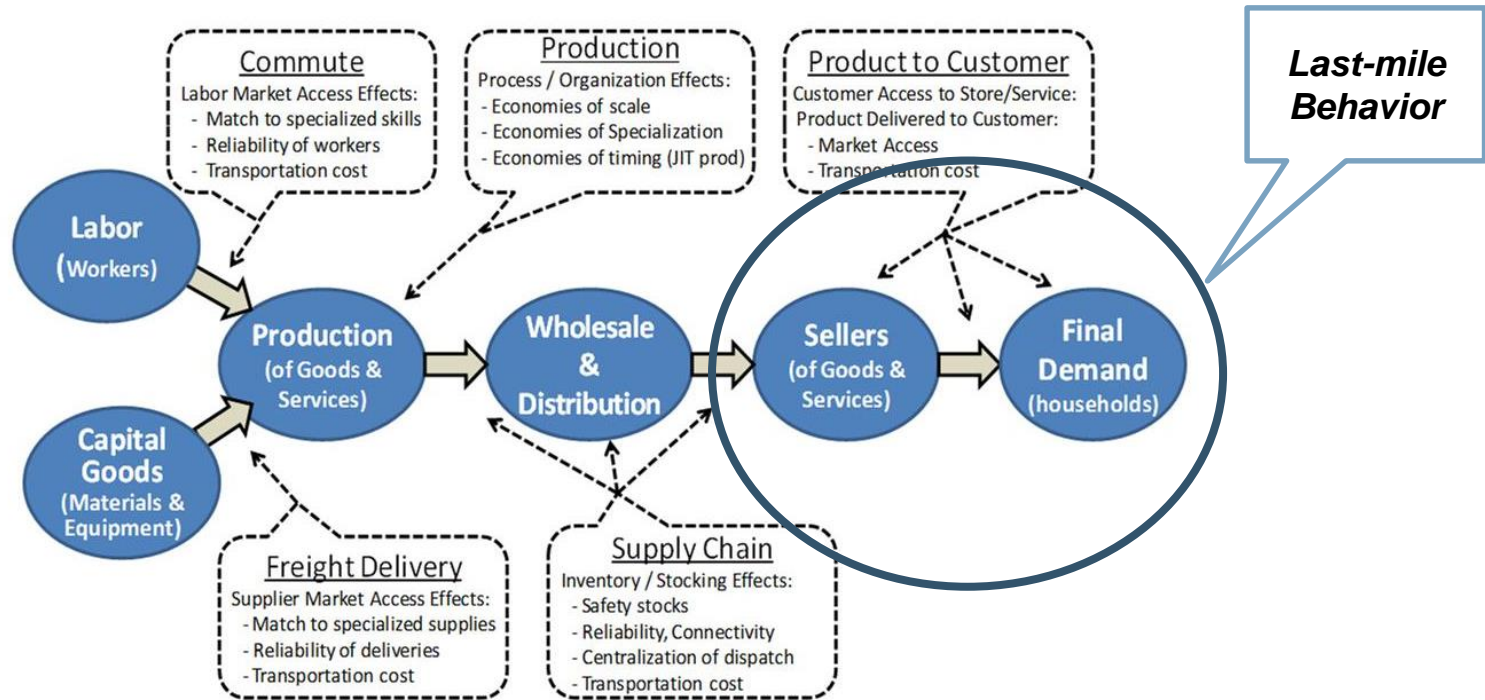

Viewing Last-mile Delivery Behavior through an Economic Lens

Peter Plumeau
TRB Annual Meeting
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Last-mile Deliveries - Part of a Complex System



Last-mile Behavior Affects Urban Life

- Cities and urban areas continue to grow and densify
- Consumers and businesses create rapidly growing demand for vast spectrum of goods and services
- Telemetry and predictive analytics are driving last-mile behavior – and city life – in an increasingly impactful way
- Sustainable and resilient urban environments depend on **“peaceful co-existence”** among residents, businesses, and goods movement

Last-mile Behavior is Very Adaptive



Planning & Policy Decisions - Unintended Consequences

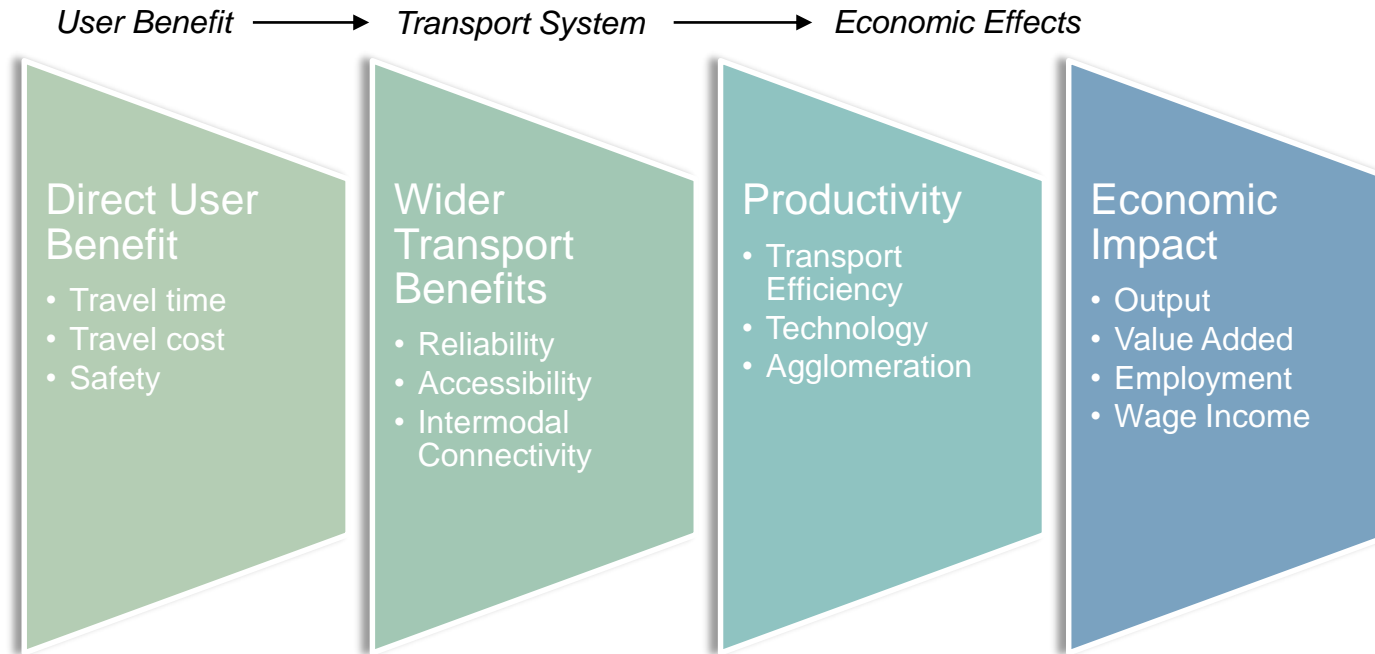


Adding Economic Considerations Can Enhance Planning and Policy Processes

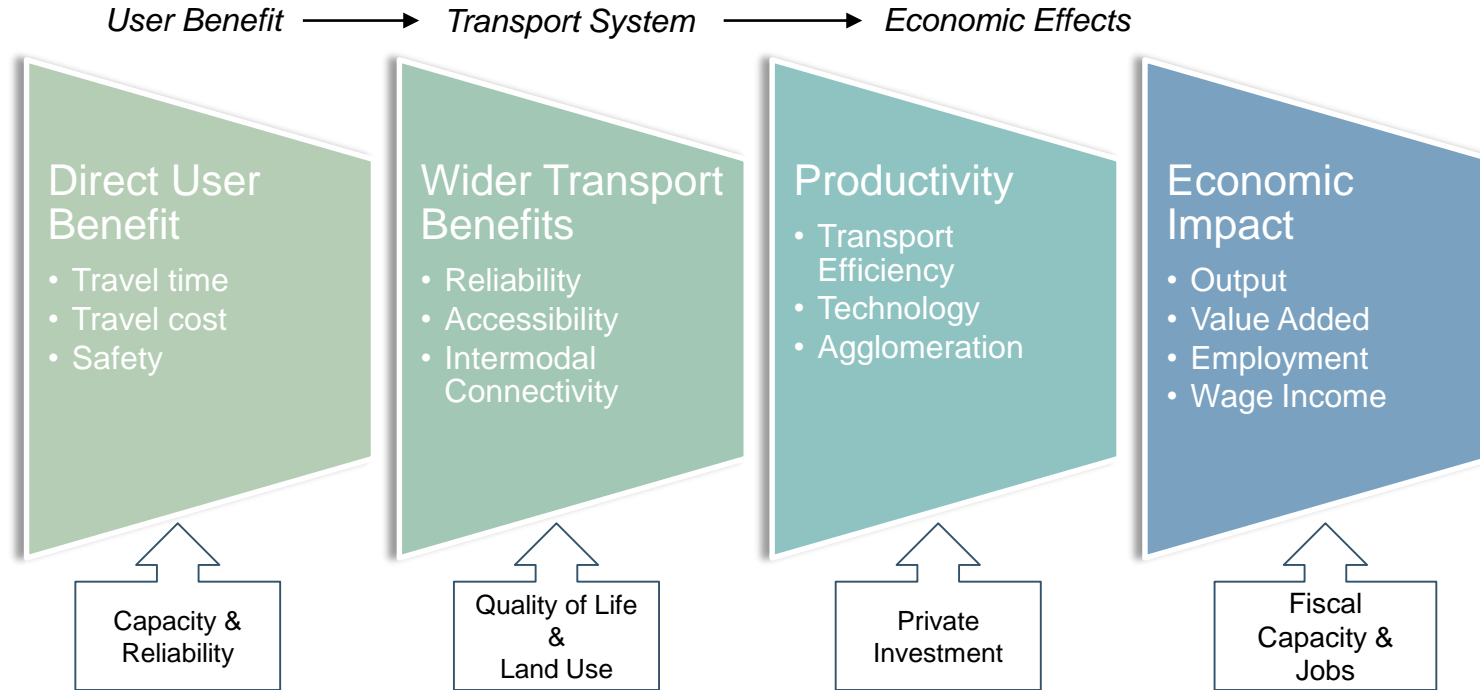


- Gain more robust picture of impacts and benefits
- Understand economic vitality effects for urban stakeholders
- Identify and consider trade-offs in planning and policy
- Improve public and private decision-making

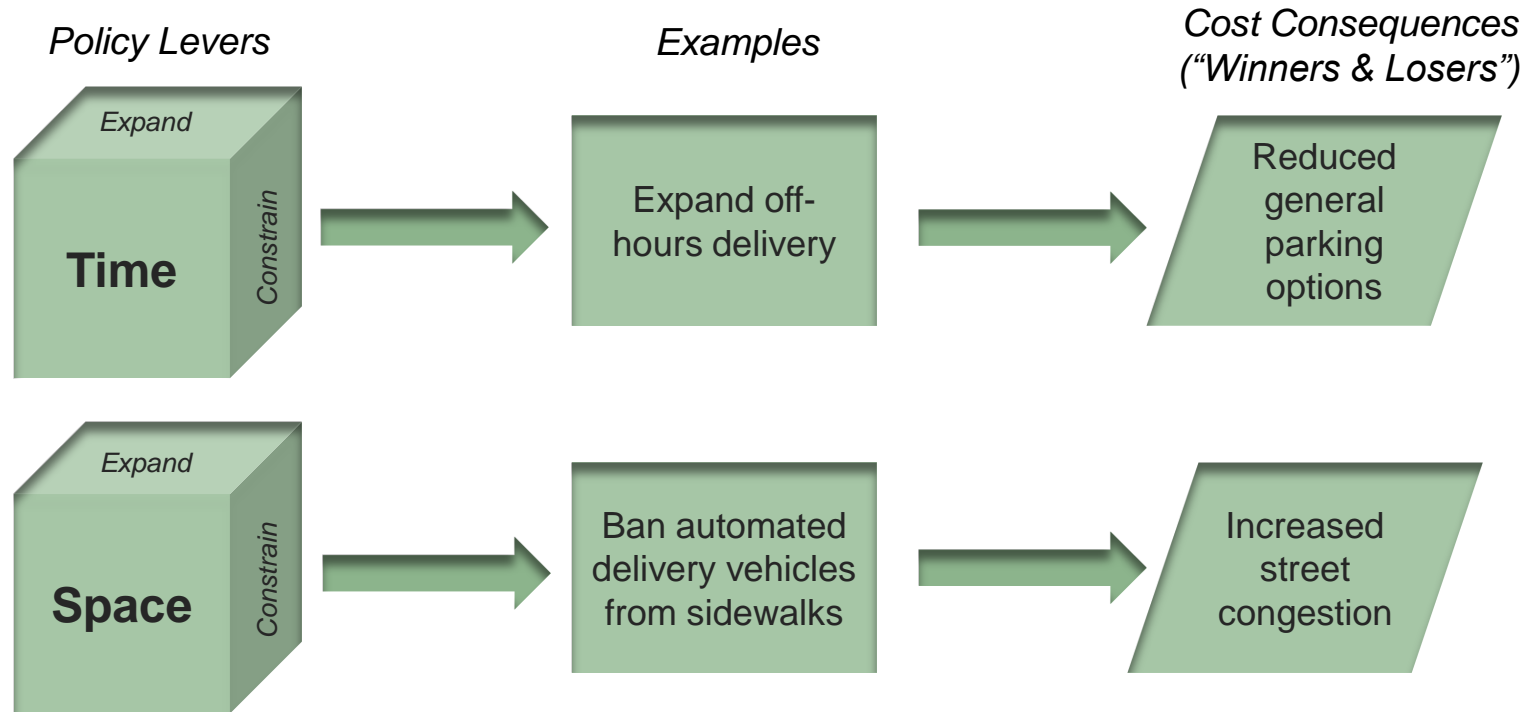
Economic Perspectives for Considering Impacts



Economic Lens Considers Both Public and Private Perspectives




Operationalizing the Economic Lens




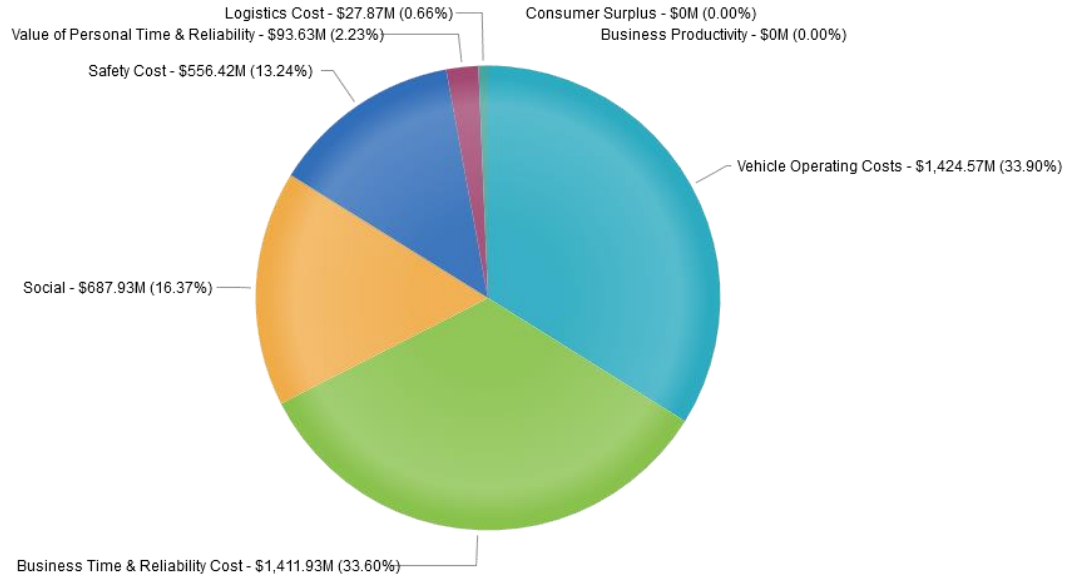
Understanding Wider Economic Impacts and Benefits Enhances Decision-making

Example:

What if we improved last-mile delivery access in neighborhood X?

 Driver efficiency
Travel reliability

 Fuel consumption
Operating costs



What Does This Mean for Planning Processes?



- Last-mile delivery is part of complex urban operating system
- Adaptability of last-mile operators can lead to unintended consequences of public policies and regulations
- Incorporating wider economic impacts and benefits of last-mile delivery management options can improve decision-making (understand “winners & losers”)
- Considering public and private economics of last-mile options and plans may lead to more effective planning partnerships

Thank You

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