



CTRF AND TRANSPORT CANADA ROUNDTABLE – INNOVATION IN URBAN FREIGHT TRANSPORTATION

DATE: JANUARY 30, 2012

LOCATION: UNIVERSITY OF TORONTO, ST. GEORGE CAMPUS, TORONTO (MUSIC
ROOM IN THE HART HOUSE)

The key objectives of the event are to bring together industry, government and academia to share priorities and identify the current state of knowledge, best practices and any research gaps. As a result, we will hopefully find new opportunities for partnerships and collaboration to facilitate innovation and improve productivity and competitiveness in the industry.

This workshop will focus on two specific but related issues regarding urban freight transportation. A panel session and facilitated discussion will be devoted to each issue. Participants will be asked to identify areas where there is a need for knowledge and research, where there are opportunities for collaboration to address those needs, and who may be in a position to champion specific initiatives related to each issue. While time is provided for presentations and panelists will naturally want to offer their own solutions, discussion among panelists and participants will be emphasized.

While there is considerable interest in this topic in the Greater Toronto and Hamilton Area, the Roundtable will also draw upon insights from experts from outside of the region and country.

8:45 – REGISTRATION AND CONTINENTAL BREAKFAST

9:20 - WELCOME AND OVERVIEW

Susan Spencer, Director, Intelligent Transportation Systems, Transport Canada

Vijay Gill, President, Canadian Transportation Research Forum

9:30 - MORNING PANEL: HOW INNOVATION CAN BE USED TO IMPROVE EFFICIENCY, EFFECTIVENESS AND SUSTAINABILITY OF URBAN FREIGHT MOVEMENT.

ISSUE:

Shippers, carriers and policymakers have an interest in improving the efficiency of urban freight movement in our cities. Doing so can reduce costs for the shipper and carrier, while relieving congestion and reducing GHG emissions. The use of technology to manage traffic and provide information, as well as changing existing business practices, such as shifting deliveries to off peak hours, or introducing more strategically placed distribution centres, can reduce the variability of transit times and encourage more efficient use of our roads. More efficient routing can reduce transit time and conserve fuel.

However, carriers are often constrained by the scheduling needs of shippers and retailers who have become accustomed to receiving goods at specific times of day. and may face labour issues or other obstacles to receiving deliveries off peak. In addition, reliance on just-in-time delivery, existing locations of distribution centres, land use and other issues may be obstacles or provide opportunities for more efficient movement of urban goods.

Can increased communication between shippers, carriers and governments encourage the use of technology and innovative business practices to improve efficiency? What is the current state of research and what are considered industry best practices? Can we learn from innovations and progress that have been made elsewhere? Which cities or countries are the leaders in this regard? Is there a greater need for collaboration between municipal planners and industry when making infrastructure decisions? Is there a role for governments or other organizations to facilitate progress in this area?

PANELISTS:

Tom O'Brien, Director of Research Center for International Trade and Transportation, California State University, Long Beach

Randy Blankenhorn, Executive Director, Chicago Metropolitan Agency for Planning

Scott Irvine, Vice President of Business Development, Nulogx

Lisa Salsberg, Manager of Strategic Policy and Systems, Metrolinx

Moderator: Marc-André Roy, Vice President for North America, CPCS Transcom

11:00 - NETWORKING BREAK

11:15 -DISCUSSION

Facilitated discussion based on morning panel presentations and key discussion points circulated in advance of the workshop.

Potential discussion points and questions include:

- Innovation beyond technology – how shippers and carriers are changing their business processes to make better use of assets in urban freight moves/logistic
- Linkage between gateway (port-hinterland) flows and urban movements when gateway adjacent to major population centers
- Partnerships in urban freight initiatives (e.g. Chicago CREATE project), and lessons for other metropolitan areas
- Issues and challenges with respect to urban freight data (urban freight moves, how to treat cross-docking, transloading and intra metropolitan moves in research, etc.)
- What challenges do shippers and carriers face?
- How can innovation be used to address the issues?
- What is the status of the current research?
- What are the current best practices, in Canada or elsewhere?
- Where are the research and knowledge gaps and what needs to be done?
- How can we collaborate and leverage existing programs/initiatives?
- Are there partnership models that can be built upon or expanded?
- What are the longer term goals and objectives?
- What are the roles of government, industry and researchers?
- How can policies, regulations and incentives play a role?
- What are the significant policy barriers (transportation, labour, finance, legal, insurance, etc.)
- How do we balance the benefits of data sharing with the risks associated with confidential information?

12:15- NETWORKING LUNCH

13:15 - AFTERNOON PANEL: EFFECTIVE USE OF TECHNOLOGY FOR DATA COLLECTION, MEASUREMENT AND DISSEMINATION

ISSUE:

Technology can play a role in reducing congestion and encouraging more efficient use of our infrastructure. One way that it can do so is through data collection and dissemination, so road users can make alternate routing decisions, if possible. It can also provide data to shippers, carriers and governments in order to aide in the investment decision-making process, including land use, infrastructure, etc. Naturally, it can also play a role in the freight efficiency issue discussed in the morning panel.

Are we making the best use of current technology to measure road congestion? Are there greater opportunities for sharing existing data? Can we better leverage vehicle tracking and trip logging technologies? What are the privacy concerns or other obstacles?

Furthermore, what are the opportunities with respect to urban freight data? How can better knowledge of the origin, destination and nature of the freight data contribute to long term planning? Are there further gaps here that can be explored?

PANELISTS

Ben Miners, Director of Product Development and Planning, Intelligent Mechatronic Systems

Susan Spencer, Director of Intelligent Transportation Systems Policy, Transport Canada

Matt Roorda, Associate Professor, Civil Engineering, University of Toronto

Joseph Lam, Managing Director, Delcan International Corporation

Moderator: Clarence Woudsma, Director, School of Planning, University of Waterloo

14:45 - NETWORKING BREAK

15:00 - DISCUSSION

Facilitated discussion based on afternoon panel presentations. Potential discussion points and key questions include:

- Managing information collected from the “connected vehicle”
- Smart corridors and real time data in order to improve decision making
- Opportunities for sharing existing data

- Using truck GPS data for modeling urban truck movement
- Combining data from different technologies (such as Bluetooth and loop-detector data) in order to improve travel time estimates
- Barriers to collecting and sharing new data
- Practical applications for systems-based approaches
- What information is required to make business decisions? To make infrastructure planning decisions?
- Discussion on the current state of research, where the gaps are and opportunities for collaboration.
- Is there a role for government?

16:00 – 16:30 WRAP UP AND NEXT STEPS
