

The Final 50 Feet of the Supply Chain

A Collaborative Research Project
Seattle Department of Transportation

And

University of Washington Supply Chain Logistics and Urban Freight Lab



Seattle – Strong Growth in a Built-out Network

A unique opportunity to...

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

Private Partners

Charlies' Produce Costco Wholesale Nordstrom UPS USPS

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)

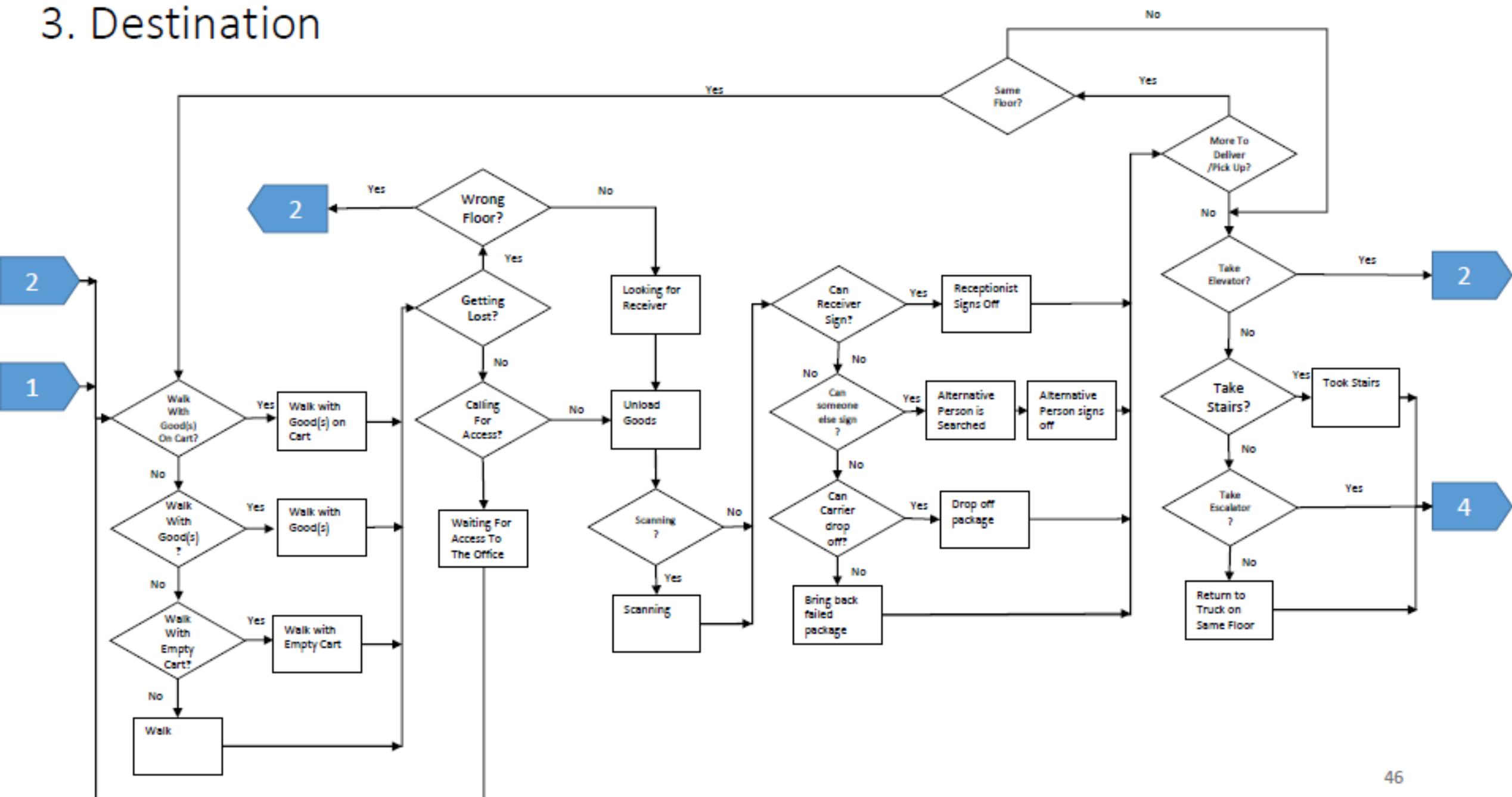
- Improve first time delivery success
- Reduce delivery dwell time
- Make it about solutions, not enforcement

The University of Washington Partnership

The Urban Freight Lab is a long-term community partner with

- Credible & impartial data management
- Unique advanced analysis capability
- Complementary urban goods movement interests

3. Destination



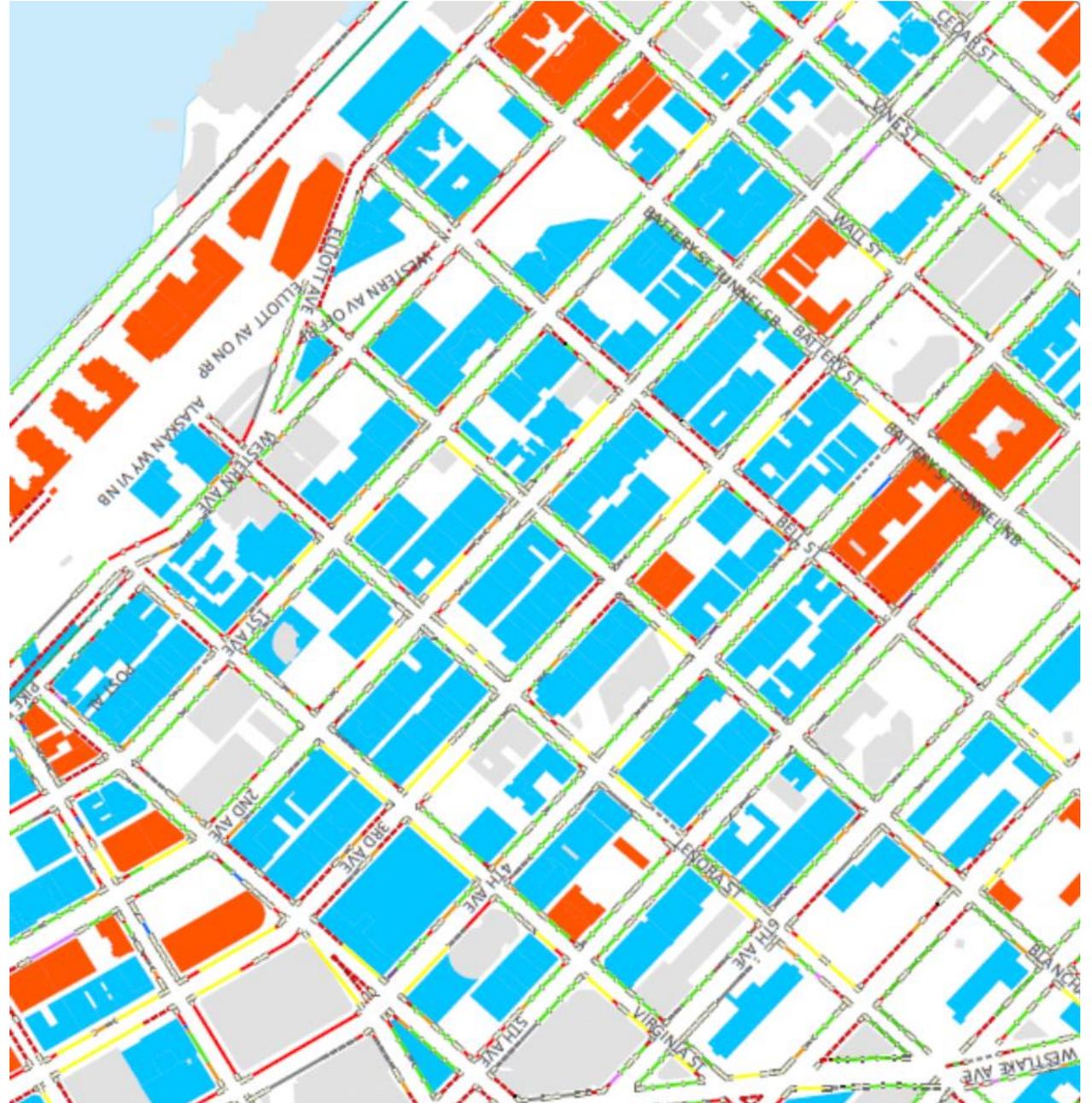
Research 2016-2017

- Private loading bay inventory – 87% of buildings rely on public right of way
- Public/Private interaction- 5 building surveys show goods movement varies by type, day, and use
- Mapped information indicates 'loading deserts' and informs development needs



2017 Research

- Commercial Vehicle Load Zone use analysis – video data collection
- Public/Private interaction- 5 building types – a deeper dive of curbspace use
- Alleys and Allies – land use and the elected official



Preserving access

- Are we asking the right questions?
- Are we asking the right people?
- Are we predicting behavior accurately?



Moving Forward

- Mitigate existing building conditions
 - Provide solutions to reduce delivery times
 - Reduce dependence on enforcement tools
- Develop Best Operating Practices
 - Building management
 - Alley operations
 - Load zone management
- Develop self-sufficient buildings
 - Update land use and design requirements
 - Maximize new building efficiency



Thank you

Chris Eaves



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