

Urban Freight Planning: What Makes It Tick and How to Make It Stick



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Premise

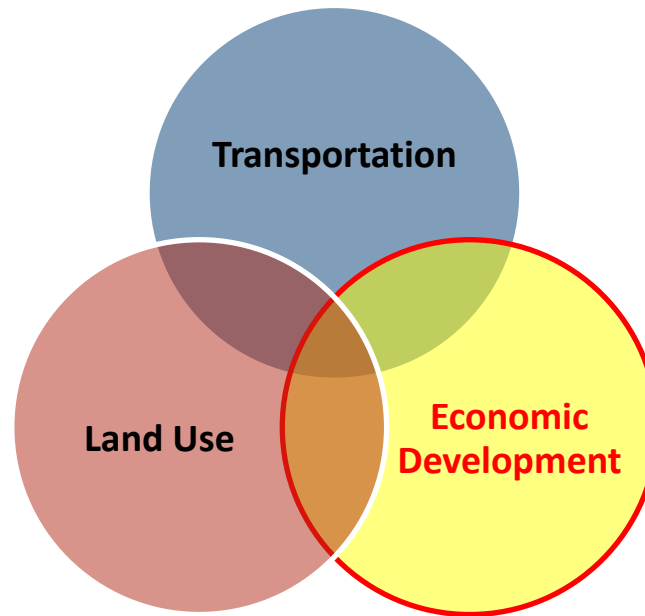
- Urban regions across the country are active in freight planning...
- ... but implementation is much more difficult
- How can we make our plans stick?
 1. Understand how it works
 2. Integrate approaches



Understanding

Importance of Freight Planning

- Growing recognition that traffic woes, sprawl, jobs tied to efficient freight movement:
 - No longer just “two sides of same coin”



Urban Freight: Problem or Solution?

- Public planning mandates unclear:
 - Fragmented jurisdictions
 - Planning process not always clear; even reactive
 - Varied funding sources; not always programmed
- Freight infrastructure, services in private hands
- Road focus: rail, air, marine, pipeline also important
 - Modal interactions – e.g., road-rail crossings
 - Urban terminals: big traffic, development impacts
- Disconnect from business cycles, changing economic structures
- NIMBY to YIMBY: innovations, greening

Key: Engage Private Sector

1. Planning objectives, cycles very different:
 - Decisions may be implemented very quickly
 - Business cycles may be very short
 - Objectives: minimize costs, maximize revenues, increase reach
 - Data relevancy: how is economy changing; not AADT
2. Local impacts of non-local decisions:
 - Influences what's being shipped, sourcing and mode
 - Influences location of local facilities
 - Labor force contraction, expansion; change in factory roles
 - “Supply chains compete - not individual businesses”

Key: Engage Private Sector

- Nature of freight demand dictates mode:
 - Trucks are ubiquitous
 - Just-in-time deliveries
 - High value, low weight → trucks, air
- Changes in business processes can influence transportation mode, costs, sustainability:
 - IKEA's change in packaging



Original and New Packaging for IKEA's Glimma tea candles



Improved packaging makes transportation more sustainable

Key: Engage Private Sector

3. Freight-friendly land use:

- Supply, layout, proximity to freight network are critical
- Accessibility to freight network: direct, seamless, reliable
- Don't choke access to existing sites
- Keep pace with new processes (e.g., automation)
- Direct connection to freight network
- Tie development marketing, planning together



Key: Engage Private Sector

4. Redundancy - need flexibility to shift modes quickly:
 - Non-recurrent blockage (accident, weather, ...)
 - Serve different markets from same center
 - Ancillary / complementary services (cluster)
5. Specific projects need solid business cases:
 - Show tangible benefits
 - Differentiate between 'actions' and 'enablers'
 - Quantify and monetize (e.g., Sustainable Return on Investment)

Integrated Approaches

How We Can Help: Integrated Approaches

1. Ensure freight is incorporated into planning:
 - Account for changing logistics in site design
 - Protect access to existing ports (it's jobs, not NIMBY)
 - Ensure adequate supply of land, close to freight system
 - Train staff in freight-friendly land use planning
2. Ensure freight is considered in all functions:
 - Operations: downtown truck / courier circulation schemes
 - Safety
 - Data collection (commodity flows, classification counts, travel times)
 - Consultation



NYC Commercial Vehicle Parking Program

How We Can Help: Integrated Approaches

3. Understand motivations of business wrt transportation choices:
 - Barriers to using other modes (costs, awareness)
 - Communications and information for dispatchers
4. Actions should complement how businesses operate:
 - Delivery hierarchy:
 - foot → bicycle → auto → truck → ...
 - Site development (space for couriers; new parking regulations)

How We Can Help: Integrated Approaches

5. Look to complementary, win-win projects:
 - ‘Solve trucks, solve transit’
 - Corridor signal synchronization
 - Consistency of rules needed for actions, e.g. sustainability



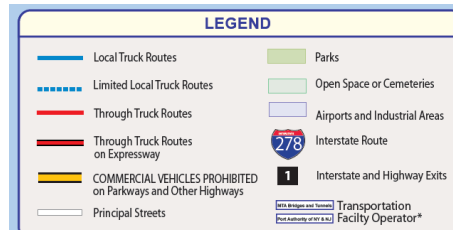
How We Can Help: Integrated Approaches

6. Keep talking: ongoing public / private dialogue:
 - Keep discussion going on short- and long-term issues, not just for specific projects
 - Want meaningful participation: shape, don't just vet
 - Not just our rules: “whole new planning language”
 - More than land use, truck routes, regulations ...
7. Develop partnerships:
 - Advance investment opportunities → get in pipeline
 - Provide seed funding
 - Leverage funding
 - Trust: grow the pie; ‘compete together’



The Future (1): Integrated Solutions

- Policies and Practices
 - Enforcement
 - Building design standards
 - Site plan review
 - Freight elevators
- Infrastructure Improvements
 - Curb lane usage
 - Loading zone management
 - Congestion relief
- Planning and Management
 - Peak delivery management
 - Increase other parking options
 - Freight planning



* Truck restrictions vary by facility. For more information, refer to the Resource section of this map.



The Future (2): Integrated Outlook

- Must think of ‘our’ region as a single cohesive entity:
 - Everything is linked
 - Collaboration
 - Think outside the box
 - A governing institutional framework is not a prerequisite
- If **we** don’t think in an integrated way, then **others** around the world will



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