

# *Freight and Deliveries in Smaller-Scale Urban Environments: Challenges and Best Cases*

*presented to*  
DVRPC Downtown Delivery Symposium 3  
Philadelphia, PA

*presented by*  
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Think  Forward

# What is a “Smaller Scale Urban Environment?”

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Small city downtown



Downtown district of a suburban borough



Transit-oriented (re)development

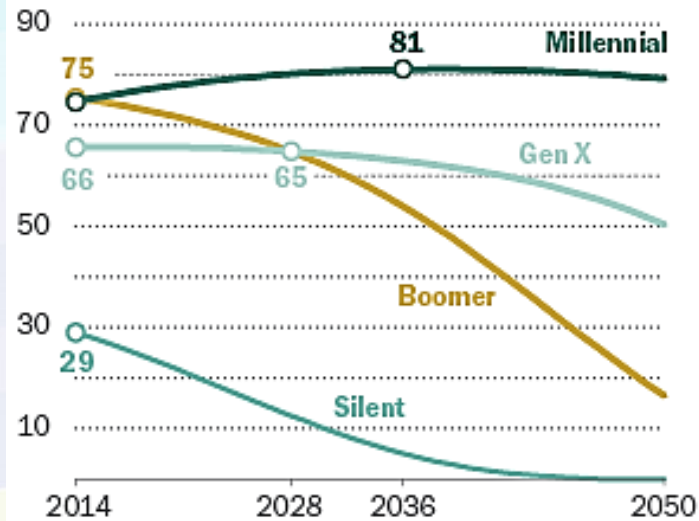


Suburban retro-fits

# Impact of Millennials on Real Estate

## Projected Population by Generation

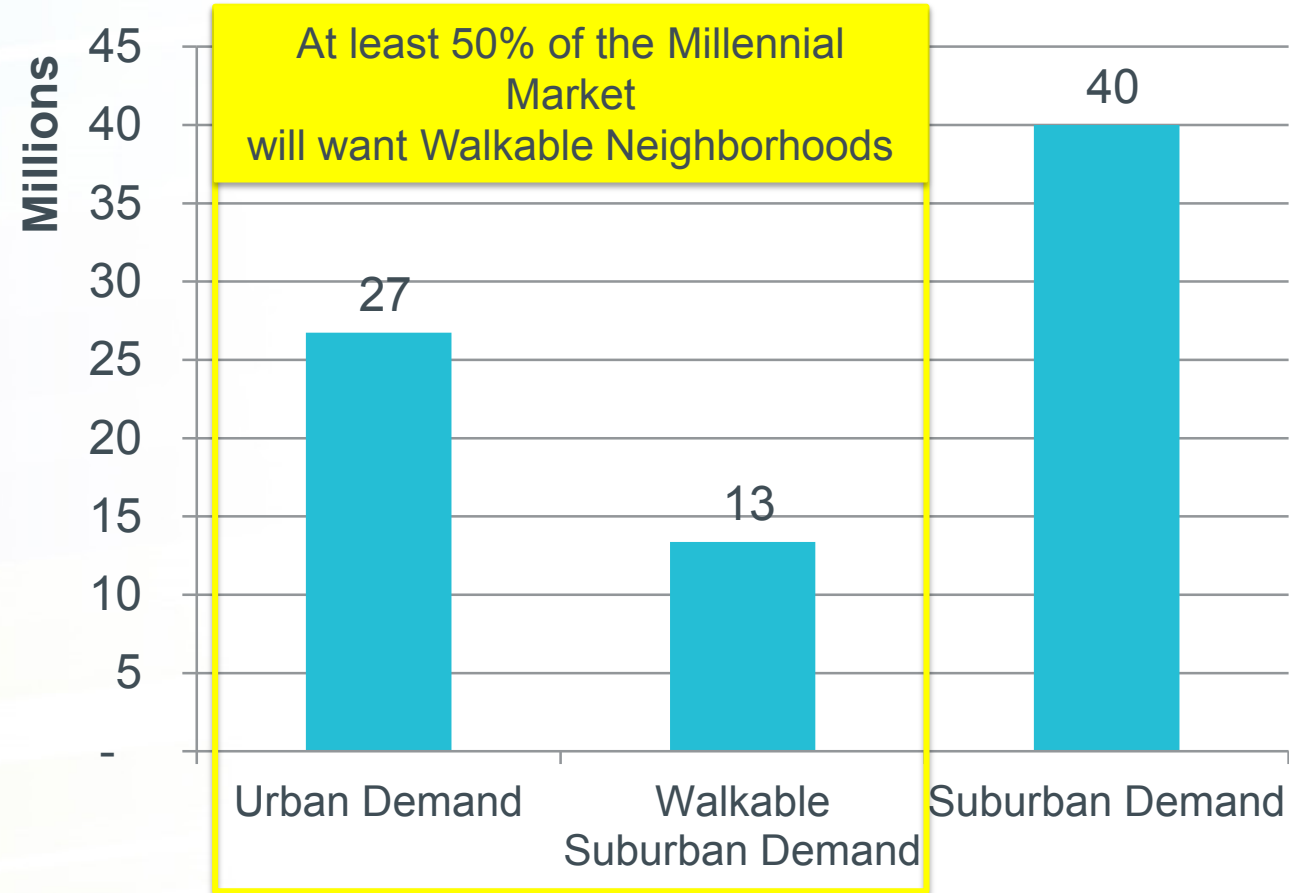
In millions



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER

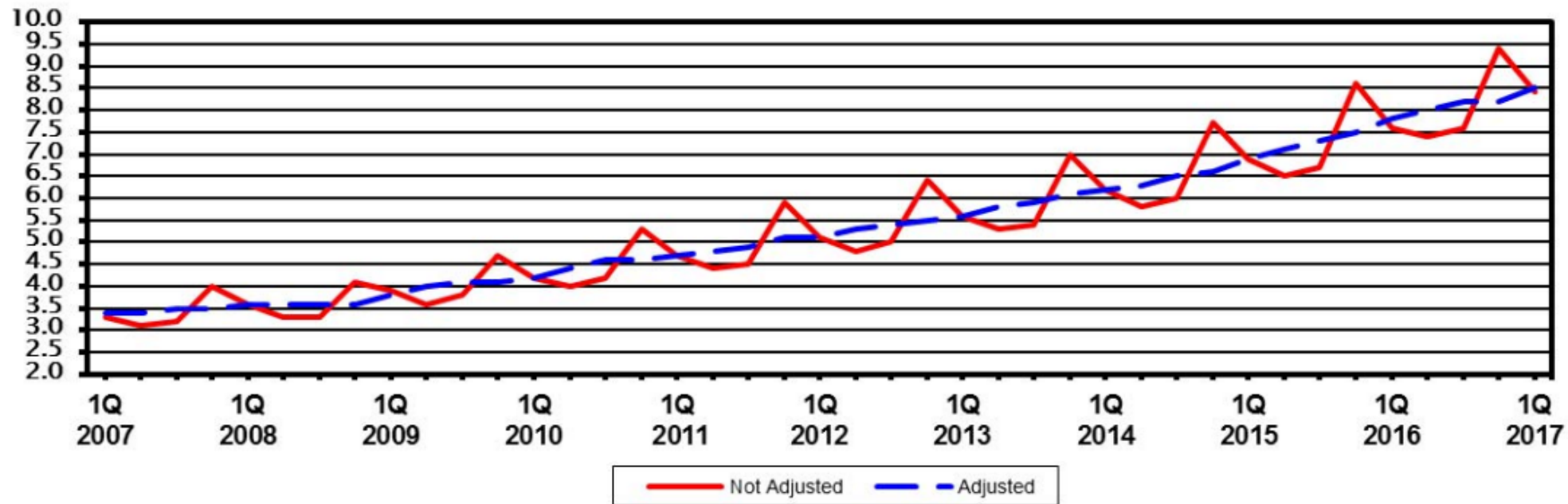


Source: Porter-Novelli.

# E-Commerce Rise

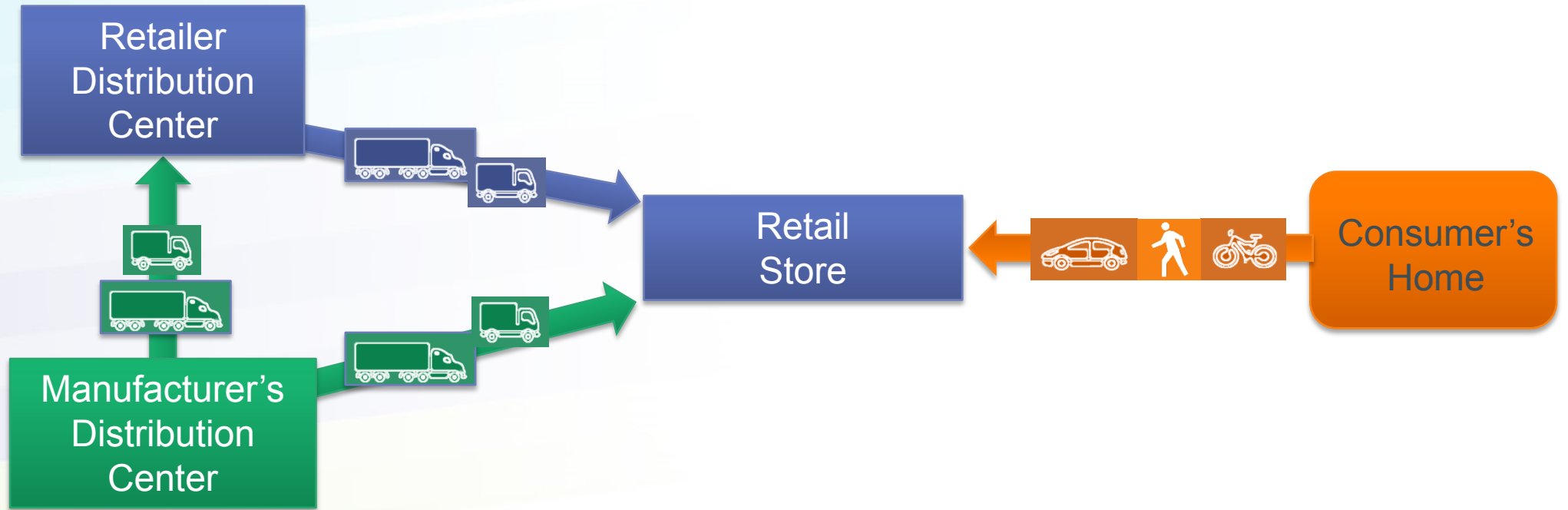
Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:  
1<sup>st</sup> Quarter 2007 – 1<sup>st</sup> Quarter 2017

Percent of Total

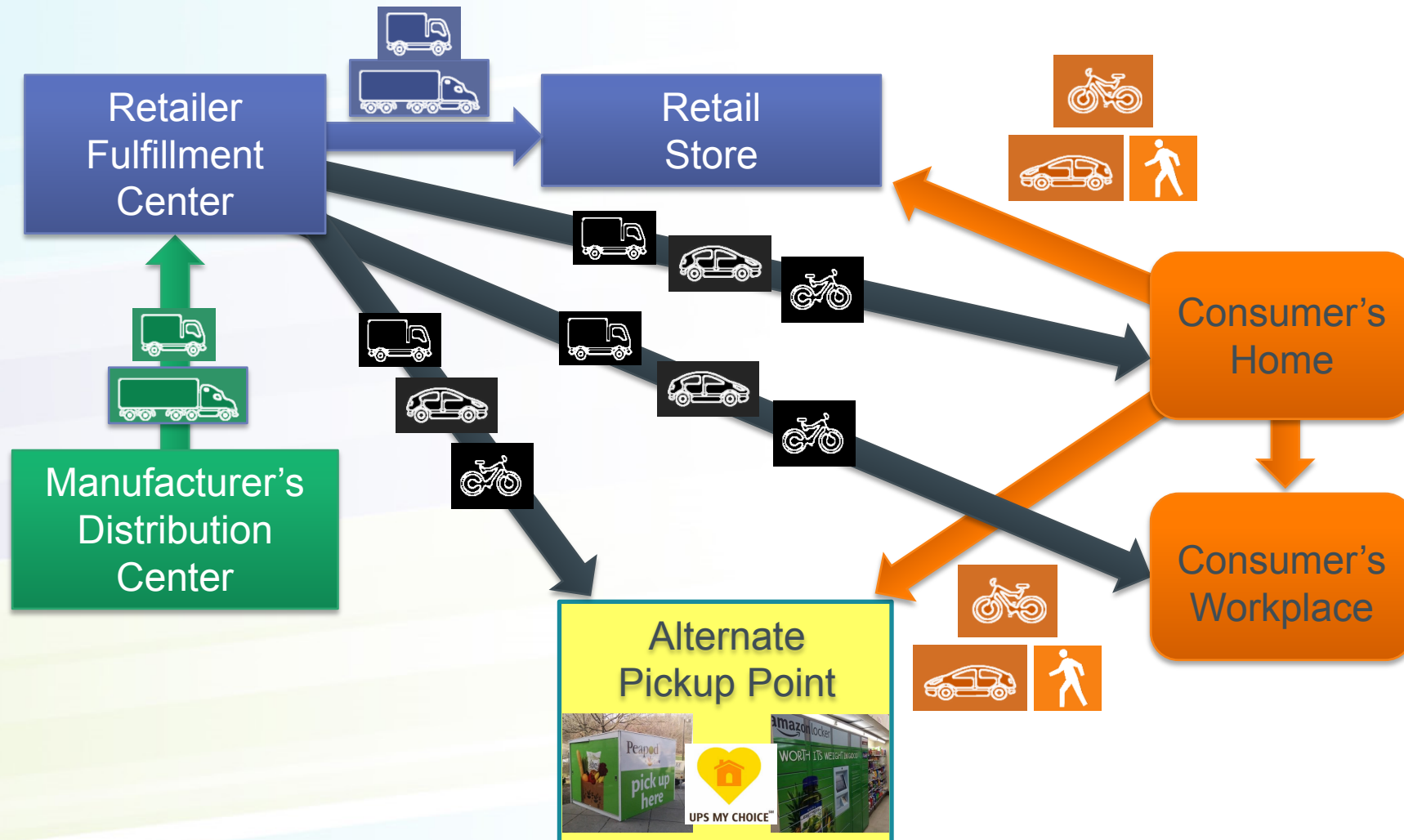


Source: U.S. Census Quarterly E-Commerce Sales 1<sup>st</sup> Quarter 2017 Report

# *Traditional Retail Supply Chain*



# E-Commerce Supply Chain





# Implications for Smaller Scale Urban Environments

- Truckload/less-than-truckload deliveries to:
  - » Retail stores;
  - » Restaurants;
  - » Institutions;
  - » Manufacturing/industrial
- Rise of e-commerce/home delivery extends the supply chain into neighborhoods



# Common Conflicts and Issues: Issues in Common with Large City Downtowns

- Street and intersection geometries
- Few off-street loading areas
- Competition for curb space
- Congestion
- Noise
- Emissions





# Common Conflicts and Issues: Issues Unique to Smaller Scale Urban Environments

- SSUE receivers may be the “exception” in the regional service territory
  - » Difficult for carriers or integrators to justify changing logistics or vehicles for one or two urban stores
- Municipal parking and operations rules may differ from rest of the service territory
- “Main Street” is often a county or state highway
- Limited local govt capacity to engage all stakeholder groups, understand issues, and identify/implement solutions



# *Example: Newark Av., Jersey City, NJ*

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# *Example: Newark Av., Jersey City, NJ*

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Photo credit: The New York Times Company, 2016



# Example: Newark Av., Jersey City, NJ



# *Best Practices*

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Designing places and streets

Managing parking and loading zones

Promoting safe and efficient logistics



# *Designing Places and Streets*

- Encourage/require off-street loading zones for new mixed-use buildings
- Establish curbside commercial loading zones
- Employ treatments to promote safe operations in bike/ped environment



# Managing Parking and Loading Zones

- Enforce curbside loading zone rules
- Enforce idling rules
- Consider time-of-day restrictions
- Expand driver/bike/ped safety education



# Safe and Efficient Logistics

- Change the fleet
  - » Lower or zero-emission vehicles
  - » Smaller vehicles
  - » Non-motorized vehicles
- Safety retrofits
  - » Side-guards





# New Transportation Research Board Resource

- NCHRP Report 844: Guide for Integrating Goods and Services Movement by Commercial Vehicles in Smart Growth Environments
- The Guide helps readers to understand:
  - » Common issues and conflicts pertaining to freight and smart growth;
  - » How those issues and conflicts manifest themselves in different environments; and
  - » Strategies and actions stakeholders can take to better integrate goods and services movement by commercial vehicles in smart growth environments.
- <http://www.trb.org/Main/Blurbs/175482.aspx>



# *Thank you!*

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“We deliver...*excellence*”



*"Your turkey  
its the spot with  
Arf an' Arf"*



THE "eatingest" holiday of all is just around the corner. Many's the food-wise family that'll lay in a case of Gretz Half-and-Half for the feasting-football weekend. It's hearty, it's wholesome—and it's made to order to go with hearty food. What's Half-and-Half? It's half ale, half porter; and as Gretz brews it, it's a brew you won't forget. Turkey and trimmings—you bet—but, boy oh boy, top 'em off with Gretz he-man Half-and-Half. Order a case from your beer distributor today—and don't forget to ask for Gretz Half-and-Half at your favorite bar.

**Gretz**  
**HALF & HALF**  
*Porter. Ale.*



IN BOTTLES  ON TAP

# Company History

In 1881, the Gretz family started their foray into the beer industry by opening a brewery in Philadelphia, PA. At its peak in 1949, the William Gretz Brewing Co. was brewing close to 250,000 bbl. and had secured 5% of the Philadelphia beer market share. In 1954, Robert Gretz left the family brewery to establish his own distribution business. Delco Beverage, which would eventually become Gretz Beer Company was a small wholesaler that focused on growing many of the regions smaller Brews, and an up-and-coming brewery from Missouri...Anheuser-Busch.

The William Gretz Brewery was eventually sold in 1961 to another regional brewery, Esslinger.

Today, Gretz Beer Company is owned and operated by the fourth generation of the Gretz family. Brothers Rob, Steve and Mike Gretz continue the tradition of distributing, selling and marketing the "Greatest Beers of the World" to the Philadelphia suburban counties of Bucks, Berks, Montgomery, and Delaware.

We are very proud of our Brewing heritage and understand as well as anyone that brands are built on service, dedication and  
**PASSION!**



“We deliver...Efficiency”

***Gretz Beer Company moved into our new  
warehouse in October, 2014***

# Warehouse Highlights

- Moved into new state of the art 320,000 Sq. ft. facility in 2014.
- 108,000 Sq. Ft. is Controlled Environmental Warehousing.
- Over 14,000 newly built draught cooler with highly efficient racking storage for ½ bbl and sixtels.
- State of the Art VIP Warehouse Management System software and hardware features
- 130' Mechanical Layer Picker improves efficiency and creates a safer work environment
- Ability to install additional cooler area to accommodate case inventory
- Beautiful Hospitality Room





# Primary Suppliers

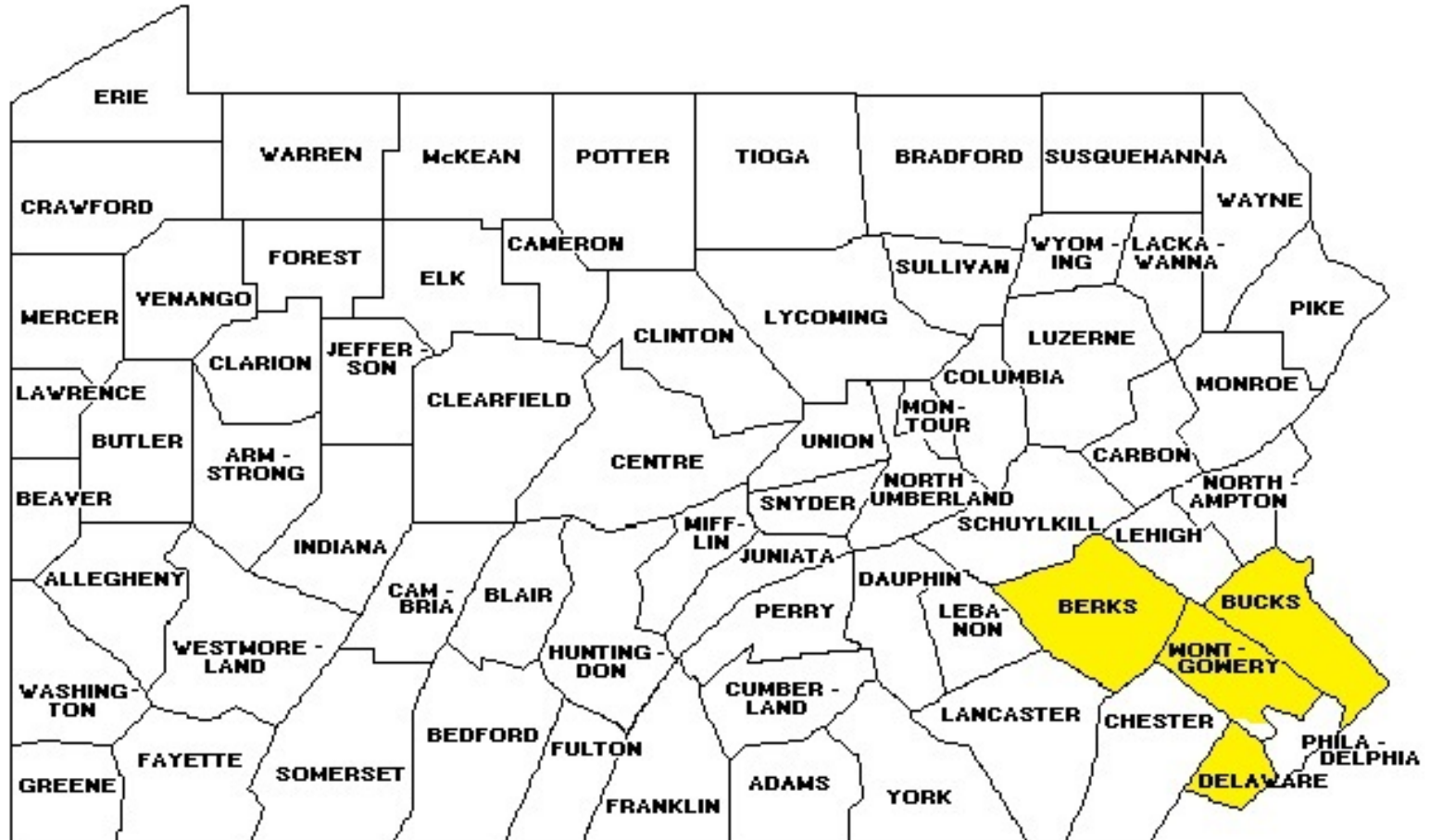




# **Our Market Areas and Geography**

- **Four counties – Suburban Philadelphia**
  - Delaware
  - Montgomery
  - Bucks
  - Berks
- **Territory borders both New Jersey and Delaware**
- **Total population = 2,252,370**
- **Diverse racial and socio-economic population**
- **Significant College segments**
- **Daily deliveries travel on both limited access and secondary roadways; we use the PA Turnpike extensively**

# Our Geography – Gretz





- Distribution summary
  - Gretz Fleet includes over 100 pieces of rolling delivery and service vehicles.
- Delivery strategies
  - Gretz delivers all four counties on a daily basis.
  - Incentives are given for retailers to order in certain buying patterns, or preferred days.
  - Roadnet (UPS) software utilized for highest level of distribution efficiencies.



- Account breakdown.

	<b>ON</b>	<b>SUPERMARKET</b>	<b>OFF</b>
• Delco	374	11	52
• Montco	442	12	50
• Bucks	437	8	28
• Berks	366	3	39





- Account type breakdown;
  - On-Premise 1619
  - Supermarket 34
  - D Distributor 169
- Case breakdown;
  - Gretz delivered over 5 million cases in 2016.

# Green Initiatives

- 100% LED lighting utilizing existing framework
- R30 Roof/Insulated Metal Panel CEW Walls reduce refrigeration electrical consumption by 50%
- Recycling of 85% of all solid waste materials in conjunction with Waste Management
  - 100% of Shrink Wrap/wood pallets/ cardboard/office paper
- Hybrid vehicles for Sales Consultants and Specialists



The screenshot shows the website for America's Beer Distributors (NBWA). The header includes the NBWA logo and navigation links: ABOUT, EVENTS, MEMBERSHIP, NBWA PAC, FEDERAL ISSUES, INDUSTRY & TECH, RESPONSIBILITY, PUBLICATIONS, and NEWS. A search bar and a 'Member Login' link are also present.

The main content area features a news article titled "PA: Gretz Beer Company Sets New Standard for Energy-Intelligent Distribution Centers". The article text reads: "Independence LED Lighting announced the completed delivery of its energy saving LED lighting for the Gretz Beer Company in Hatfield, Pennsylvania. Gretz has raised the bar for the beer wholesale industry by setting a benchmark as the largest beer distribution center in the U.S. to date with American Made LED lighting. The new lighting with motion sensors will reduce lifetime CO2 emissions by over 6.6 million pounds, and Gretz plans on adding solar photovoltaic panels as a further commitment to advanced technology and sustainability." Below the article is a 'SHARE' button with social media icons.

To the right of the article is a section titled "Stay Connected with NBWA" which includes social media icons for Facebook, Twitter, and LinkedIn, and a graphic for "The Daily Brew" featuring a beer glass.

Below the social media section, there are two more items: "Barrets in 2015" and "States Move to Ban Powdered Alcohol Be Hits the Market".





# Hospitality Room

**Gretz is Proud to offer a beautiful Hospitality Room that has been utilized for employee parties, brewery events, training sessions, community fundraisers, VIP events, Tastings.**





# Hospitality Room

PLEASE JOIN NEW BELGIUM  
+ GRETZ BEER CO

*for an exclusive*

**RETAIL  
KICKOFF  
PARTY**



**AUGUST 27 • 6-9PM AT  
GRETZ BEER COMPANY  
HOSPITALITY CENTER**

2801 E Township Line Rd, Hatfield, PA 19440



**PLEASE RSVP BY AUG 14TH TO DIANNA HART  
AT [DHART@GRETZBEER.COM](mailto:DHART@GRETZBEER.COM) OR  
610-275-0285, EXT 138**





“We also deliver ...”

- Results for our suppliers!
- Innovative solutions to market challenges!
- Brand Awareness to our Retailers and consumers!
- Draft Quality Solutions!
- Special event management and participation!
- Market expertise driven by 4 generations of Beer involvement!
- Communication...with Suppliers, Retailers and Consumers!
- Community and Charitable involvement!