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Estimating the benefits of dedicated unloading bays by field experimentation

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Abstract

In most dense urban environments in emerging markets, retail deliveries are very fragmented to thousands of nanostores. It is not uncommon for a delivery route to include more than 60 stops. Unloading bays are often blocked by regular traffic. Due to the complex urban environment, it is difficult to estimate the benefits of making unloading bays available. In this study, we conduct a field experiment in an urban field lab of one square kilometer in the downtown of Querétaro, Mexico. During the treatment period of one week, we obtain help from the local traffic police to keep the unloading bays available for unloading only. Using advanced GPS devices and extensive manual field observations, we are able to capture the change in driver behavior and the direct efficiency increases. We find a high efficiency gain, not only in travel time (39%) but also –remarkably - in the total time parked (17%). Corrected for other effects, we estimate a gain of about 44% in total time per delivery. Apart from the insights on unloading benefits, we also provide insights into the method of field experimentation in such a complex environment.

Keywords: urban logistics, nanostores, parking, unloading bays, field experiments, retail.

1 Introduction

Urban logistics has received increased attention although most of the research and innovation has been conducted in the developed world. In emerging markets and other developing countries, the freight transportation landscape is quite different from those in the developed world (Mareš and Savy, 2020). Especially the retail sector is much more fragmented, with small family-owned stores dominating the

27 retail landscape. [Fransoo et al. \(2017\)](#) designate these stores as nanostores and estimate that in the
28 grocery sector alone, there are about 50 million nanostores in the developing world, many of them
29 located in very large cities. Due to limited space and limited cash flow, nanostores are delivered in small
30 quantities in high frequency, in many cases directly by the manufacturer ([Fransoo et al., 2017](#); [Boulaksil](#)
31 [et al., 2019](#); ?). For instance, in Mexico Coca-Cola bottler FEMSA serves about 1.3 million points of
32 sale (nanostores and restaurants) directly , while Sigma Alimentos serves refrigerated meat and dairy
33 products to about half a million points of sale.

34 Considering the large number of stops in a route, the high density of stops, and the short average
35 duration per stop, serving nanostores in an urban environment is more akin to express delivery in
36 developed markets than it is to retail delivery in such markets. In an urban nanostore route, more than
37 60 stops are typically included. Further, most of the time in a route is spent while the delivery is taking
38 place, i.e., when the vehicle is parked. It is not uncommon that of the total shift time, a nanostore
39 delivery vehicle is parked more than 80% of the time. Hence, the last 50 meters of delivery very much
40 drives the efficiency of the process, much more so than the typical “last mile”([Goodchild and Ivanov,](#)
41 [2017](#)). An important part of these last 50 meters relates to the problematic parking for unloading. This
42 is the subject of study in our paper.

43 Urban logistics has been the subject of study for decades, with many innovations having received
44 attention, many of which focusing around consolidation and deconsolidation, the separation of freight
45 and passenger traffic in space and time, and the introduction of new technologies. Much of this research
46 relies on field trials and policy interventions with extensive stakeholder consultation, thus providing
47 for a high level of external validity. An excellent and recent overview is provided by [Thompson and](#)
48 [Taniguchi \(2017\)](#). In parallel, an increasing share in the transport optimization literature addresses
49 problems in urban logistics, with extensive attention for routing, time windows, crowdsourced deliveries,
50 and distribution concepts including novel technologies such as parcel lockers and drones. [Savelsbergh](#)
51 [and Van Woensel \(2016\)](#) provide a recent overview of developments.

52 Within this large body of literature, parking of freight vehicles for unloading in cities has received
53 surprisingly little attention. [Jaller et al. \(2013\)](#) develop an approximation of freight parking needs based
54 on a freight trip generation model. They conduct a case study for Manhattan. Interestingly, while on
55 average there is ample parking space available, they identify that in specific zip code areas and specific
56 time slots, substantial deficits exist in parking space. Their empirical data suggest that about 10% of all
57 trucks stops are conducted using (illegal) double parking. In their paper, they also argue that virtually
58 all prior parking research has been focused on passenger vehicles rather than freight vehicles. A series
59 of innovative recent papers document commercial parking behavior and effects based on extensive field-
60 work in downtown Seattle ([Girón-Valderrama et al., 2019](#); [Dalla Chiara and Goodchild, 2020](#); [Jashami](#)
61 [et al., 2020](#)), documenting and addressing issues like the impact on other traffic, illegal parking, and

62 the extensive cruising as a consequence of shortages in commercial parking availability. A limited but
63 growing number of papers develop optimization or (micro-)simulation models of loading/unloading bays
64 in urban environments (e.g., [Alho et al., 2014](#); [Muñuzuri et al., 2017](#); [Iwan et al., 2018](#)), while [Marcucci
65 and Gatta \(2014\)](#) and [Nourinejad et al. \(2014\)](#) elicit preferences of the various actors around unload-
66 ing bays. Probably the richest micro-simulation model to date is reported in the study by [Alho et al.
67 \(2018\)](#). As in our study, they also focus on a limited space of about 1 km². In their micro-simulation,
68 they explicitly model double parking. They report substantial reductions in double parking and some
69 reductions in traffic flow distortion if the number of bays is increased, showing that there are decreasing
70 marginal returns if the number of delivery bays is increased further. Unlike our study, they do not study
71 the efficiency from the route perspective. Further, since our study is empirical, we are able to capture
72 also any behavioral changes that may occur due to bay parking availability.

73 It is not trivial to assess the impact of unloading bays on the operational performance in the route,
74 and on the traffic and space usage in the city. Having sufficient unloading bays available may reduce the
75 search time for parking space but, on the other hand, may increase the walking time in the last 50 meters
76 as the bay may be less close to the retail store than an illegal double parking spot. Moreover, since in
77 emerging markets the number of drops on a route is very large, the effect on overall route efficiency is
78 not obvious.

79 In this paper, we empirically investigate the effect of systematically available unloading bays. We
80 investigate this using a rarely used method in urban logistics or operations management, namely field
81 experimentation. Field experimentation allows us to conduct a semi-controlled experiment comparing
82 actual driving, parking, and delivery behavior of a set of trucks in an urban area. We conduct the
83 experiment in a 1 square kilometer area, in downtown Querétaro, a city of about two million people,
84 with a UNESCO-designated World Heritage city center. The square kilometer under study counts about
85 900 nanostores, of which about 100 receive consumer packaged goods, the subject of our study. We
86 manipulate the availability of loading bays to allow us to measure the effect of such availability.

87 Our results show that making available loading bays substantially increases delivery efficiency on the
88 route, with the driving time normalized per delivery reduced by more than 50%. Remarkably, also the
89 time parked per delivery reduced by almost 38%, indicating a change in delivery strategy with more of
90 the final deliveries being conducted by walking.

91 While the absolute numbers need to be taken with care, the large differences do suggest that there is
92 a substantial effect in routing efficiency once delivery bays are available. Moreover, since also the time
93 spent in the experimental area and the time spent parking is reduced, there seem to be clear societal
94 benefits of allocating space to freight.

95 The remainder of this paper is organized as follows. In Section 2, we outline the design of the study.
96 We also discuss in detail the extensive efforts required for a field experiment like this. In Section 3 we

97 discuss the processing of the data and present and discuss the numerical results. We conclude in Section
98 4.

99 2 Methodology

100 Field experimentation is not common in transportation, operations, or logistics research. A likely reason
101 is that it is very difficult to arrange for a field experiment to take place in an actual field environment
102 of the city, especially if this involves making actual changes in the urban space, such as the availability
103 of unloading bays. For our purpose, the area of study is an area of one square kilometer. The street
104 layout is in a perpendicular grid, with 2 sets of 8 streets within the square kilometer, implying about 16
105 kilometers of street-length. Less than 2 kilometers of these 16 kilometers are pedestrianized and hence
106 not accessible to cars or trucks, so the area has about 28 kilometers of curbside. All streets have one-way
107 traffic. Spanish colonial architecture and its associated narrow streets, of which many are cobble-stoned,
108 characterize the area.



Figure 1: Overview of the experimental area in Querétaro, Mexico. The markers indicate the nanostores where the four companies taking part in the study do deliveries

109 Our area of study is both residential and commercial, with about 900 nanostores and other small
110 businesses such as restaurants and bars within this single square kilometer. Nanostores in Latin America
111 may receive up to 50 deliveries per week, depending on the category (Fransoo et al., 2017), with grocery
112 stores at the high end of this number, and apparel at the low end. Four of these suppliers take part in
113 our experiment. All four suppliers operate in the food and beverage category (beer and soda, water, fruit
114 juices, and bread) Depending on the size of the store and the product characteristics, a single supplier
115 may visit a single nanostore 1-3 times per week. The suppliers provide us with their delivery-related
116 data, such as the stores visited and the number of cases delivered on each visit. In total, 11 delivery

117 vehicles are involved in the experiment. While the number of stores within our experimental area by
118 each company on a single day is smaller than what a single vehicle could carry, still these stores could
119 be part of multiple routes for various reasons. For each route, most of the other deliveries are outside
120 our experimental area. Figure 1 provides an overview of the area, including the stores that the suppliers
121 taking part in the experiment deliver to.

122 We distinguish two periods of data collection, which we designate as the *control* and the *treatment*
123 *period*. In the control period, we use the natural environment of the urban traffic reality. This is
124 characterized by bays effectively not being available for a significant part of the time. There could be
125 multiple reasons for bays not effectively being available. An important reason is poor designation; signs
126 may be hidden or poorly painted on the wall. Furthermore, many taxis or rideshares falsely interpret a
127 freight-unloading bay as intended for passenger loading and unloading (as also documented by [Girón-](#)
128 [Valderrama et al. \(2019\)](#) for Seattle). Another, and very important, reason is extensive illegal parking
129 of passenger vehicles in bays. In the area under study, street parking is free and scarce. Alternatives
130 exist in terms of parking lots and an underground parking garage. These, however, require payment and
131 further walking by the passenger to their final destination. Enforcement of parking rules is weak, as few
132 traffic police are available. Effectively, in the control period, designated freight-unloading bays are rarely
133 available for delivery.

134 For the treatment period, we conduct an intervention: we clearly designate the unloading bays (by
135 placing pylons), and — by extensive training and commitment of the local traffic police — ensure that
136 these bays are available for freight unloading only. Deploying this experiment requires considerable
137 preparation. The preparation essentially focused on making the enforcement also implementable. This
138 required a behavioral change with the traffic police, and required also more traffic police in the area
139 during the treatment period. While normally (and hence - in the control period) 3 police patrol the
140 experimental area, during the treatment period 20 police patrolled the experimental area, substantially
141 increasing oversight. Increasing numbers however does not necessarily improve enforcement, as such a
142 sudden change in operational policy could lead to conflicts between police and residents and visitors. To
143 this end, one of the authors developed a training for police providing them with an understanding of
144 logistics and the benefits to the area of using unloading bays only for the purpose that they were designed
145 with. All 20 police took part in this half-day training. Further, meetings were held with the association of
146 local residents in the historic center of Querétaro to obtain their support for the experiment. Many local
147 residents have developed a virtual overnight "ownership" of a parking spot in front of their home and may
148 still have the car parked there in the morning, while this effectively is a loading bay. The intervention
149 effectively ensures that during the treatment period all loading bays are available for freight unloading
150 only. Since this is a very noticeable difference with the control period, this allows us to compare data
151 between the two periods.

152 The control period was in April (2018) and the treatment period was in July (2018). Neither of the
153 periods were in a holiday season with substantial different traffic or pedestrian patterns (such as the
154 Christmas season or the pre-Easter “Holy Week”). The companies involved deployed the same number of
155 trucks and routes and visited more or less the same number of stores. There was a notable difference in
156 the number of deliveries taking place, with more deliveries in the July period. This is due to the higher
157 temperatures in July as compared to April, and subsequent elevated consumption of water, juices, and
158 beer (three of our suppliers involved in the study). In the data processing, we normalize for the increased
159 number of deliveries.

160 We collect the following data during both the control period and the treatment period: (1) GPS
161 movements per vehicle to identify different last-mile delivery patterns (in particular the location of stops,
162 and the time present at stops and in the area), (2) Geospatial data of the area under study (specifically the
163 store locations and the locations of the freight unloading bays) and (3) Delivery data per store (delivery
164 dates and quantities). The strength of this experimental set-up allows us to do a quasi-controlled
165 experimental comparison. In this way, by changing one specific control – namely the availability of
166 unloading bays – we can compare the resulting dependent variables fairly and methodologically sound,
167 in particular relating to the efficiency of the route and the use of public space. There are however also
168 disadvantages to our method. An important one is the limited scope. We only consider one square
169 kilometer, and only one week of control period and one week of treatment period. This relates to the
170 effort of making the experiment work. These efforts are very significant. First, there is the preparation
171 effort, which we discussed above. Second, We had to equip all vehicles with the same GPS devices,
172 to allow the data to be comparable. Different GPS devices provide different types of errors in the
173 measurement; a standardized device allows us to compare the data of the different delivery vehicles in
174 a standardized manner. A limited area limits the number of devices that we had to obtain ¹ Finally,
175 the effort in the experimentation itself, in particular, the deployment of 20 traffic police compared to
176 (normally) at maximum three in the area. If the area were larger, the extent of these efforts would become
177 prohibitive. A second disadvantage is that, partly due to the limited scope in area and time, other factors
178 (covariates) with potential effect could be quite different between the control period and the treatment
179 period since we cannot control for this. In our specific case, a major issue turned out to be that the
180 number of deliveries between the control period and the treatment period were substantially different.
181 We will come back on this issue in the analysis. We believe other potential effects, such as the traffic
182 situation, should not have much effect as the periods were in the same season of the year and sufficiently
183 close to one another, without public holidays during the week. Econometrically we cannot fully control
184 for this, since the number of observations is limited due to the limited size of the experimental area and
185 the limited duration of the experiment.

¹The devices were made available by one of the sponsors of the study

186 However, this experimental setup allows us to estimate real-life-size effects taking into account the
187 complex urban reality, and the behavior of the drivers and other agents. Such human behavior cannot
188 be captured in a (simulation) model unless this is pre-specified or hypothesized. Hence, our results
189 provide valuable input to improve the external validity of future modeling efforts. As such, our results
190 should be considered exploratory and a contribution to the development of a more comprehensive and
191 multidimensional theory on parking, rather than a formal theory-testing experiment.

192 **3 Analysis and Results**

193 **3.1 Data Processing and Descriptives**

194 Data have been collected over six days in both the control period and the treatment period, with a total
195 of 49 routes in each of the periods. A vehicle conducts one route per day. Eleven vehicles were part of
196 the sample, across the four participating companies. Note that a route also included deliveries outside of
197 the experimental area. Hence, we also track the total time of the route specifically spent within the area.
198 We converted the GPS traces into data describing the total time traveled and the total time parked.
199 To identify whether a vehicle was parked, a threshold stopping time was used of 90 seconds, i.e., if a
200 vehicle was not moving for more than 90 seconds, it was labelled in our data as “parked”. Since there are
201 no traffic lights in the area, this seems a reasonable threshold. It is unlikely that a vehicle would park
202 without a delivery taking place. Parking the vehicle, getting out, taking the goods onto a handtruck,
203 delivering at the store, collecting the cash, and finalizing the paperwork typically requires at least 3-4
204 minutes in the nanostore setting (Fransoo et al., 2017) The GPS trace, as is common in these type of
205 studies, also shows inaccuracies. To decide on whether a vehicle was parked in an unloading bay, we
206 took an error of 50 meters into account, so if the GPS trace indicated that the vehicle was parked, and in
207 addition indicated that it was within 50 meters of an unloading bay, it was labelled as the vehicle being
208 parked in an unloading bay. It turned out that the total number of deliveries in the treatment period
209 was substantially higher than in the control period, so for our results analysis, we need to normalize a
210 number of the results per delivery made. Table 1 contains the data for both the control period and the
211 treatment period, as well as a comparison percentage where this is appropriate.

212 **3.2 Results**

213 We limit our analysis to the descriptive statistics collected during the control period and the treatment
214 period. This analysis demonstrates a significant efficiency gain in the distribution process, and a sig-
215 nificant reduction in the total time parked and driven in the square kilometer. The latter implies a
216 significant societal benefit. Note that due to the type of data, we cannot do a more detailed analysis.

Table 1: Results

<i>Variable</i>	<i>control period</i>	<i>treatment period</i>	<i>Difference</i>
<i>Number of observations</i>			
Total number of deliveries	326	435	
Total number of routes	49	49	
Total number of stops within bays	34	54	
Total number of stops outside bays	121	158	
Total number of stops	155	212	
<i>Parking statistics</i>			
Total time parked (hours)	84.2	70.0	-16.8%
Parking time per delivery (minutes)	15.5	9.7	- 37.7%
Parking time per stop (minutes)	32.6	19.8	- 39.2%
Share of bay parking by number of stops	21.9%	25.5%	+16.1%
Total time parked in a bay (hours)	14.8	25.8	+74.3%
Share of bay parking by time	17.6%	36.9%	+109.7%
Number of deliveries / stop	4.99	5.03	+0.94%
<i>Movement statistics</i>			
Total time moving in the area (hours)	55.8	34.01	-39.1%
Total time moving in the km2 area per delivery (minutes)	10.3	4.7	- 54.3%
Percentage that vehicle is moving	39.9%	32.7%	- 18.0%
<i>Presence statistics</i>			
Total time spent within the km2 area (hours)	140	104	-25.7%
Total time spent in the km2 area per route (hours)	2.9	2.1	-27.6%
Total time spent in the km2 area per delivery (minutes)	25.8	14.3	- 44.3%

217 For instance, due to the difference in the number of deliveries, we need to normalize the duration per
218 delivery, and cannot do a one-by-one comparison of deliveries. Hence, we remain cautious with the impli-
219 cation of the specific numbers in our study. However, since the effect size is very large, we are confident
220 that the difference between the control period and the treatment period are substantial and due to the
221 intervention.

222 We observe a number of interesting effects. First, the drivers reduce their parking time by 17% and
223 their travel time duration within the square kilometer decreases by 39%. This is illustrated in Figure
224 2. Note that the average number of stops per route (normalized per delivery) remains unchanged. We
225 expect a shift in the balance, though, with the number of stores delivered from a bay having increased,
226 and the number of stores delivered from a street parking (i.e., outside of an unloading bay) place having
227 decreased. Since we do not have tracking data on the drivers and helpers while they are walking to do
228 the final meters of the delivery, we are unable to demonstrate this effect. However, the share of the total
229 time parked that vehicles were within an unloading bay increased substantially from 18 to 37%. This
230 suggests that a much larger share of the deliveries were conducted from the unloading bay. In order

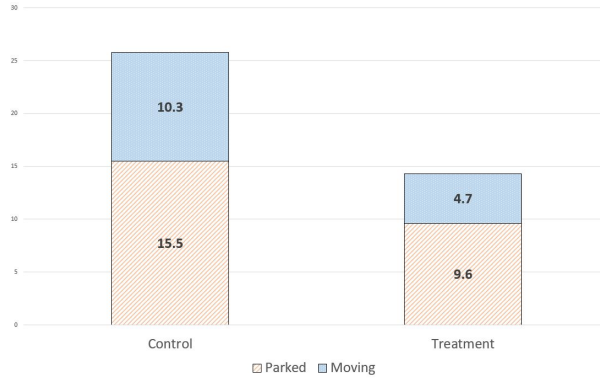


Figure 2: Comparison of time parked and time moving in the area (in minutes), normalized per delivery, between the treatment and control periods

231 to investigate this further, we computed the share of deliveries that are located within 70 meters of an
 232 unloading bay. This number only increased marginally (from 35 to 39%; not in Table). We believe this
 233 can be explained by the fact that drivers, once they have found a safe and secure parking spot in an
 234 unloading bay, leave the vehicle there for a longer amount of time, and walk more. On the other side,
 235 the implication would be that for the street-parking stops, fewer stores would be delivered per stop,
 236 and drivers would move from store to store, possibly increasing the number of short and illegal stops.
 237 We currently have only the following indication for that: the total number of deliveries per stop is not
 238 different between the control period and the treatment period, while – as mentioned, the vehicles spent
 239 much more time in the unloading bay during the treatment period than they do in the control period.
 240 While the reduction in travel time might have been expected based on a simulation or a model, the
 241 reduction of total parking time is more difficult to anticipate, since the drivers may do more walking
 242 if they use an unloading bay. Apparently, in certain parts of the area of study, walking is faster than
 243 driving. Further, each stop incurs a “fixed time” component: searching or waiting for a parking space,
 244 parking the vehicle, getting out of the vehicle, and opening the truck door. Furthermore, if multiple
 245 stores are delivered from one stop, the picking time in the truck per delivery is likely to be less. These
 246 factors could explain why the total parking time has reduced despite the driver walking more.
 247 As a consequence of the reduction in parking time, the increase in the last 50 meter efficiency due to
 248 more walking, and the fact that less time is spent driving around, the total time per delivery went down
 249 by 44%. This is a very large number, and obviously needs to be qualified given the small sample and
 250 area. However, it does indicate that the potential gain is substantial.

251 4 Conclusions

252 Our results reveal that making available unloading bays in areas of high store density leads to more
 253 efficiency in the routes, as drivers move between delivery bays that they can rely on to likely be available

254 upon arrival. Somewhat counterintuitive, a higher availability of delivery bays also leads to less time
255 parked in total. This suggests that if bays are available, more stores are served per stop, implying that
256 drivers and helpers are organizing their delivery more efficiently in a multi-tier manner, adding more
257 walking within their operational delivery strategy. We believe this conjecture warrants more empirical
258 research, for instance by separately tracking the drivers and helpers while off the truck. For instance, it
259 could be demonstrated that within shorter distances, walking is faster than moving by vehicle, and this
260 could further inform the proper design of delivery bay policies. Further optimizing the routes with this
261 knowledge may also further reduce the costs of the supplier and the needs for freight vehicle parking.

262 Our results also support the premise that more research is needed focusing on the last 50 meters
263 (or even 50 feet, as argued by [Goodchild and Ivanov \(2017\)](#)), in addition to the work focusing on the
264 stereotypical “last mile”. In nanostore deliveries, much of the time that vehicles spend on the route, are
265 spent while the vehicle is parked. Hence, also improvements may need to be sought more on the parking
266 time than on trying to further optimize the routes and reduce traveling time. While our study focuses
267 on nanostores delivery in Latin America, we believe our insights can be generalized to any area where
268 many stops are included in a dense route in an urban environment. For instance, we believe our insights
269 are also valuable for parcel delivery in highly dense parts of European or some North-American cities.

270 It should be noted explicitly that the benefits identified in our study do not only end up with the
271 distributing manufacturers. Effectively, we show that if a city allocates space to unloading bays, the
272 overall space used for parking may reduce. Even if the utilization of a bay would be only 75% while
273 the bay is open for a limited amount of time (for instance during 4 hours in the morning), our results
274 suggest that a net gain in public space would be feasible. Moreover, we know from queuing theory that
275 with such a utilization, it is highly likely that vehicles will find a space to park in a bay ([Abhishek et al.,
276 2021](#)), so more advanced systems requiring booking the bay may not be needed to make the system as
277 a whole more efficient. Our data furthermore show that by providing unloading bays, cities furthermore
278 benefit by vehicles cruising around less, and leaving dense commercial areas more quickly than without
279 those bays.

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