

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.



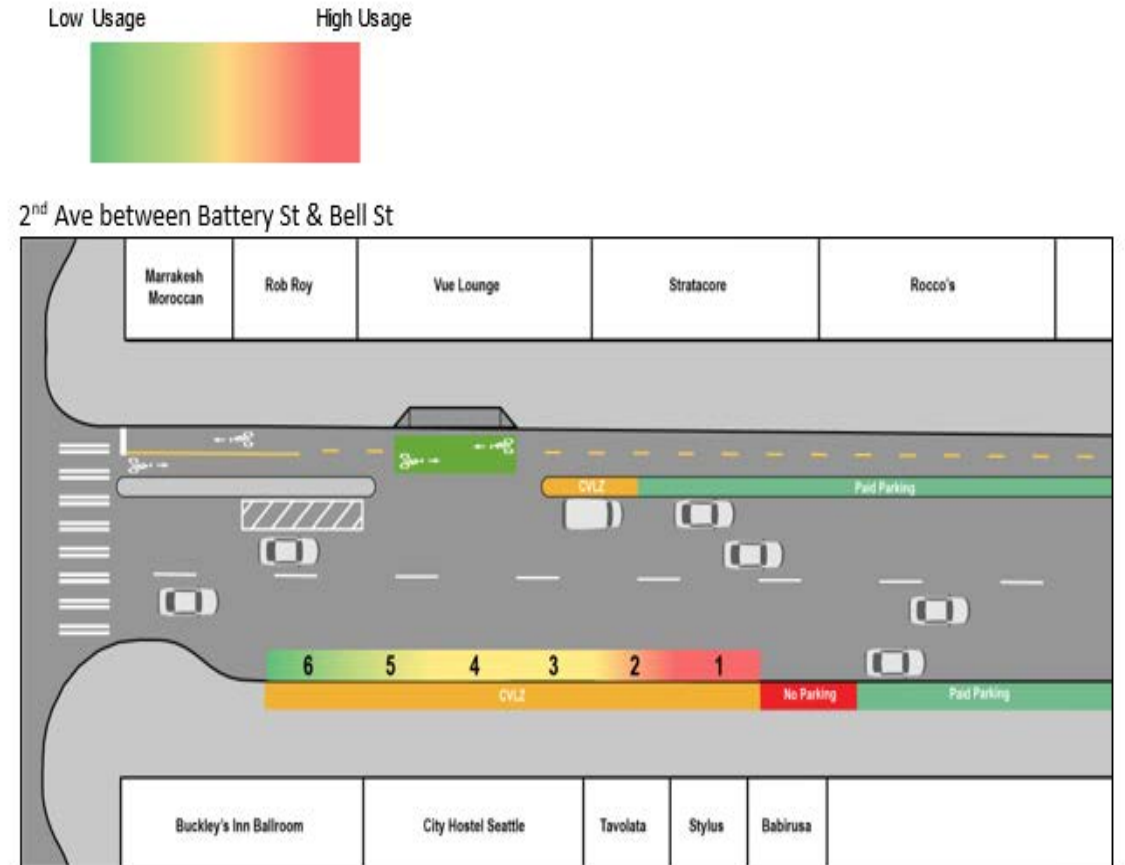
All CVs parked along the curb: 26% of all CVs at the 5 locations parked in PLZs.

Nearly three quarters of all CVs parked for 30 minutes or less UNIVERSITY of WASHINGTON



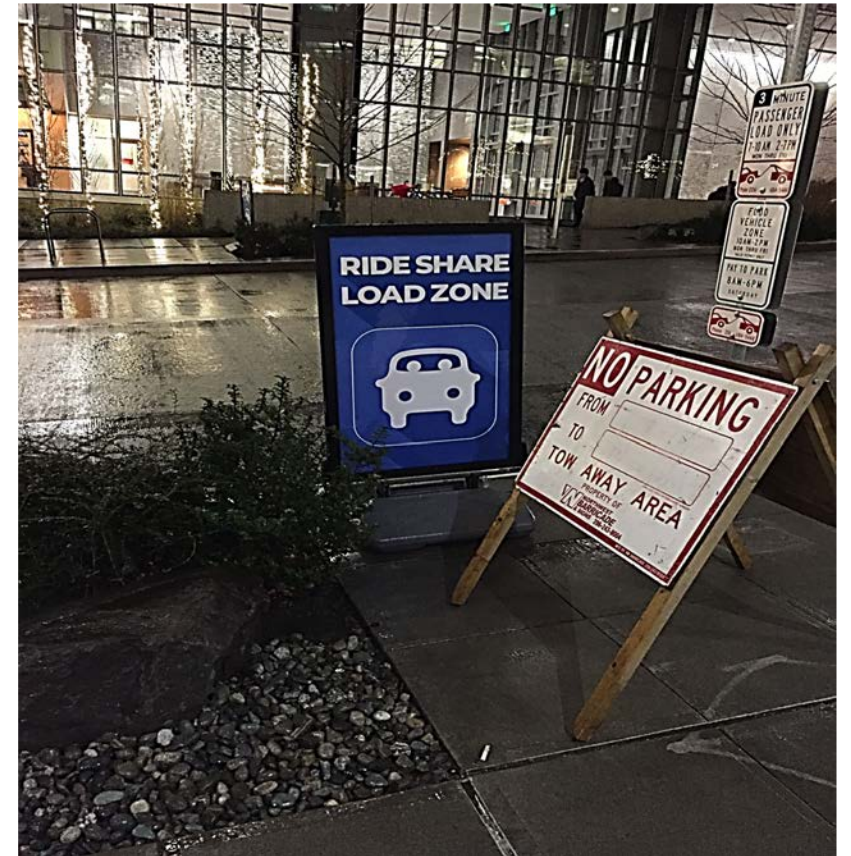
# Commercial Vehicle Loading Zone Revamp

- 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 (?)

