



Cities taking freight action

Implementation and looking ahead

Session #4

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Jalon^{mtl}

Institut
des transports
intelligents



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

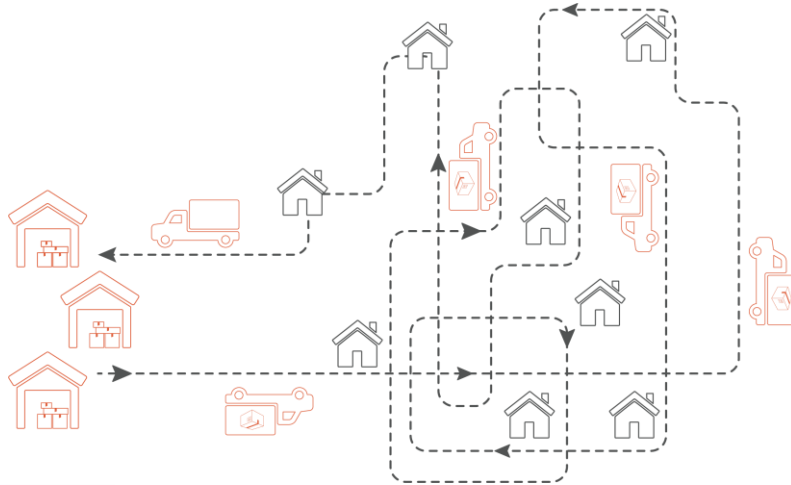
Warehouses located outside a dense urban area.

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

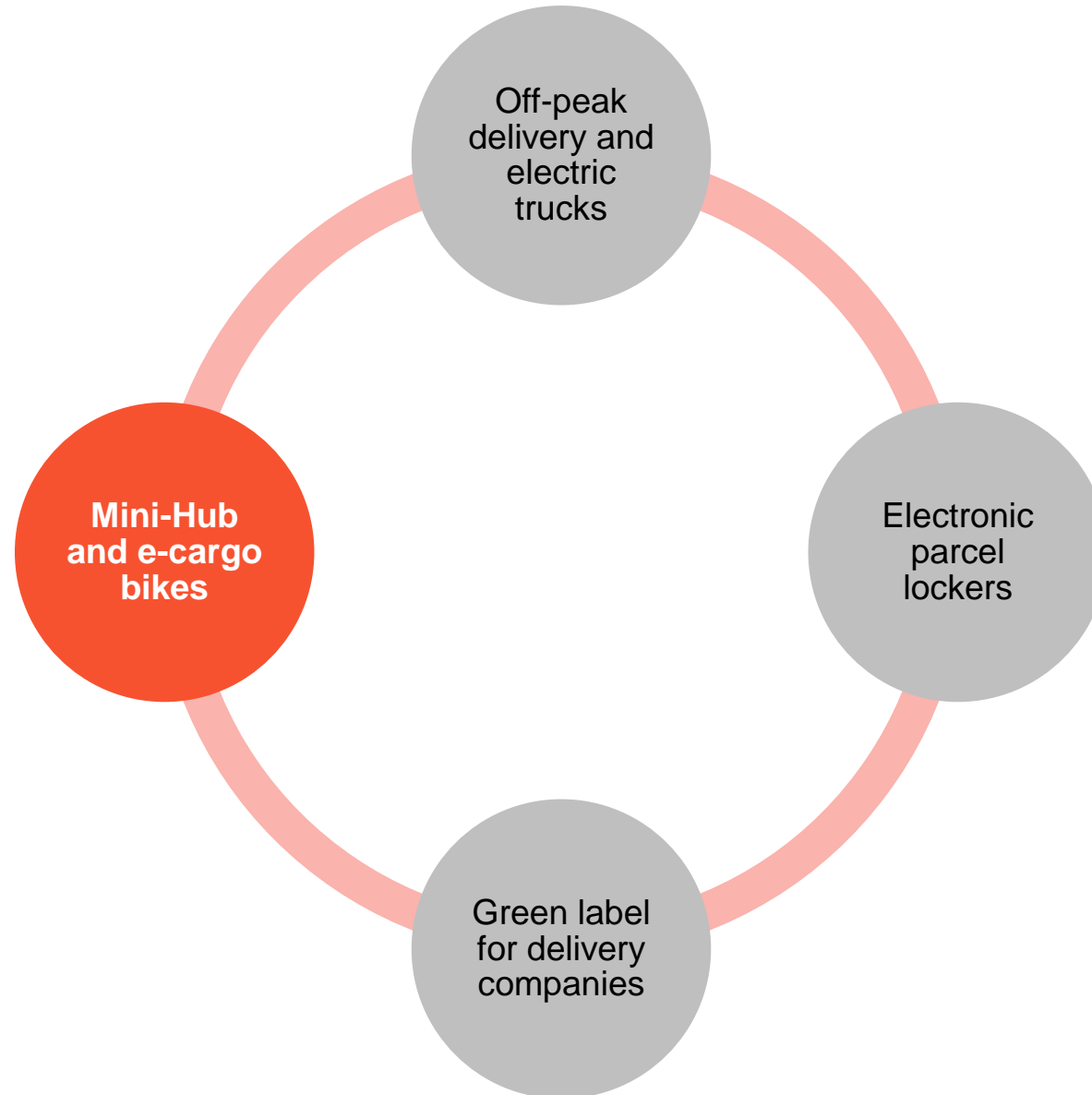


Co-created and evaluated following:

- **Perceived efficiency**
- **Speed of implementation**
- **Desirability**



Some of the proposed solutions

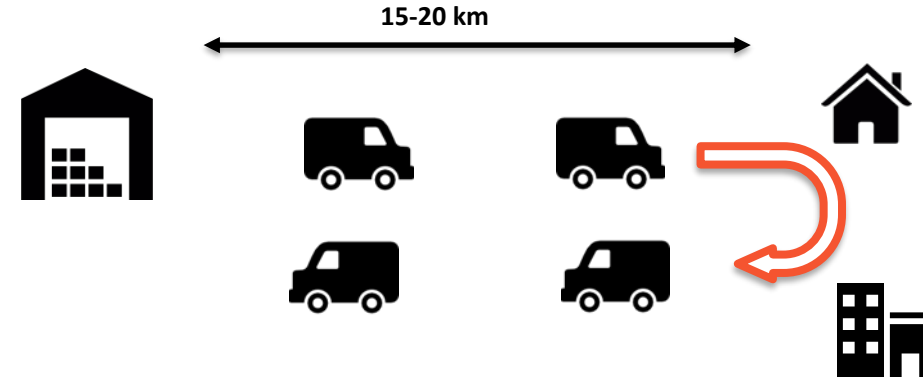


Colibri pilot project - Mini-hub with e-cargo bikes solution





What is a mini-hub ?



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

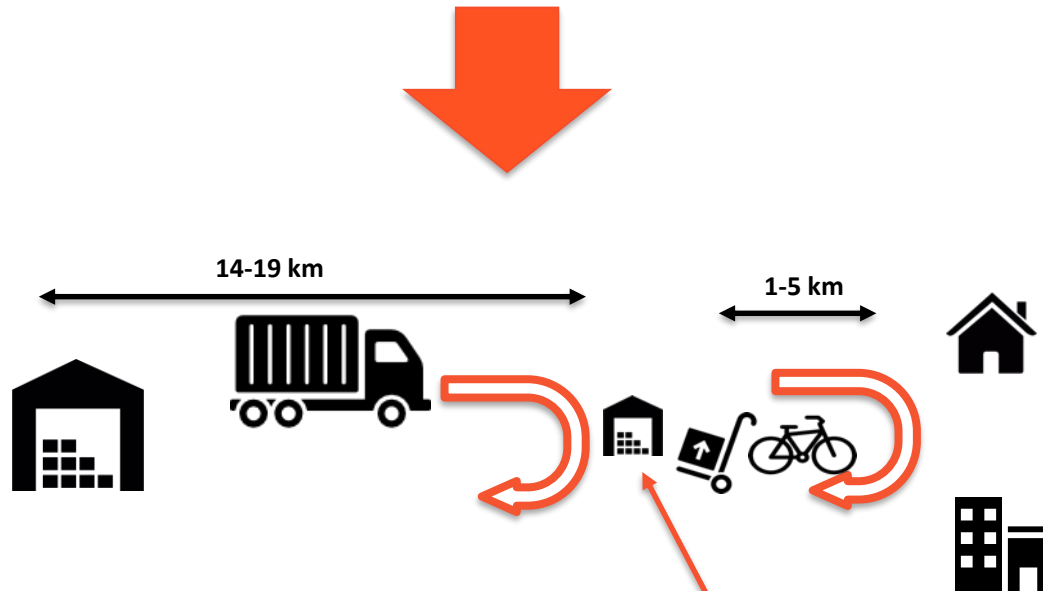
- Express parcels
- Local distribution tours
- Special deliveries

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





Colibri pilot project



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

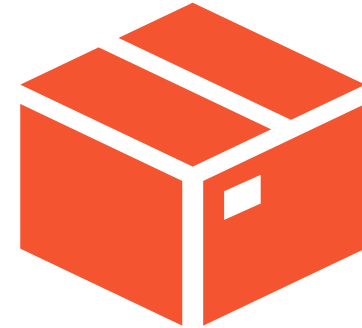
Enlisted partners

- Chasseurs Courier
- 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 -



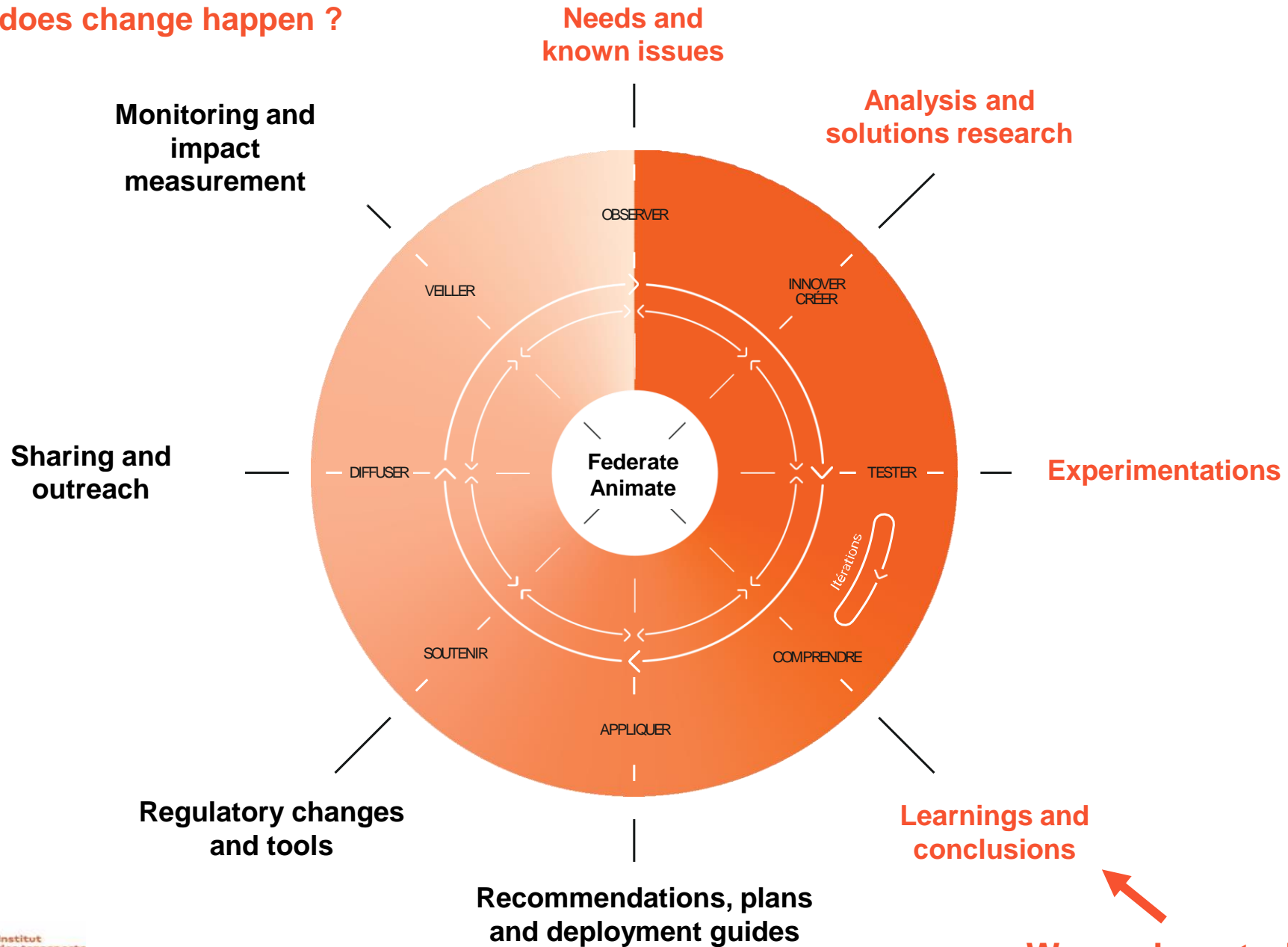
Understanding transition of practices as a whole

“...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 ?





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



[Rotterdam Centraal Station, Rotterdam, Netherlands](#)

- 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

-

Some people say “what happened?”





Thank you

