

Commercial Loading Zone Program

BACKGROUND

The District Department of Transportation (DDOT) seeks to create and maintain a transportation network that is compatible with the district's long term goals of the efficiency and sustainability. While each aspect of transportation is important in its own way, the freight aspect is vital because it is the pathway through which goods travel from producers and primary distributors to the district's retailers and end consumers.

As the primary transportation agency in one of the nation's fastest growing cities, DDOT is responsible for keeping the freight network in step with the district's rapid growth. This means the agency must develop programs to manage its freight network, and integrate this network with the broader transportation system. Commercial curbside loading zones, presents a major opportunity to

improve the movement of freight in and out of the district. Not only are these loading zones the only loading option for many of the district's businesses, but they have been identified as important for alleviating some of the district's chronic traffic problems.



A large combination truck stopped in a loading zone on M Street NW, in the Golden Triangle neighborhood.

DDOT has developed a well-designed loading zone management program that would facilitate commercial activity, while improving livability for the district's residents. More specifically, it could lead to improvements in traffic flow by removing trucks out of travel lanes. This change would, in turn, lower emissions and create efficiency gains for businesses, because they would receive more of their deliveries on time and with greater ease. Fewer trucks blocking travel lanes also means reduced travel time for all motorists, and a smoother flow of traffic along the district's roadways. DDOT's loading zone management program is designed to achieve these and other improvements to the district's transportation system.

WHAT IS THE COMMERCIAL LOADING ZONE PROGRAM?

DDOT's loading zone management program is a multi-faceted program for managing the district's more than 500 curbside loading zones. It is a comprehensive and ambitious management approach of curbside loading that the District and it is designed to ensure that curbside loading zones are available where needed to support the delivery of commercial freight, while taking into account neighborhood and district priorities. The program is designed to address many problems associated with urban freight deliveries, and uses an objective methodology for allocating curbside loading space.

A major credit to this program is that it involves input from several constituencies; businesses, private sector freight operators, professional planners and ordinary citizens all helped to shape it. More importantly, the program is based on recent data collected as part of a street-to-street data collection, as well as hours of structured loading zone observations. In summary, DDOT has more information than ever about the district's loading zones, and is leveraging this knowledge to make curbside commercial loading one of the district's premium transportation features.

PROGRAM HIGHLIGHTS

- ◆ Enhanced loading zone regulations (pending)
- ◆ Refreshed signage
- ◆ Right-sized loading zones
- ◆ Evaluation of spaces
- ◆ Efficient allocation: Loading zones eliminated; new ones introduced where needed
- ◆ Streamlined process for handling loading zone requests
- ◆ Outreach to community and industry
- ◆ Ongoing monitoring of loading zones

SUMMARY OF DDOT CURBSIDE LOADING ZONE PROGRAM

Program Feature	Benefit to Carriers	Benefit to District
Enhanced regulations	Encourages greater utility of existing loading zones.	Provides for improved management of loading zone activity.
Intensive data collection, research, and objective analysis	Loading zone data readily available for freight stakeholders.	Ability to do quick decision-making.
Complete sign update	Signs that are easier to read; loading zones that are easier to identify.	Improved curbside appearance.
Integrated loading zone management systems	Utilizes pay-by-cell and the Transportation Online Permit System (TOPS).	Real-time, current data for decision support analysis.
Standardized enforcement policy and practice	Consistency and fairness in enforcement, and fewer unauthorized vehicles occupying loading zones.	Best practices in loading zone enforcement citywide.
Advance marketing and stakeholder outreach	Awareness of program features before they take effect, so advance planning is possible.	Reduced risk of conflict over program changes.
Size adjustment and efficient allocation of loading zones	Provides additional curbside loading space where needed, and reduces the space where not needed.	Extra space made available for other curbside uses; more streamlined management of public space.
Performance measurement and program reporting	Ability to gauge program success and make suggestions, as appropriate.	Enables DDOT to manage program goals.

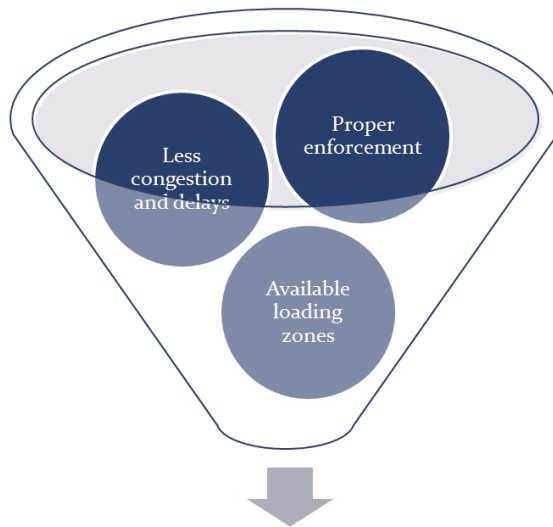


A truck driver offloading perishables in one of the loading zones in the Central Business District.

FACTS ABOUT LOADING ZONES

- ◆ The city has an inventory of over 500 loading zones.
- ◆ They vary in length from less than 20 feet to over 500 feet.
- ◆ 17% are in areas zoned as residential; 49% are in areas zoned as commercial; and 34% are in other zoning classifications
- ◆ Loading zones primarily serve retailers whose primary products are small consumer goods and perishables.
- ◆ Two thirds (66%) of loading zones are in service either between 7:00 am-6:30pm, or 9:30am-4:00pm
- ◆ In the district, there is 1 loading zone for every 531 parking spaces.
- ◆ Roughly 50% of the district's loading zones are found in the neighborhoods of Golden Triangle, Dupont Circle, Georgetown, Downtown, Capitol Hill, Adams Morgan, and Logan Circle/Shaw.
- ◆ 27% of the district's business revenues are generated within 200 feet of a commercial loading zone.

HOW TO BALANCE COMMUNITY AND BUSINESS NEEDS



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Improve the Point of Delivery



For additional information, please contact:

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