Cities taking freight action

Implementation and looking ahead
Session #4

2020-03-03
Who are we?

Innovating for the urban mobility of tomorrow

Jalon is a non-profit organization founded in 2017 by the City of Montreal.

Our mission is to accelerate the emergence of solutions and innovations by rallying ecosystem partners to shape the urban mobility of tomorrow.
Challenges we face
Our habits are generating impacts within urban areas

Congested roads, illegal parking (facing multiple issues in neighborhoods)

Increase in GHG emissions from air pollution and accidents

Delivery failures and consumption patterns

Job becoming more complicated
What we are experiencing in contemporary practices

Today's delivery model

Warehouses located outside a dense urban area.

Same trucks crisscrossing dense neighborhoods.

Which collides with the density of the environment

Therefore:

+ Congestion
+ GHG emission
+ Noise
+ Expensive
+ Costs (fines or fuel)
- Fast
A look back on our urban delivery strategy
2018: Possible solutions to problems caused by urban delivery

40 stakeholders solicited
From big logistics company to mom & pops diner

Collect each and everyone’s own challenges

Humble approach
« let’s understand what is going on »

Ville de Montréal
Objective: Reduce negative externalities

Common interests

26 solutions
Co-created and evaluated following:
- Perceived efficiency
- Speed of implementation
- Desirability
Some of the proposed solutions

- Mini-Hub and e-cargo bikes
- Off-peak delivery and electric trucks
- Electronic parcel lockers
- Green label for delivery companies
Colibri pilot project - Mini-hub with e-cargo bikes solution
What is a mini-hub?

Target activity: “high-frequency” delivery and low volume

- Express parcels
- Local distribution tours
- Special deliveries

Economic model:

- Each actor operates from start to finish

Expected performance:

- Reduction of GHG and pollutant emissions, obstacles and congestion, risks linked to cohabitation
- Gain in agility, ability to park, operating costs

Former Montreal’s coach station
Location

Downtown Montreal
St-Lawrance river
Mount Royal
Colibri pilot project
University of Québec National archives library
Berri - UQÀM Metro hub
Former Montreal’s Coach station – Pilot project
Maisonneuve
St-Hubert

Jalon mtl
Institut des transports intelligents
Colibri pilot project

- Temporary use of the site
- Containers as temporary warehouses
- "Kiosk" as a base camp
- Sharing of data and experience

Enlisted partners
- Chasseurs Courrier
- Courant Plus
- Livraison Vélo Montréal
- La Roue Libre
- Purolator
Measured impacts so far…

On the basis of more than 7,500 parcels shipped from the pilot project..

No-carbon emitting deliveries on the portion of the last kilometer

- 45% GHG + 15% efficiency

(based on, one stop = 1 delivered parcel) for one tour

15 less trucks weekly in downtown Montreal
Consultation tables
With more than 20 stakeholders around the table

- We realised that more needs to be done -

- One solution cannot tackle all the challenges we face -

- Solutions need to be supported by pushing and pulling -
Understanding transition of practices as a whole

“…Novelty emerges only with difficulty, manifested by resistance, against a background provided by expectation.”

— Thomas S. Kuhn, The Structure of Scientific Revolutions
How does change happen?

Needs and known issues

Analysis and solutions research

Experimentations

Sharing and outreach

Monitoring and impact measurement

Regulatory changes and tools

Recommendations, plans and deployment guides

Learnings and conclusions

We are here today

Federate

Animate
Results of the consultation tables

Some of the priorities made by stakeholders.

- Identify prerequisites, characteristics and specificities for new deployment of mini-hubs
- Green delivery label
- How to implement 0 emission zones in cities
- Mutualized parcel lockers
- Standardization for safe vehicles
- Monitoring impacts and give coherence to all initiatives…
Importance of forecasting bounce-back effects generated by virtuous practices

• Should the reduction of unnecessary trucks in dense urban environments pave the way for more car traffic?

• Should more efficiency with deliveries encourage all kinds of e-commerce shopping?

• What should cities make of freed up urban space thanks to better delivery practices and less car parking?
The necessity of logistics in relation with the climate emergency should bring us to talk to each other..

Some people watch things happen
-
Some people make things happen
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Some people say “what happened?”
Thank you