



JULY 13, 2016 | DVRPC OFFICES, 190 N. INDEPENDENCE MALL WEST, PHILADELPHIA, PA

DOWNTOWN DELIVERY

Symposium II

Summary of Event

Held in the DVRPC conference room on July 13th, 2016, the Downtown Delivery Symposium brought together a diverse group of stakeholders from the Greater Philadelphia region to consider issues surrounding the movement of goods to and from businesses and residential locations. The Symposium represented a unique collaboration between the Transportation Research Board's Urban Freight Transportation Committee and the DVRPC freight advisory committee, the Delaware Valley Goods Movement Task Force.

With a diverse group of speakers and moderators, the event delved into topics such as stop-by-stop logistics, provided by private sector and local representatives, and larger, global trends, offered by a consulting transportation planner and state and federal DOT representatives.

The event drew close to 80 attendees, most of whom stayed for the entire day, primarily to talk about the growing importance and complexity of urban freight and urban goods movement. AICP credits will be available for those in attendance. All presentations given at the symposium are available on the Freight and Aviation page of the DVRPC website.

Speaker List and Summaries

Introduction

Barry Seymour, Executive Director, DVRPC welcomed guests and opened the symposium. Mr. Seymour spoke of the importance of freight planning in the modern city, as well as to the people and economy of the Delaware Valley region. He highlighted the success of the first Downtown Delivery Symposium (DDS I) in 2015, as well as the dedicated work of the Office of Freight and Aviation Planning at DVRPC, and the Delaware Valley Goods Movement Task Force. Lastly, Mr. Seymour highlighted the contents of the packet distributed to all of those in attendance. Specifically, he asked attendees to complete a survey on the condition of deliveries in their "service areas." The results of the survey will be shared with DVRPC's Freight Advisory Committee and will help inform DVRPC's work.

Scott Babcock, Senior Program Officer, TRB, explained the role of the Transportation Research Board as part of the National Academies of Science, Engineering, and Medicine. Mr. Babcock spoke about the joint effort put forth between the TRB's Urban Freight Transportation Committee and DVRPC's Freight Advisory Committee. He mentioned that many lessons have been learned since the inaugural Downtown Delivery Symposium, especially for Center City Philadelphia and for the many neighborhoods and towns throughout the region.

Session 1 – “Urban Freight Transportation: Innovations and Best Practices: Part I”

Mr. John Tompkins, Project Manager, Freight Planning and Program Development, Minnesota DOT, introduced the panelists who presented on local and regional best practices to improve downtown deliveries.

Joseph Bryan, Principal Consultant, WSP | Parsons Brinckerhoff

- Mr. Bryan spoke about the state of freight, the importance of the freight in the Atlanta region and its impacts on the local and regional economy.
- Mr. Bryan outlined the Atlanta Regional Commission's plan to continue Atlanta's growth as a global city and freight powerhouse through world class infrastructure, a competitive economy, and healthy, livable communities.
- Mr. Bryan stated that it is crucial to link freight objectives with regional goals.

Hugo Yoshizaki, Ph.D., Associate Professor, University of São Paulo

- Mr. Yoshizaki spoke about a pilot project that he is conducting regarding night time deliveries in downtown São Paulo, Brazil.
- Mr. Yoshizaki is trying to figure out a way to continue to make deliveries in a Truck Ban Zone of 100km² in the center of the city.
- His project looks to bypass restricted delivery times during the daylight hours, by making deliveries at night.
- His presentation looked at what he and his team have learned from this project, positive feedback from local government officials and residents, and possibilities of how nighttime deliveries could be conducted in the United States

Paula Dowell, Ph.D., Principal and Director of Economics, Cambridge Systematics

- Ms. Dowell introduced the city of Memphis as a global freight hub.
- She spoke about the importance of Memphis to the regional and national economy as well as some of the challenges that the city faces as it copes with its role as a major freight center.
- Ms. Dowell highlighted the Lamar Avenue project as one that would significantly add to Memphis' ability to continue its role as a major freight hub and greatly benefit the region and community.
- Through private and public partnerships, this project could help relieve congestion and increase safety along the Lamar Avenue corridor, positively impacting the local economy, as well as the livability of the region and the sustainability of freight in Memphis.

Session 2 – “Urban Freight Transportation: Innovations and Best Practices: Part II”

Ms. Fatemeh Ranaiefar, Ph.D., Transportation Planner, Fehr & Peers, introduced the panelists who spoke about using data and modeling to enhance freight planning and logistics.

Erica Wygonik, Ph.D., P.E., Senior Researcher, Resource Systems Group Inc. (RSG)

- Ms. Wygonik presented her work on freight modeling and analysis entitled *“Including Commercial Vehicle Touring in Regional Models.”*
- She described how she creates her models, what types of data are used, and what types of methods are necessary to produce accurate freight forecasting.
- She spoke about how new technologies in freight delivery and logistics, on top of new consumer patterns such as 1-hour delivery services and on-demand delivery, affect her models.
- Ms. Wygonik demonstrated how she accounts for these new technologies as well as great variations in delivery demand and customers.

Bill Eisele, Ph.D., P.E., Research Engineer, Texas A&M Transportation Institute

- Mr. Eisele presented his work on freight mobility analysis, with a focus on examples from the state of Texas.
- His work is aimed at creating mobility information that is easily accessible and comprehensible, to better inform decision-making in the planning process.
- Mr. Eisele demonstrated the costs of congestion nationwide in terms of fuel consumption, time wasted, as well as its impacts on individuals who commute on a daily basis.
- Mr. Eisele mentioned by better understanding how congestion affects us, we can make better decisions to ease its negative impacts in the future.

Session 3 – “Philadelphia Delivery Handbook”

Mr. Michael Carroll, P.E., Acting Commissioner, Philadelphia Streets Department, introduced the panelists and moderated the session which focused on the Philadelphia Delivery Handbook and freight operations in the Greater Philadelphia region.

Ted Dahlburg, Manager, Office of Freight and Aviation, DVRPC

- Mr. Dahlburg spoke about the Philadelphia Delivery Handbook project, its purpose, and its goals for the future.
- Mr. Dahlburg presented the Handbook and what it will contain when published, including background issues of urban freight delivery, best practices, safety tips, maps of Philadelphia, funding programs and opportunities, photos, as well as key contacts of the local freight community.
- He laid out a set of additional steps, which include increased web presence, increased connections with local organizations, as well as the completion of a complete inventory of freight loading zones and facilities in the center city district.

Michael Ruane, Transportation Planner, DVRPC

- Mr. Ruane discussed data and analysis efforts that DVRPC has conducted, such as freight loading zones and crash data, related to freight activity and specific freight corridors within the City of Philadelphia.
- Mr. Ruane spoke about how this analysis is imperative in identifying demand for freight deliveries, creating a hierarchy of freight corridors, and filling the gaps in the freight network.
- He also discussed the loading zone supply inventory and crash data analysis that is currently being conducted by DVRPC, and how this data is critical to understand conflicts related to freight deliveries.
- This data will be used to identify gaps in the network and give a better understanding of how to solve issues and increase efficiency and safety in major freight corridors in the future.

Emi Yamamoto, AICP, Asset Manager, Department of Streets, City of Philadelphia

- Ms. Yamamoto led an interactive discussion with those in attendance, to gain insight into what they think about urban freight delivery, how it impacts the people that they represent, and what they would like to see in the Delivery Handbook to address these issues.
- Bob Previdi, from the Bicycle Coalition of Greater Philadelphia, mentioned there is not enough space available on the roads for delivery vehicles, leading to congestion and crashes. He cited loading and unloading activities as being particularly dangerous for cyclists. He continued to mention that more appropriate loading zones need to be created so that delivery vehicles can do their jobs and that motorists, cyclists, and freight vehicles can all be safe while on the road.
- Dominic Marano of Marano Trucking Co. stated that additional parking and loading zones need to be developed at different times in order to accommodate deliveries at all hours. He also mentioned that the complexity of delivery zones needs to be addressed.
- Michael Carroll of the Philadelphia Streets Department commented on the importance of moving forward in the mapping efforts of loading zones and regulations, in order to see which parties need to adjust in order to share the road and be equitable. Mr. Carroll stated that researchers and planners need to isolate the problems and structure concrete solutions related to urban freight delivery. He also mentioned that further studies are needed to figure out how to spread the savings due to night time deliveries across the board in a vertical system.
- Robert DeDomenico cited utility delivery systems as a potential model for delivering goods to individual homes and business in order to alleviate congestion caused by large delivery trucks in urban environments.

Session 4 – “Democratic National Convention Road Closures”

Mr. Lou Belmonte, Assistant District Executive for Services, Pennsylvania DOT, addressed the audience regarding planned road closures and detours due to the Democratic National Convention, to be held in Philadelphia from July 25th to the 28th. He stated that PennDOT is required to plan for and create detours and secure safety zones, as it is a high-security, high-profile event. Mr. Belmonte laid out which roads and exits would be affected during the days of the convention, and explained what PennDOT and the City of Philadelphia were doing to ensure that freight and vehicular activity would be able to continue to function as normally as possible under the given circumstances.

Closing

Ted Dahlburg thanked all of the attendees for their participation and interest in urban freight issues and their comments and feedback on opportunities for improvement. The next meeting of the DVRPC Freight Advisory Committee will be held on October 14, 2016.

Attendees

Arcuicci, Janet	Montgomery County Planning Commission
Babcock, Scott	TRB
Baker, Nicholas	Philadelphia Streets
Bass, Corey	FedEx
Beilenson, Jacob	ACHIEVEability
Belmonte, Louis	PennDOT 6-0
Bernknopf, Amy	DVRPC
Blevins, Dan	WILMAPCO
Bradley, Linda	PPA
Brugger, Jeannette	City of Philadelphia
Bryan, Joe	WSP Parsons Brinkerhoff
Carroll, Michael	City of Philadelphia, Streets
Dahlburg, Ted	DVRPC
DeDomenico, Robert	CargoFish
Delp, Paul	Lansdale Warehouse Co.
Denison, Jack	Center City District
Desalvo, Lyndon	Self
Dixon, Angie	City of Philadelphia
Dowell, Paula	Cambridge Systematics
DuRoss, Mike	DelDOT
Eisele, Bill	TTI
Elkis, Patty	DVRPC
Flora, Paul	Federal Reserve Bank of Philadelphia
Gallagher, Kevin	Pennoni
Galvin, Jim	Dover Kent MPO
Geeting, Jon	PlanPhilly
Gula, Dave	WILMAPCO
Haak, John	Philadelphia City Planning
Halloran, William	Tracks Unlimited
Haynes, Nicholas	PRPA
Holcomb, Barb	DRPA
Hollis, David	HNTB
Imhof, Kurt	Senator Bob Casey
Johnson, Anthony	Partnership TMA
Jones, Jay	SJPC
Katzenberger, Jim	Accelerx Group
King, Chris	DVRPC
Kinney, George	Lehigh Valley Planning Commission
Lampe, Joe	DVRPC
Le, Thanh	NJ DOT
Ludasi, Andrew	NJ DOT
Ludlow, Donald	CPCS
MacKavanagh, Kelvin	NJ Shortline RR Assoc.

Marano, Dominic	Marano Truck Lines
Matkowski, Laurie	DVRPC
Mazur, Stephen	South Jersey Transportation Authority
McCallum, Caroline	PGW
McNamara, Kate	PIDC
Minutoli, Nicole	NJ DOT
Montanez, Richard	City of Philadelphia
Neff, Justin	DVRPC
Neubelt, Jess	Tacony CDC
Ogg, Jameson W.	UPS
Panko, Steve	PennDOT
Phelps, Tim	TMACC
Philpott, Bob	BDP International
Previdi, Bob	Bicycle Coalition of Greater Philadelphia
Raman, Kate	APA
Ranaiefar, Fatemah	Fehr & Peers
Robinson, Liudmila	Delaware DOT
Ruane, Mike	DVRPC
Sasser, James	DVRPC
Sauer, Carrie	DVRPC
Scheerbaum, Gus	City of Philadelphia (OTIS)
Seymour, Barry	DVRPC
Smiley, Justin	Chester County Planning Commission
Snow, Tim	Delaware DOT
Thomas, Joshua	Delaware DOT
Thompson, Jake	WILMAPCO
Tompkins, John	MnDOT
Truban, Paul	NJ DOT
Vasell, Jay	PRC
Washington, Terrence	Origlio Beverage
Wygonik, Erica	RSG
Yamamoto, Ema	City of Philadelphia, Streets Department
Yoshizaki, Hugo	U. of Sao Paulo