Data-Driven Precision Policy in Transportation Planning

Highlighting Public/Private Partnership between City of Hamilton and Geotab
Purpose of Truck Routes?

• **Economic** Prosperity & **Sustainable** Growth
• **Efficient** Regional & **Global** Connectivity
• Built Environment & Infrastructure
• Improve **Safety** & **Equitable** to all Citizens
• Community **Well-being** & **Livability**
Study Objectives

Review the existing truck route network

Enhanced community and stakeholders Engagement

Identify the current and projected truck route-related problems

Develop, evaluate, and recommend solutions

Recommend supporting policies to mitigate the current issue & manage potential future challenges
Key Issues and Influences

Environment & Climate Emergency
Public Health and Safety
Network Connectivity
Rural Issues
Enforcement
Social Equity
Emerging Technologies and Policies
Development in Employment Areas
Problem Locations
e-Commerce
Policy Topics & Evaluation Criteria

Goods Movement Special Policy Topics

- Public Health & Air Quality
- Climate Change Resiliency
- Roadway Safety (Vision Zero)
- Complete-Liveable-Better Streets
- Emerging Technologies and Disruptors
- Crowd-shipping & Off-Peak Deliveries
- Idling on Municipal Roads
- Long-Combination Vehicles (LCV)
- Low Emission Zones & Zero Emission Vehicles
- Proliferation of Distribution/ Fulfillment Centres...

Evaluation criteria for alternatives

- Environment & Public Health
- Social Equity
- Land Use & Community Destinations
- Multi-Modal Network Integration
- Roadway Safety & Attributes
- Economic Influences

Policy Review & Development
Data Insights

• Truck Movement Patterns
• Origin/Destinations
• Idling & Search for Parking/Loading Zones
• Road Condition
• Localized Air-quality & Emission Insights

Data Sources

• City of Hamilton Traffic Data
• Commercial Vehicle Survey (MTO)
• Geotab Data
• Telemetric Truck Data (Industry)
• Manual Truck Counts (Volunteers/Staff)
• Census Data (Government of Canada)
• Community & Stakeholder Inputs

CV Survey in progress, Emerald Street North, Hamilton
Forward Looking (Disruptive Technologies)

- Truck Platooning
- Connected and Autonomous Vehicles
- Connected Infrastructure
- Drones & Robot Delivery
- Alternative Fuel Vehicles
- Logistics Hotels & Urban Consolidation Centres
- Physical Internet

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The Geotab GO device collects various types of vehicular data everyday to empower fleet management.
Gather insights from the environment

- Road conditions
- Weather
- Traffic
40 Billion data points per day from 2 Million + vehicles
Aggregated traffic patterns in Hamilton

Empowering smart traffic decisions!
Let’s Stay Connected:

@GEOTAB