

Urban Freight Delivery

The volume in urban freight delivery is rapidly growing due to increasing population in the urban core and demand for faster deliveries, considerably impacting the congestion on local streets. Increasing demand for the same curb space from other uses, including bikeshare and other shared mobility services, residential street parking, transit services and pedestrian access, adds to the competition for the limited space. Combined, all these activities pose challenges to Metro's ability to provide a world class transportation system if left unorganized. For example, Vision 2028 calls for a travel speed improvement on the Countywide bus network by 30 percent as one of Metro's mobility and accessibility goals. Given myriad of activities that demand the use of limited real estate along the curb, figuring out optimal use cases and demand management strategies that will enhance accessibility and high quality mobility service is a daunting task. Moreover, the nature of curbside demand affects many divisions within Metro, including Operations, Program Management, Office of Extraordinary Innovation, Countywide Planning & Development, and others. The complexity of activities at the curb and Metro departments who have stakes in this subject area call for more robust agency-wide coordination and collaboration in achieving goals set forth by Vision 2028 and this Strategic Plan.

Local streets and curb space are primarily managed and maintained by local jurisdictions. As is in the City of Los Angeles, the LA Department of Transportation (LADOT); Department of Public Works, which includes Bureaus of Engineering Street Services, Sanitation, and Street Lighting; LA Department of Water and Power; and municipal transit providers exert various responsibility over curb space regulation and usage. Involvement of various city departments over curb space is a common practice amongst 88 cities and over one hundred unincorporated communities in LA County. Understanding local jurisdictions' needs, regulations and their mobility and accessibility goals is a critical factor in developing policies and strategies aimed to facilitate efficient and effective practice for curb space uses throughout the County.

The needs of delivery companies and businesses who receive delivery shipments also need to be well understood and reflected in such policies and strategies to support vibrant economy locally and Countywide. Across the County, many cities invest to support small businesses to flourish local economy. Many small businesses rely on on-street parking spaces for delivery and customer access. Delivery companies generally synchronize their service hours to their customers' business operating hours to minimize missed delivery. Sometimes these delivery hours may overlap with the peak commute hours and impact their operations while exacerbating congestion.

Within this complex environment, the Metro Goods Movement Planning group recognizes an opportunity to play an influential role in curbside demand management across LA County, both within Metro and in collaboration with its jurisdictional partners, delivery companies and local businesses. Metro's countywide reach through its extensive service and multimodal approach to transportation investments well position the agency to lead initiatives through partnerships with local agencies and stakeholders to reap benefits from efficient curbside use cases. Through its existing governance and institutional structures, Metro should vet how best to utilize its strength as a regional convener and policymaker to coordinate curbside demand management approaches with its regional partners and users. For example, Metro's Freight Working Group comprises members that represent industry stakeholders engaged in urban delivery. This group provides a foundation for Metro to fully understand common challenges

experienced by service providers, identify best practices, and explore collaborative solutions to curbside conflicts. In 2019 Metro's Goods Movement Planning team led a major effort to bring a Countywide awareness on curbside demand management concerns by partnering with the Federal Highway Administration to convene the LA Metro Curbside Demand Management Symposium, drawing participation from several Metro departments and cities across the County. With all five County Supervisors and representatives for all of LA County's 88 cities on its Board, Metro wields unique political power to create a platform of best practices and policy recommendations to benefit local, regional, state, and federal partners; attract grant funding to conduct pilot programs to test concepts and glean learnings.

The Goods Movement Planning team should build upon the success of the Freight Working Group, learnings from the FHWA sponsored symposium and use the existing governing and institutional structures to develop policies and strategies to help Metro meet the Vision 2028 goals through the lens of efficient and effective urban delivery and curbside demand management.

Key Strategies & Actions

1. Continue the existing curbside mobility forum
 - a. Serve as a platform to exchange information on challenges and issues, state of practices, and best practices on curbside demand management operations, plans and policies by various organizations and users
 - b. Maintain a robust membership from local jurisdictions, Metro departments, and local curb space users
 - c. Develop a Countywide curbside mobility partnership strategy
 - d. Develop best practice guidance for LA County's curbside demand management
2. Develop Metro's Curbside Mobility Policy platform
 - a. Document and understand operational issues and challenges faced by Metro Bus Divisions with respect to existing conditions at curbside approaches
 - b. Document and understand operational issues and challenges faced by Metro's mobility groups who manage mobility programs such as bike share, on-demand services, and first and last mile connectivity
 - c. Engage with Metro's groups involved with Complete Streets Policy, Active Transportation Policy, Transit Corridor Planning, First and Last Mile, and Sustainability Plan to explore ways to incorporate urban delivery considerations to minimize unintended consequences of not including freight needs
3. Create a Countywide data portal for curb side demand management
 - a. Serve as a clearinghouse for curbside asset inventory
 - b. Serve as a clearinghouse regulations and ordinances that govern curb space use case at the local, regional and state level
4. Pursue pilot projects to test findings from all the efforts mentioned above
 - a. Define specific issues to be addressed through pilot projects
 - b. Define purpose and needs
 - c. Seek partnership within Metro and with external partners
 - d. Seek funding to implement pilot projects