## **P1.57**



# Scaling up freight curbside pilots to long term policy implementations

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### Introduction

### Freight curbside



- Streets are scenario of conflicts for right-ofway. Streets represent 80% of the urban public space.

Freight vehicles spend 40-80% of time on (un)loading operations

- Cruising for parking occurs in 70 – 80% of last-mile deliveries in Europe. 3rd most

### Results **Failure factors Success factors** (+) Successful communication **Pilot development** Freight curbside management processes practices

(+) Stakeholders' engagement

Success Failure

Pre-pilot >> Pilot >> Post-pilot

(-) Limited public sector capabilities

(-) Lack of incentives

(-) Political changes

#### important cause of congestion.

-Pilots testing smart technologies in Loading Zones (LZ) can improve the effectiveness of freight curbside management in resolving space conflicts.

-Only a small share of pilots end up becoming official curbside management policy



**RQ** What are the factors that either hinder or facilitate the scalability of freight curbside pilots into long-term policies?

| (+) Suitable legal Factors Factors |                            |
|------------------------------------|----------------------------|
| frameworks (-)                     | Reduced                    |
| (+) Proper enforcement int         | chnology<br>teroperability |
| Long term implementation           |                            |
| (+) Friendly user                  |                            |

### **Common factors across the pilot phases**



### Methodology

### **Pilots around the world under study**

### **Analysis and policy implications**



Incentivize digital adoption for curbside management through subsidies or tax breaks for adopting technologies like monitoring systems, reservation platforms, or tracking apps.



- Semi-structural interviews were performed to understand the challenges faced before, during and after the pilot.

- Selection criteria: Pilots that had already been implemented, undergone monitoring, evaluation, and potential continuation processes

- Case selection based on the maturity level of digital loading zone implementations.
- Double coding analysis

- Factors followed four main categories: organizational, economic, technological, and regulation.



15 cases technology-based pilots for managing freight curbside space







Implement enforcement and reward mechanisms such as using approved digital tools and adhering to loading schedules.



Support curbside pilot projects and public-private partnerships to access additional funding, expertise, and technology for these projects.



Share best practices for long term policy implementations leading to continuous improvements based on insights and update practices based on new data and findings.

### Conclusions

- This paper offers practical implications by identifying key factors that facilitate the transition from freight curbside pilots to long term policy implementations.
- By identifying and understanding these factors, stakeholders can enhance 2. their decision-making processes, foster stronger collaborations, and

#### implement more effective strategies.

- Findings provide meaningful recommendations and guidelines for future pilot's development to be useful for decision makers aiming at generating long-term curbside policies that solve freight-related street space conflicts.
- 4. As these practices continue to innovate, the lessons learned from this study will serve as a foundation for future advancements and effective freight curbside management.

#### References

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