



# Episode 3 Downloadable: 14 STEPS TO PLANNING FOR INCREASING E-COMMERCE

## Why Do We Need to Plan for Increasing E-Commerce?

E-commerce has increased exponentially in recent years and is expected to continue going forward. The efficient movement of goods is the backbone of the economy and critical to serve our communities and across the globe. As a result, we have prepared 14 steps to plan for increasing e-commerce, either within or outside of long-range transportation and/or freight plans.

## 14 STEPS TO PLANNING FOR INCREASING E-COMMERCE

Understand where current and planned **freight generators** are



**Inventory current truck parking locations** and identify truck parking deserts



Consider **tax incentives** to attract truck parking facilities in **truck parking deserts**



Evaluate truck parking **detection and dissemination** technologies



Consider **repurposing or expanding truck parking** within existing right of way



Evaluate **pavement conditions** and resurfacing schedules for freight corridors



Designate **freight corridors and/or clusters** to focus land use decisions and transportation investments



Include freight corridors and/or clusters in the **project evaluation and prioritization framework**



Develop projects or policies that improve the **last 50 feet of parcel deliveries** in urban cores



Develop projects or policies to improve **truck travel time reliability** (ex. freight signal priority, commercial vehicle lanes, etc.)



Identify **obstacles and solutions to moving larger amounts of cargo** (double-stacked trains, larger ships)



Evaluate road **congestion surrounding airport cargo** areas and ensure **transit access for employees**



Conduct **scenario planning** looking at impact on infrastructure if more cargo arriving by ship transferred to rail instead of trucks



Create **grant program** for matching funds for freight cluster or corridor plans or projects

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