



Capstone Project 3

HYPOTHETICAL

Managing Truck Traffic Innovatively in a Historic Urban Setting

Your region includes a metropolitan city that has developed from the earliest colonial times to the present. Many of the original buildings and roadways from colonial times have been preserved and have become a signature visitor attraction. Shops and restaurants to serving visitors dot the area, along with the typical businesses and residences found in a vibrant urban center. Because of the influx of young millennials to the area, housing real estate is at virtually 100% occupancy and rental prices have encouraged investors to look for more locations to expand housing. At the same time, businesses are competing for store front space. These young professionals prefer walking, biking, roller-blading, or using transit to work versus driving.

Residents are continually encouraging a more livable community for the area. They have formed a strong political presence in local government and are strongly advocating for changes in the area which will include taking some streets and closing them to traffic so they may be utilized more for pedestrian/park like functions. This has added capacity strains to the streets that are open for cars and trucks that utilize them.

As consumers, many utilize on-line shopping for products. In addition, they prefer fresh to market/locally sourced goods. With so many businesses in general, and among these, businesses with inventory which require more frequent replenishments, truck trips have increased in the area, most of which are smaller urban delivery trucks versus large trucks. However, even smaller trucks can take up curb capacity and can have difficulty on the older streets. In addition, parts of the city have highways that are major connectors between interstates and this generates many additional trucks which add to congestion and emissions and strains capacity for vehicles moving thru the general area. With respect to congestion, the locals have become very vocal about their concerns regarding vehicle emissions and health implications and they are lobbying the Mayor hard to address this issue.

Some European countries have successfully used innovative approaches to address these type of challenges outlined above, to both reduce truck traffic and provide better freight service to area businesses.

The Mayor of the City has just returned from Europe and witnessed some of these practices. Yesterday, he convened a luncheon with the City DOT Commissioner and the Executive Director of your Metropolitan Planning Organization and asked why this city could not function more like the European cities. While the Commissioner and Executive Director are familiar with strategies to reduce truck traffic, such as off hours delivery, they would like to explore some of the other European practices in more detail to assess potential applicability to the city. Short-staffed in their planning unit, the City DOT Commissioner has asked the MPO to take the lead on developing a position paper for the Mayor on this issue.

You have been asked to lead a small team that will explore this issue and prepare the position paper:

- Identify some best practice examples in Europe that can be potentially applied to this location to address freight and livability issues.
- Consider how these European models can be adapted to use in this city region – what are the requirements, the potential issues (i.e. regulatory, culturally etc.), the process, etc.
- Describe what resources the MPO may utilize to gather input from public and private sector stakeholders and how they may be employed as you explore innovative strategies.
- Are there infrastructure projects that need to be undertaken. Are there regulatory issues that would need to be addressed?
- Are there tangible benefits and/or limitations to your approaches that must be considered to implement or in terms of priority of one option versus another.
- Recommend some actions/next steps that would need to be taken to move any such effort(s) towards implementation.

Capstone Group Members

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