



COMMERCIAL LOADING ZONE PROGRAM UPDATE



DDOT – Motor Carrier Division
December 20, 2012

Agenda

- Overview
 - Purpose
 - Data collection effort
 - Methodology for modifying and loading zones
 - Outreach plan
 - Questions/ Discussion
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Purpose

- Provide a progress report and timeline for the rollout of the Loading Zone Management Program
 - Explain the methodology employed for allocating space for commercial curbside loading
 - Explain how DDOT evaluates existing loading zones
 - Explain how DDOT proactively identifies potential curbside sites for commercial loading
 - Elicit feedback and suggestions for improving our approach
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Overview

- Legislative/Rulemaking:
 - Revised rulemaking to be released at the end of January 2013, followed by a 30 to 45-day comment period
 - Planning/Operational:
 - Inventory completed and shared with BIDs
 - Field observations conducted at different types of loading zones
 - Methodology developed for analyzing existing loading zones and identifying those that need to be modified or eliminated.
 - Development of an approach for identifying future sites for loading zones
 - Freight industry stakeholder meeting in early January
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City-wide loading zone inventory

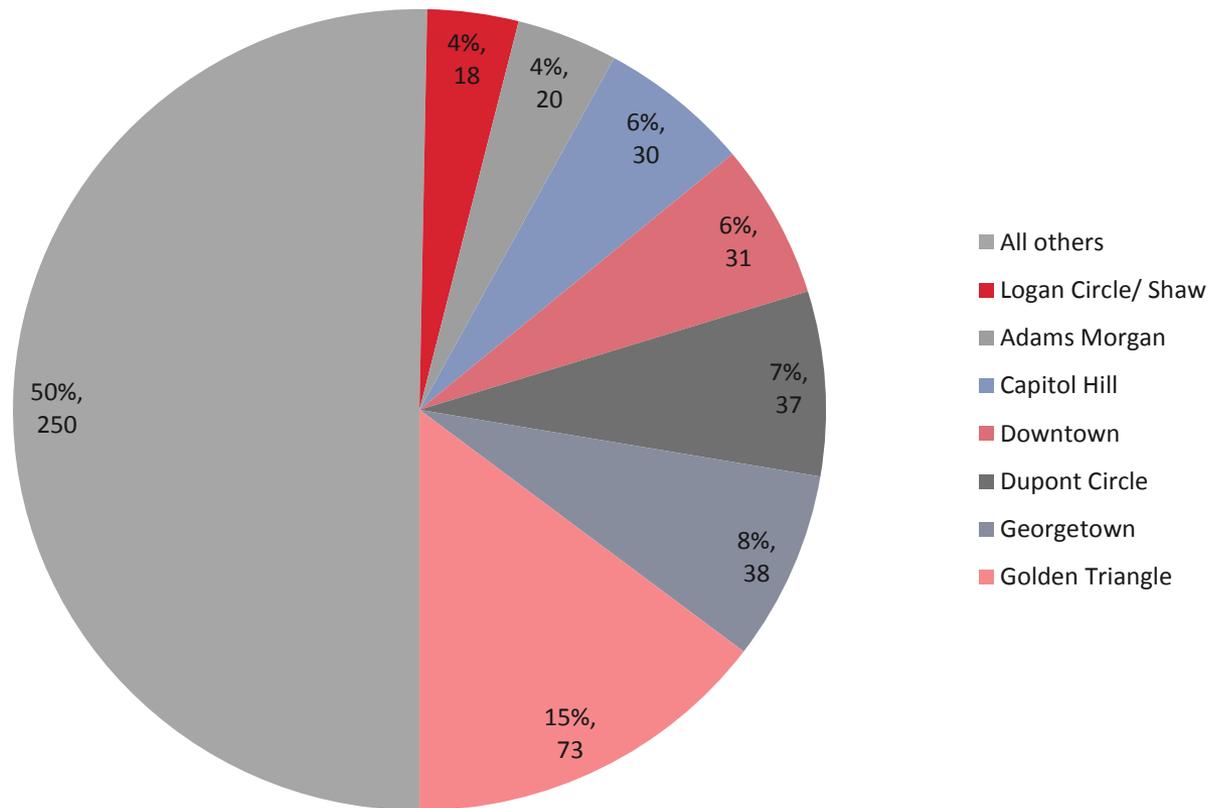
- Data collected by field personnel
- Conducted June 2012 - September 2012
- Used a list provided by COG as a quality check against our efforts
- Data includes location, loading days and hours, signage information, commercial composition of block



Facts about DC loading zones

- 497 loading zones found city-wide
 - They vary in length from <20 ft to 500+ feet
 - 17% are in residential areas; 49% are in commercial areas, 34% in other areas.
 - Loading zones primarily serve businesses that deal in small consumer goods and perishables
 - They are signed for 43 different hourly service schedules, and 7 different weekly service schedules.
 - There are 62 loadings zones that are missing one anchor sign each
 - For every 1 loading zone there are 531 parking spaces
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Seven neighborhoods account for 50% of all loading zones



Loading zone field observations

- We developed a loading zone observation plan around the following factors:
 - Commercial Zoning –
 - High Density, Medium-High Density, Medium Density, Moderate Density, Low Density
 - Block composition
 - Types of businesses
 - Traffic
 - Levels of traffic activity



Observation data points

Field personnel conducted 180 hours of observation at various types of loading zones, and collected various data points for analysis. Data points collected during observation include:

- Types of businesses receiving deliveries
- Days and hours of the week that loading zone is used
- Duration of delivery
- Vehicle lengths
- Wait times (how long trucks have to wait for access to a loading zone)
- Where the delivery vehicle is parked while (un)loading
 - If not in loading zone, whether the vehicle is double-parked, and whether the double parking was due to a private vehicle parked in the loading zone
- Whether the vehicle is commercially tagged
- Whether the loading zone is occupied by trucks not in the process of loading or unloading

Loading zone enforcement

- Targeted approach
 - Specific area selected for enforcement each day based on trends observed in the field
- Primary loading zone infractions are:
 - Code:P031 unauthorized vehicle \$50
 - Code:P001 Parking Abreast \$50
 - Roughly \$11,000 in tickets issued for loading zone infractions by Motor Carrier enforcement team
- Tracking
 - Maintain a log of all violations written daily and providing that information to the project manager.
- Reporting
 - Provide verbal activity report at weekly coordination meetings.
 - Receive feedback from other team members as to potential areas to check for loading zone infractions
- Other contributions
 - Conduct field investigations relating to truck and bus restrictions, and follow up on constituent inquiries or complaints.



Loading zone scoring system

RAW DATA

The raw data used to create these profiles include land use/zoning data, commercial composition of each block; chronometric delivery data - including day of week, time of day, delivery durations, and wait times; vehicle types and lengths, data about how the space is being used, and miscellaneous field commentary.

* The Exception score is produced by a set of multipliers, which are based on vehicle lengths typical of each business type.

LOADING ZONE PROFILE

BUSINESS NEED SCORE
Eliminate or Retain
(Technical Recommendations)

EXCEPTION SCORE
Determines the length of
loading zones

SAFETY SCORE
Based on direct and
indirect observation

**LOADING ZONE
QUALITY SCORE**
Sum of Business Need,
Exception, and Safety Scores

PANEL REVIEW
Review loading zones that
have been eliminated
under the technical
recommendations.

An actual loading zone profile

ANSWERS IN THE FOLLOWING SECTION WILL BE USED TO DETERMINE IF THERE IS SUFFICIENT BUSINESS NEED TO WARRANT ADJUDICATING OR RETAINING A LOADING ZONE ON THIS BLOCK.

Land Use	ARC GIS Catalog	Commercial Zoning	If location is zoned as Commercial, please indicate the appropriate score for this loading zone: -- Commercial High Density (5 points) -- Commercial Medium-High Density (4 points) -- Commercial Medium Density (3 points) -- Commercial Medium-Low Density (2 points) -- Commercial Low Density (1 point)	0
Outside Loading Index	Loading zone Allocation Model	Composite score	Indicate this block's composite score from the Loading Zone Allocation Model	80
			Enter the number of businesses of each business type in the column on the right.	Score (Auto-populated)
Block composition	Loading zone inventory	Business category	Mechanics store (Tier 1)	0
Block composition	Loading zone inventory	Business category	Food store (Tier 1)	0
Block composition	Loading zone inventory	Business category	Garment and Accessories (Tier 2)	0
Block composition	Loading zone inventory	Business category	Home Accessories (Tier 2)	0
Block composition	Loading zone inventory	Business category	Eat and Drink (Tier 1)	0
Block composition	Loading zone inventory	Business category	Miscellaneous Retail (Tier 2)	0
Block composition	Loading zone inventory	Business category	Depository Institution (Tier 2)	0
Block composition	Loading zone inventory	Business category	Insurance Agent/Broker (Tier 2)	0
Block composition	Loading zone inventory	Business category	Loging (Tier 2)	0
Block composition	Loading zone inventory	Business category	Personal Services (Tier 2)	0
Block composition	Loading zone inventory	Business category	Business Services (Tier 2)	0
Block composition	Loading zone inventory	Business category	Auto repair/Parking (Tier 2)	0
Block composition	Loading zone inventory	Business category	Motion Picture (Tier 2)	0
Block composition	Loading zone inventory	Business category	Recreational (Tier 2)	0
Block composition	Loading zone inventory	Business category	Not For Profit/NGO (Tier 2)	0
Block composition	Loading zone inventory	Business category	Singular retailer of consumer goods and/or peripherals that is located on a residential block, and has no off-street loading options. (Tier 4)	0
Block composition	Observations, Citywide Business Database	Business category	Small office complex (Tier 2)	0
Block composition	Autopopulated (Based on all of the above)	Business need score	The business need is based on consideration of how the area is zoned, the level of freight activity generated by businesses in each category as indicated by CODOT's proprietary Loading Zone Allocation Model, and is supplemented by data gathered during observations of loading activity in the district. The business need score for this loading zone is...	0 BASED ON PREVIOUS SCORING THIS LOADING ZONE SHOULD BE ELIMINATED
Site Exception	Autopopulated	Exception Decision Tool	The standard length for loading zones in the District of Columbia is 25-40 feet. Loading zone capacity over 40 feet is not eligible for an exception (as indicated by its Exception Score). The exception score for this loading zone is...	0 LOADING ZONE NOT WARRANTED BY BUSINESS NEED

Source: City of Columbia. *Please change the appropriate score from the score in the following column to one that applies to your loading zone.

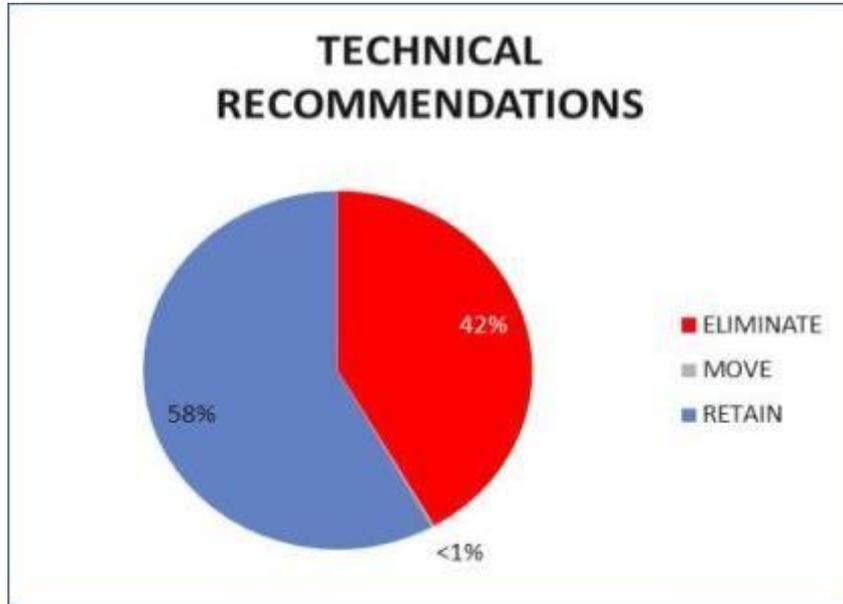
MACARTHUR BLVD, NW 4880

For each loading zone, a profile was created. The image at the left is part of the profile created for the loading zone located at 4880 Macarthur Boulevard.

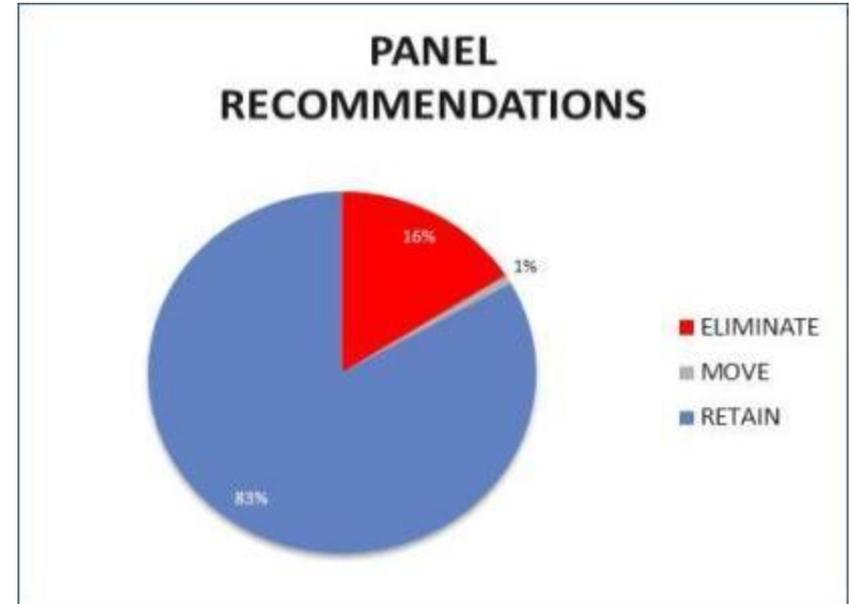
Note that this loading zone was recommended for elimination, and has a Business Need Score of zero (0).



Evaluating existing spaces



TECHNICAL RECOMMENDATION	
ELIMINATE	208
MOVE	1
RETAIN	288
Grand Total	497



PANEL RECOMMENDATIONS	
ELIMINATE	81
MOVE	4
RETAIN	412
Grand Total	497

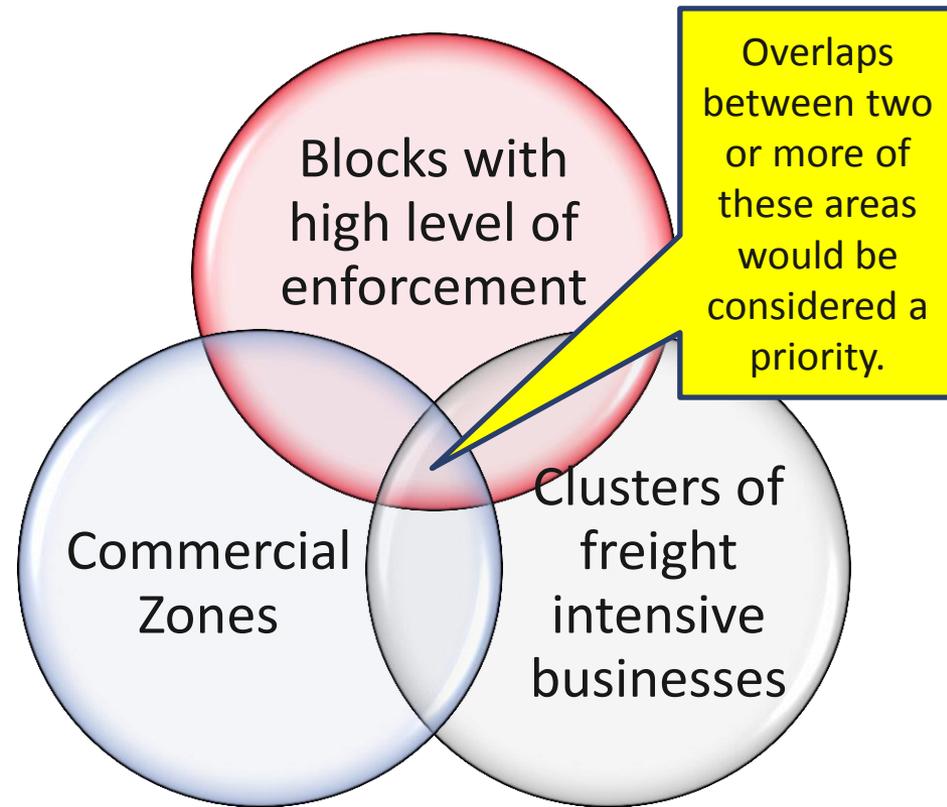
- A DDOT panel reviewed loading zones eliminated under the Technical Recommendations to see if the business composition of adjacent blocks justify retaining them.
- The panel review reduced the percentage of loading zones to be eliminated from 42% to 16% (from 207 to 80).
 - 62 of loading zones that were saved by the DDOT panel may be reduced to essential loading hours.

Methodology for adding loading zones

DDOT is developing a method to identify need for additional commercial loading zones.

From the available data, the focus was narrowed to these three points.

- Blocks where high level of LZ tickets have been issued (30,000 tickets issued within past 12 months)
- Areas zoned for commercial activity
- Clusters of freight-intensive businesses



Freight intensive businesses include eat and drink places, merchandise stores, food stores, miscellaneous retailers, garment and Accessories retailers, home furnishings retailers, personal services businesses, and business services.

Comments and Questions

1. What other information should we consider in determining where new loading zones will be introduced?
2. In what other way can we improve our approach to identifying blocks where curbside loading should be introduced.



Thank you!

