



UW
SUPPLY CHAIN TRANSPORTATION
AND LOGISTICS

Urban Freight Lab

Supply Chain Transportation and Logistics Center (SCTL)

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Pacific NorthWest Economic Region (PNWER)
Economic Leadership Forum
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The Urban Freight Lab

Solving delivery system problems in fast-growing cities



<https://iqmediacorp.com/ClipPlayer/?ClipID=63124e0f-d39e-409a-9855-7ba1762c28e7>

SCTL Urban Freight Lab



<http://komonews.com/news/local/uw-research-lab-hopes-to-solve-delivery-problems-in-downtown-seattle>

The Urban Freight Lab

Goods delivery systems in historic neighborhoods



Media Buzz for Urban Freight Lab

The New York Times

New Seattle Freight Lab Tackles Urban Delivery Congestion

October 12, 2016

SEATTLE — In this city where residents can get practically anything delivered to their doorsteps — often within hours — trucks, bikes, cars and buses regularly jostle for space on Seattle’s streets.

The rise in e-commerce and on-demand delivery has put increasing pressure on fast-growing cities like Seattle to rethink how they manage traffic congestion, as well as curbs, sidewalks, parking and other infrastructure.

On Wednesday, the city of Seattle teamed up with the University of Washington to improve how goods are delivered in the city — solutions they hope can be used in other cities across the country.

Seattle pledged \$285,000 over the next three years to the UW’s new Urban Freight Lab, which will test more efficient methods to deliver goods that are ordered online and delivered to large residential or retail and commercial buildings. Costco, Nordstrom and UPS are also founding members.

“We’re a growing city, so as we get denser, the congestion increases,” said Scott Kubly, Seattle’s transportation director. “There’s been so much change in the last 10 years in how goods move and how people shop that it’s really creating a level of urgency around this.”

The Seattle Times



Seattle backs UW's new freight lab to tackle urban-delivery congestion

October 12, 2016

By PHUONG LE

The Associated Press

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University of Washington debuts new Urban Freight Lab in partnership with Costco, Nordstrom, UPS

BY [TAYLOR SOPER](#) on October 12, 2016 at 7:06 am

A new lab at the University of Washington will bring together a multitude of stakeholders — urban planners, city officials, researchers, truck freight carriers, logistics experts, commercial developers, and companies like UPS, Nordstrom, and Costco — to come up with solutions that improve the way goods are delivered to our homes.

The Urban Freight Lab, part of the UW's Supply Chain Transportation & Logistics department (SCTL), debuted on Wednesday. The lab will initially aim to figure out better ways for e-commerce companies to solve the "last mile," or the last leg of a delivery that typically takes truck drivers through city streets, commercial vehicle load zones, and privately-owned buildings.

UPS, Nordstrom, and Costco are the founding industry members. The City of Seattle is putting up \$285,000 over the next three years for the lab.



SCTL Director Anne Goodchild speaks at the launch event on Wednesday.

“The Urban Freight Lab at the UW SCTL Center is the place for companies working at the dead center of e-commerce in fast growing cities to develop and ground test low-cost, promising solutions to delivering goods,” SCTL director Anne Goodchild told GeekWire. “

Urban Freight Lab membership benefits include delivery of new data-based knowledge and insights about the effects of several truck freight parking and freight-loading-bay action strategies proposed for implementation in the City of Seattle, before they are applied.”

How is the Urban Freight Lab Organized?

- The City of Seattle Department of Transportation (SDOT) has entered into a three-year strategic research partnership with the SCTL Center and the Freight Lab.
- Members of the Urban Freight Lab act to improve both public and private operations of urban goods delivery systems:
 1. Retailers – **Costco and Nordstrom**
 2. Urban logistics – **UPS and USPS**
 3. Technology companies
 4. Commercial vehicle manufacturers
 5. Building developers and operators
- The Urban Freight Lab will deliver new data-based knowledge and insights about the effects of truck freight parking and freight-bay action strategies proposed for implementation in the City of Seattle, before they are broadly implemented.



Final Fifty Feet: Urban Goods Delivery System Research Project

- The Urban Freight Lab's first research project will:

- Identify members' measurable goals
- Collect process flow data
- Analyze process flows
- Develop 1-2 promising low-cost solutions
- Pilot test these solutions in Seattle's goods delivery system



- The final 50' of the urban delivery system:
 - Begins at the city-owned curb, commercial vehicle load zone, or sidewalk
 - Extends through privately-owned building freight bays
 - May end in a common area within a building such as the lobby, or wherever the owner takes receipt of the goods

Questions?

- Please check out the SCTL Center's new website at <http://depts.washington.edu/sctlctr/>
- The UW Urban Freight Lab is organized and managed by the SCTL Center, please see <http://depts.washington.edu/sctlctr/members/urban-freight-lab>
- For more information about the Urban Freight Lab please contact:
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