



JULY 12, 2017 | DVRPC OFFICES, 190 N. INDEPENDENCE MALL WEST, PHILADELPHIA, PA

# DOWNTOWN DELIVERY

*Symposium* III

## Summary of Event

Held in the DVRPC conference room on July 12th, 2017, the Downtown Delivery Symposium III 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 was a collaboration between the DVRPC freight advisory committee, the Delaware Valley Goods Movement Task Force and the DVRPC Office of Smart Growth.

With a diverse group of speakers, the event delved into the unique challenges of deliveries in small urban settings, the operations of beer distribution, the experiences of dealing with these issues in West Chester, and a discussion on how this region can better accommodate these activities.

The event drew close to 65 attendees, to talk about the growing importance and complexity of urban freight and urban goods movement in smaller urban environments. 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.

## Introduction

Barry Seymour, co-chair of the DVGMTF and Executive Director of DVRPC kicked off the symposium with welcoming statements and all attendees were invited to introduce themselves and their affiliation.

Michael Ruane of DVRPC provided an overview of the Downtown Delivery Symposium series along with an introduction to the day's focus on accommodating deliveries in small urban settings. Mr. Ruane introduced the agenda for the meeting and provided introductions of the three guest panelists: Mr. Chris Lamm of Cambridge Systematics, Mr. Gerry Dougherty of Gretz Beer Company, and Mr. Malcolm Johnstone of West Chester Business Improvement District.

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

Chris Lamm a Senior Associate and New York-New Jersey Leader of Freight Planning at Cambridge Systematics provided an overview of small urban environments, trends influencing urban freight deliveries, and conflicts or issues that may exist in urban environments. Mr. Lamm highlighted the shifting supply chain in response to the boom in e-commerce activity that is driving more trips not only to retail locations but also residential locations.

Mr. Lamm also provided an overview of some of the common conflicts and issues that are seen in both large and small urban environments. Issues such as street geometry, curb space capacity, noise and emission are common across all environments. In smaller environments additional issues related to varying rules and mismatches between carrier equipment and “exception” locations can create issues for efficient deliveries. In addition, local government capacity to engage stakeholders is often limited.

### **Private Sector Perspective: Beer Deliveries by Gretz Beer Company**

Gerry Dougherty, Vice President and General Manager of Gretz Beer Company in Hatfield Pennsylvania provided an interesting overview of the company’s operations and some of the unique considerations it must make in urban environments. Mr. Dougherty highlighted the company’s facility in Hatfield and discussed the types of trucks and equipment they use for deliveries. His presentation offered a unique look into the process of scheduling deliveries, routing deliveries, and also the planning that goes into optimizing each stop based on access type and duration of availability of the receiver.

Mr. Dougherty reached out the attendees for feedback on several topics in order to further the discussion on how a private company might better frame the discussion for the public around freight deliveries. He touched on a variety of topics including how drivers respond to traffic and detours and the gaps that currently exist in that process. Mr. Dougherty also highlighted the importance of the receiver’s operation as a factor for when deliveries can be made and it is their schedule that often dictates when trucks must arrive.

### **Public Sector Perspective: West Chester Business Improvement District**

Malcolm Johnstone, Executive Director of West Chester Business Improvement District provided a local look at some of the issues his community is dealing with as they see a revitalization of downtown activity. Beyond deliveries West Chester is seeing a growth rate that is driving up demand for short-term parking and stopping space on many streets. Mr. Johnstone highlighted the case of Gay Street which is home to approximately two dozen bars and restaurants.

Mr. Johnstone discussed some of the existing conflicts that exist on the two-lane road with parking cut-outs. He provided some potential improvements and discussed a case study in Santa Barbara where the street redesign allocated additional space to both pedestrians and trucks. The use of curb space for deliveries pushed short-term parking to adjacent lots but improved the quality of the street front and limited disruption of traffic by delivery vehicles. Mr. Johnstone fielded several questions related to accommodating freight deliveries including concerns about handling larger vehicles on tight streets.

### **Open Discussion on Accommodating Urban Deliveries in the Delaware Valley**

Chris Lamm set the stage for an open discussion on how the region can better accommodate deliveries with a short overview of best practices from around the world. These best practices focus on designing places and streets, managing parking and loading zones, and promoting safe and efficient logistics.

The discussion was turned over to the audience for questions and additional dialog with the panel on the issues raised through the meeting. The conversation started with an inquiry on drones and what role the panelist see these playing in the future. The panel seemed to feel that it was a probability but they could not speak to how they see it playing out in an urban environment. The panel also addressed a need for additional loading system/capacity in older urban environments that are seeing new growth.

The panel was asked about best practices documenting consideration for freight in bike and pedestrian planning efforts or heavy bike/pedestrian environments. None were known to the panelists.

The topic of autonomous vehicles was raised as it relates to downtown deliveries. The panel responses suggest that the most likely starting point for automation remains the long haul moves rather than local deliveries. Gerry identified the hand-off to last mile as being critical and that this leg would likely be handled by people especially as some products, like beer, are heavy and need special handling.

There were several inquiries about coordinated deliveries and it was offered that perhaps a delivery concierge of sorts could be used to help schedule deliveries. The panel also offered the idea of consolidation of deliveries from individual carriers to multiple receivers. The opportunity to consolidate deliveries outside downtowns was also raised but a concern about loss of control of a customer's product makes this even more complicated and less feasible.

Following some closing remarks the panelists were thanked for the contribution to the symposium and attendees were invited to stay for lunch and additional discussion on freight issues.

Last Name	First Name	Affiliation
ADDO	F.O.	
Algazi	Danielle	EPA Region 3
Arcuicci	Janet	Montgomery County Planning Commission
Arlt	Christina	DVRPC
Boyer	Mike	DVRPC
Burdge	Whitney	Lehigh Valley Planning Commission
Carafides	Paul	DVRPC
Cilurso	Karen	DVRPC
Dahlburg	Ted	DVRPC
Davis	Jaclyn	DVRPC
Deguffroy	Bill	Chester County Planning Commission
Dougherty	Gerry	Gretz Beer Company
Edmond	Matthew	Montgomery County Planning Commission
Elkis	Patty	DVRPC
Elms	Clark	Borough of West Chester
Engel	Grant	SEPTA
Feldman	David	The Development Workshop
Gallagher	Kevin	
Gorini	Marco	DVRPC
GRACE	GEOFFREY	Grace Planning Associates
Hite	Brian	Lehigh Valley Planning Commission
Iannarelli	Gregory	Philaport
James	Marcus	Marcus James Consulting, LLC
Johnstone	Malcolm	West Chester Business Improvement District
Jones	Dennis	KIPC
Judge	Ryan	Delaware County Planning Department

Last Name	First Name	Affiliation
Kamm	Mitchell	PPA
Kanthor	David	City of Philadelphia
Keffer	Barbarann	
Koeck	Fred	Derby Supply Chain Solutions
Krakauer	Miki	
LaLonde	Casey	West Goshen Township
Lamm	Chris	Cambridge Systematics
Liang	Heather	Philadelphia City Planning Commission
Lombardi	Derek	DVRPC
Ludwig	Matt	NV5
MackKavanagh	Kelvin	NJ Short Line Railroad Association
Marano	Dominic	Marano Trucking
Matkowski	Laurie	DVRPC
Moore	Thomas	PPA
Morris	Karin	DVRPC
Murphy	Kevin	DVRPC
Myers	Kevin	Chester County
Ney	Jime	PPA
Oglesby	Rodney	CSX
Page	Angus	DVRPC
Phillips	Geoffrey	Southeastern Pennsylvania Transportation Authority
Puchalsky	Christopher	City of Philadelphia
Pullukattu	Matthew	
Riegner	Jeff	Whitman, Requardt & Associates, LLP
Rimer	Michael	PennDOT CPDM
Robinson	Mila	GVF
Rogan	Elizabeth	
Ruane	Michael	DVRPC
Salerno	Keri	Public Health Management Corporation
Salkowitz	Richard	
Scheerbaum	Gus	City of Philadelphia
Seymour	Barry	DVRPC
Smith	Anna Lynn	WSP
Spera	David	Pennsylvania Motor Truck Association
Svekla	Andrew	DVRPC
Truban	Paul	NJ DOT
Vasell	Jay	PRC
Viscuso, PE	Joseph	Pennoni
Walston	Dan	FHWA
Whitaker	Karen	Delaware County Planning Department



## DELAWARE VALLEY GOODS MOVEMENT TASK FORCE

### QUARTERLY PROGRESS REPORT DVRPC Office of Freight Planning April 2017 – July 2017

Each quarter of the fiscal year provides a unique opportunity for DVRPC's Office of Freight Planning to perform essential and high priority freight planning activities and to provide support to the Delaware Valley's freight community. For the benefit of the members and friends of DVRPC's freight advisory committee, the Delaware Valley Goods Movement Task Force, the following "progress report" has been compiled to highlight the range of tasks successfully completed by DVRPC staff during the specified time period.

#### April 2017

- Conducted the quarterly meeting of the DVRPC freight advisory committee, the Delaware Valley Goods Movement Task Force, and also convened a meeting of the Executive Committee (04/12/17).
- Participated in a stakeholder meeting for Chester County's development of a Landscapes3 comprehensive plan (04/13/17).
- Provided feedback on a draft urban freight primer being developed by FHWA (04/18/17).
- Attended student presentations at Villanova University's Civil and Environmental Engineering Day (04/28/17).

#### May 2017

- Met with the work group providing planning assistance for the I-95 reconstruction project (05/03/17).
- Presented a poster on downtown deliveries at the American Planning Association's 2017 National Planning Conference (05/08/17).
- Met with US EPA Region 3 staff to discuss Affiliate resources for the SmartWay freight stakeholder program (05/09/17).
- Hosted a meeting of the STB's Railroad-Shipper Transportation Advisory Council (05/15/17).
- Participated in the TRB's Urban Freight Transportation Committee meeting and presented an overview of DVRPC's work at a national freight data workshop (05/16-18/17).

#### June 2017

- Participated in the New Jersey freight advisory committee meeting (06/02/17) and organized a follow-up webinar for DVRPC's county and city planning partners in New Jersey (06/13/17).
- Participated in a workshop supporting NCFRP 49, Understanding and Using New Data Sources to Address Urban and Metropolitan Freight Challenges (06/29-30/17).
- Submitted a draft process paper to City of Philadelphia representatives on establishing a truck network in the City and addressing overnight truck parking in residential neighborhoods (06/30/17).

#### July 2017

- Participated in a work group meeting and field view regarding a proposed Kennett Square-New Garden transportation initiative (07/10/17).