



JULY 15, 2015 | DVRPC OFFICES, 190 N. INDEPENDENCE MALL WEST, PHILADELPHIA, PA

DOWNTOWN DELIVERY

Symposium

Summary of Event

Held in the DVRPC conference room on July 15th, 2015, 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.

With a diverse group of speakers and moderators, the day-long 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 100 attendees, most of who stayed for the entire day, primarily to talk about the growing importance of urban freight and urban goods movement.

The staff at DVRPC would like to thank ITE, FHWA, PMTA and MASITE for their partnership in conducting the symposium.

We would also like to acknowledge the steering committee that helped guide the development of the symposium:

- Mr. Jeffrey Wojtowicz and Ms. Johanna Amaya, Rensselaer Polytechnic Institute
- Ms. Kimberley Berg and Mr. David Spera, Philadelphia/Delaware Valley Chapter of the Pennsylvania Motor Truck Association
- Ms. Tamiko Burnell and Mr. Chip Millard, Federal Highway Administration
- Ms. Lynn LaMunyon, Maser Consulting
- Mr. Dominic Marano, Marano Truck Lines
- Ms. Laurie Matkowsk, Mr. Mike Ruane, and Ms. Julia Strapp, DVRPC
- Mr. Douglas Noble and Mr. Eric Rensel, Institute of Transportation Engineers
- Ms. Orla Pease, Urban Engineers
- Mr. Tom Phelan, Eng-Wong, Taub
- Mr. Mahmood Shehata, RK&K
- Ms. Ema Yamamoto, Philadelphia Streets Department

DVRPC has applied for 4 AICP Certification Maintenance (CM) Credits for eligible meeting attendees and eligible attendees should check the AICP website for availability. All PowerPoint presentations made at the symposium will be posted to the DVRPC website once permission is granted from the speakers.

Highlights/Immediate Lessons Learned:

- The mix of people in the room, from public to private, from manufacturer to carrier, from planner to engineer, resulted in a robust discussion.
- The final exercise worked to elicit response from the audience, giving attendees ownership of the ideas to bring back to their communities.
- A general consensus from participants recognized the need for continuous, honest communication among the different stakeholders.
- Accurate, fair and cost-effective data collection can lead to better planning and funding decisions, but it does not dictate all the needs of all stakeholders involved in goods movement.

Speaker List and Summaries

The full range of notes and speaker bios can be found online at <http://dds.hackpad.com> but a brief summary is presented below, too.

Session 1 – “Making the Case” from 9 am – 9:45 am

Mr. Barry Seymour, Executive Director, DVRPC was the first speaker and welcomed all attendees.

- Mr. Seymour introduced the program by encouraging the different partners in the room to share information and stay engaged with one another and stated how important a topic urban freight is.
- He outlined the day's events and future activities, including the kickoff of FY2016 DVRPC project, *The Philadelphia Neighborhood Freight Plan*.

Ms. Kimberly Berg, President, Philadelphia/Delaware Valley Chapter of the Pennsylvania Motor Truck Association

- Ms. Berg is the president of a woman-owned trucking business located in Delaware County.
- “If people bought it, trucks bought it!”
- Ms. Berg stated that it is *essential* to promote the importance of this symposium and a good image for the trucking industry and local business.

Mr. Michael Singer, Industrial Engineering Manager, and Mr. Jameson Ogg, West Chester Division Package Planner, UPS

- Mr. Singer focused on operations: “What can we do to get the package to our customer *the first time?*”
- Mr. Singer pointed out programs UPS continually updates, like MyChoice, an online tracking management app, Access Points and SURE POST, which facilitates consolidation in the downtown area to reduce the number of trips.
- Mr. Ogg demonstrated a smart technology system, ORION (On-Road Integrated Optimization and Navigation), and how it can share cost-savings among the city and private industry.

Ms. Tamiko Burnell, Transportation Specialist, Office of Freight Management and Operations, FHWA

- Ms. Burnell stated the Federal Government's recent and strong interest in urban goods movement by highlighting the “Urban Freight Research” Project.
- The project works by conducting a process to coordinate with other federal agencies and local community partners to discuss and share ideas and ultimately to develop an action plan for best practices.

Session 2 – “Putting Tools in the Toolbox” from 9:45 am – 10:15 am

Mr. Douglas Noble, Senior Director, Institute of Transportation Engineers introduced ITE's role and NCFRP 33: “Improving Freight System Performance in Metropolitan Areas: A Planning Guide.”

Mr. Jeffrey Wojtowicz, Senior Research Engineer, and Ms. Johanna Amaya, Researcher/Doctoral Candidate, Rensselaer Polytechnic Institute

- Ms. Amaya mentioned that “Freight is the physical expression of the economy” and that “freight traffic is a major consumer of resources.”
- Mr. Wojtowicz outlined the product goals for the project and highlights that “There is no magic solution.”
- Mr. Wojtowicz previewed an online “selector” tool that can provide guidance to those with a specific problem and geography.

Session 3 – “Highlighting Best Practices” from 10:30 am – 12 pm

Ms. Angela Watson, Acting Director, Bureau of Rail Freight, Ports and Waterways, PennDOT, introduced the panelists offering best practice case studies.

Chris Lamm, Senior Associate/Freight Transportation Planner, Cambridge Systematics

- Mr. Lamm discussed his recent effort to research and document a guide to integrate goods movement with Smart Growth.
- The guide will build on the theory of mutual gains that include best practice analysis and conflicts that affect municipalities, large and small.
- Examples include Berlin, Germany and East Falls, NY.

Ms. Stacey Hodge, Director, Office of Freight Mobility, NYCDOT

- Ms. Hodge pointed out the similarities and still-to-fix deficiencies of New York City versus London, whose freight planning differs based on attitude and current conditions, especially ownership of the transportation network and the more nuanced division of political space.
- “Where sense of place is important you may get behavior change” and “Inspire others with vision and let them figure it out.”
- Ms. Hodge echoed Ms. Burnell by stating the importance of understanding the needs of others before coming to the table.

Mr. Eulois Cleckley, Chief of Field Operations, DDOT

- Mr. Cleckley tackled the question, “How to create an urban freight system?”
- A consolidated loading zone program, outreach and data collection, legislation and signage all play a crucial role.
- Loading zone designations support local economies.
- Identifying different applicable models can help different communities scale and right-size the aforementioned ideas for their community.

Session 4 – “Focusing on Local Conditions” from 1 pm – 2:15 pm

Mr. Louis Belmonte, District 6 Traffic Engineer, PennDOT, briefly introduced the “local portion” of the program.

Mr. Richard Montanez, Chief Traffic and Street Lighting Engineer, City of Philadelphia

- “We are a grid system; our ports have always brought goods into the city.”
- The port handles 60 million tons of cargo per year and the Streets Department is thinking about when to put its trucks on Interstate highways and when to put them on roads.
- “It’s about compromise.”
- The Papal visit is a new challenge and we’ll be ready to announce policy soon.

Mr. Richard Dickson, Deputy Executive Director, PPA

- There is a *huge* competition for limited curb space and the PPA helps to balance demand by letting people do what they need with the least amount of conflict.
- “People don’t come to Philadelphia to park.”

Ms. Renee Gilinger – Executive Director, East Passyunk Avenue BID

- Challenges are splintered along East Passyunk Avenue, which hosts a myriad of different businesses, heritages, and street types.
- Signage is a key factor to help manage deliveries that come all day and evening, depending on the needs of the business.
- Traditional consolidation and off-hour delivery won’t work.
- Small, inexpensive design improvements significantly improve the movement of goods vehicles by encouraging good behavior rather than punishing bad behavior.

Session 5 – Setting Priorities

For the final session, the audience was split into four groups and administered an exercise that combined efforts from the Philadelphia City Planning Commission (PCPC), the Philadelphia Streets Department (Streets) and NCFRP 33 to engage with stakeholders and elicit responses based on existing conditions and personal experience.

The basis for the exercise was to focus on specific streets assigned to four different street typologies (as defined by Streets’ *Complete Streets Design Handbook*) located in four different Philadelphia planning districts as follows:

- Central District – “High-Volume Pedestrian” / Chestnut Street and Walnut Street
- South District – “Walkable Commercial Corridor” / East Passyunk Avenue
- Lower Southwest District – “Auto-Oriented Commercial/Industrial” / Essington Avenue
- Lower Northeast District – “Urban Arterial” / Roosevelt Boulevard

A facilitator and note-taker were assigned to each group and led a discussion of issues regarding urban freight and goods movement based specifically on the conditions that define each street type. At the end of about 30 minutes, each group member voted up to two times for pre-selected initiatives drawn from NCFRP 33 – or another of their choosing.

The note-takers then reported back to the group the highlights of the discussion and the **Top Two** choices.

Breakout Group Highlights:

Central District (Chestnut and Walnut streets):

Facilitator: Christina Arlt, DVRPC

Note-taker / presenter: Sam Sklar, DVRPC

- It is important to do “planner” observation studies to determine what should be studied further
- Behavioral change is critical through education
- Is CCTV a solution?
- What is enforceable – are LEZs enforceable?
- A problem: pedestrians crossing the street legally while lots of freight vehicles attempt to turn right during a single traffic cycle.

Top Two Initiatives:

1. Enforcement
2. UCC assignment and trash control (tie)

South District (East Passyunk Avenue):

Facilitator: Karin Morris, DVRPC

Note-taker / presenter: Ema Yamamoto, Philadelphia Streets Department

- Focus on East Passyunk Avenue
- Single family transition to commercial
- Trolley tracks
- “Unmanaged parking”
- 3 acre parking lot

Top Two Initiatives:

1. Pick-ups/Deliveries to Alternative Destination
2. Planters [to prevent trucks from parking on and damaging pedestrian access & facilities] / Parking Management

Lower Southwest District (Essington Ave):

Facilitator: Paul Carafides, DVRPC

Note-taker / presenter: John Haak, Philadelphia City Planning Commission

- Poor pavement/stripping
- Overnight parking
 - Need more information
- Electrification to:
 - Reduce emissions
 - Improve safety for drivers
 - Place a limit on hours

Top Two Initiatives:

1. Upgraded parking areas + loading docks
2. Organized off-street parking

Lower Northeast District (Roosevelt Boulevard):

Facilitator: Laurie Matkowski, DVRPC

Note-taker / presenter: John Ward, DVRPC

- Pricing is a no-go
- Most commercial uses have off-road parking capacity for trucks
- Much of truck traffic is through traffic
- Acceleration/Deceleration lanes not needed with 12 lanes already
- Consider Express Lanes in Center for trucks & buses

Top Two Initiatives:

1. Real Time Travel Information
2. Signal Interconnection

Attendees

*Presenter/Moderator

+Steering Committee

§Facilitator/Note-taker for Session 5

Name	Affiliation
Johanna Amaya +*	RPI
J. Arevicci	Montgomery County Planning Commission
Christina Arlt §	DVRPC
James Badgley	Eastman-Linnett Associates
Eddie Battle	ERBA
Louis Belmonte *	PennDOT 6-0
Kimberly Berg +*	Philadelphia/Delaware Valley Chapter of PMTA
Mike Bergivin	Philadelphia PD Traffic
Dan Blevins	WILMAPCO
Tamiko Burnell +*	FHWA Office of Freight Management and Operations
Paul Carafides §	DVRPC
Charlotte Castle	City of Philadelphia – MOTU
Eulois Cleckley *	District Department of Transportation
Bernie Coley	UPS
Alison Conway	City College of New York
Gerard Coyle	Evans Delivery Company
Joe Dack	HDR
Ted Dahlburg +*	DVRPC
William Deguffroy	Chester County Planning Commission
Paul Delp	Lansdale Warehouse Co
Charles Denny	JMT
Richard Dickson *	Philadelphia Parking Authority
Alex Doty	Bicycle Coalition of Greater Philadelphia
Michael Dudley	Origlio Beverage
Justin Dula	Delaware County Planning Department
Mike Duross	Delaware DOT
Patty Elkis §	DVRPC
Joseph Fazekas	DVRPC
Cara Ferrentino	City of Philadelphia - MOTU
Neal Freyman	DVRPC
Kevin Gallagher	Kevin Gallagher Consulting
Jon Geeting	PlanPhilly
Bobbie Geier	Delaware DOT
Renee Gilinger *	East Passyunk Avenue Business Improvement District
Charles Goodwin	Center City Residents Assoc.
Sean Greene §	DVRPC
John Haak §	PCPC

Joe Harris	TTI Environmental Inc.
Garrett Hincken	Center City District
Stacey Hodge *	NYC DOT
Anthony Johnson	Partnership TMA
David Kanthor §	Philadelphia City Planning Commission
Jim Katzenberger	Accelerx
George Kinney	Lehigh Valley Planning Commission
Ed Kirilin	Interstate Land Management
Miki Krakauer	NJDOT retired
Chris Lamm *	Cambridge Systematics
Lynn LaMunyon +§	Maser Consulting
Thanh Le	NJDOT
Jonathan Lowe	CSX Intermodal Terminals Inc.
Andrew Ludasi	NJDOT
Donald Ludlow	CPCS
Kelvin Mackavanagh	DVRPC Goods Movement Task Force
Jacqueline Mandly	Philadelphia Regional Port Authority
Dominic Marano +	Marano Truck Lines
Laurie Matkowski +§	DVRPC
Will Maus	OnTrackNorthAmerica
Brian McFadden	DRPA
Bill McGarrigel	Urban Engineers
Brooke McKenna	US DOT Volpe Transportation Center
John Meisel	TMACC
Alan Miller	State of New Jersey
Richard Montanez *	City of Philadelphia
Karin Morris §	DVRPC
Charles Mumford	Temple University
Douglas Noble +*	ITE
Michael Noda	The 5th Square PAC
Jameson Ogg *	UPS
Seri Park	Villanova University
Orla Pease +	Urban Engineers
S. Maurice Rached	Maser Consulting
Mike Ruane +§	DVRPC
Kate Russo	JMT
Barry Seymour *	DVRPC
Mahmood Shehata +§	RK&K
Michael Singer *	UPS
Sam Sklar +§	DVRPC
Anna Lynn Smith	Parsons Brinckerhoff
J. Smyser	PennDOT
Dave Snively	AMT

Tim Snow	Delaware DOT
David Spera +	Pennsylvania Motor Truck Assoc.
Anne Strauss-Wieder	NJTPA
Andrew Van Leuven	Montgomery County Planning Commission
Dan Walston	Federal Highway Administration
John Ward §	DVRPC
John Ward	YRC Freight
Angela Watson *	PennDOT
Rick Westergaard	Gloucester County
Whitney White	Delaware River Port Authority (Commissioner)
Renee Wise	DVRPC
Jeffrey Wojtowicz +*	RPI
Robert Wright	Urban Engineers
Ema Yamamoto +§	City of Philadelphia - Streets
Matthew Zochowski	Camden County Division of Planning