The Final 50 Feet

A Collaborative Research Project
Seattle Department of Transportation
And
University of Washington Supply Chain Logistics and Transportation Center
Our Final 50 Feet Program

*Freight Master Plan: Develop an urban goods delivery strategy*

- Understand the existing urban goods delivery system
- Engage private expertise and educational resources
- Identify potential improvements across public/private realms
- Test and implement improvements
The University Partnership

*Long-term community partner*

- A reputation as credible & impartial
- Uniquely able to explore and perform advanced analysis
- Complementary communications and resourcing roles
- Aligned urban goods movement interests
The Urban Freight Lab

Engaging private partners

Contributing Members

• Nordstrom
• Costco
• United States Postal Service
• UPS
• Charlie’s Produce

Technical Review

• New York City
• Amazon
• New York City University
Broad Public Interest

Including

• 250+ print & media articles
• Other public agencies
  • FHWA
  • European Union
  • Cities and MPOs
Final 50 Feet – Private Partner Feedback

Seattle is the only city doing it this way - UPS

Why they’re participating

• We’re asking, not telling
• We’re willing to test improvements
• We have a forum to develop common solutions “coop-etition”

Most important to them (and us)

• Improve first time delivery success
• Reduce delivery dwell time
• Make it about solutions, not enforcement
Freight Bay Survey Results

We have identified:

- 144 loading bay entrances
- 93 exterior loading docks
- 9 exterior loading areas
- 119 observable potential locations have been ruled out (most are car parking garages); and
- 17 potential locations’ doors were closed during the survey and remain undefined.
Inventory takeaways

- 85% of buildings downtown depend on public alleys and load zones for goods delivery

- Loading bay access requires complex vehicle movements and creates additional impacts in confined urban spaces

- The goods delivery system is strained, and disruptions have major impacts to efficiency
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For Example:
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Loading Constraints

Existing

Proposed

Planned
## Five Prototypes Buildings

<table>
<thead>
<tr>
<th>Building Types</th>
<th>Building Names</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office Building</td>
<td>Seattle Municipal Tower</td>
</tr>
<tr>
<td>Historical Building</td>
<td>Dexter Horton Building</td>
</tr>
<tr>
<td>Hotel</td>
<td>Four Seasons Hotel</td>
</tr>
<tr>
<td>Retail Building</td>
<td>Westlake Mall/Tower</td>
</tr>
<tr>
<td>Residential Tower</td>
<td>Insignia Tower</td>
</tr>
</tbody>
</table>
Dwell-time model takeaways

• Building design impacts our transportation network even more directly than expected

• Existing load zones no longer meet emerging delivery demands
Dwell-time model takeaways

• Traditional enforcement is becoming impractical

• A ‘Micro-Ops’ solution toolbox will be more successful than a ‘one size fits all’ approach
The 2017 Work Program

• Complete the loading inventory for 1st Hill and Capitol Hill
• Document load zone activities (video)
• Develop toolbox and conduct pilot tests
• Document procedures and data models
2018-2019 Work Program

- CVLZ Program review
  - Electric Assist Bike Delivery Pilot
  - Common Locker Pilot
  - Overnight Delivery Pilot
  - Other Toolbox Solutions

- Companion alley asset inventory

- Land use/building regulation review & outreach

- Urban Goods Strategy (FMP)
Thank you

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