



SUPPLY CHAIN TRANSPORTATION & LOGISTICS CENTER

UNIVERSITY *of* WASHINGTON

Urban Freight Lab

Looking Ahead to 2035

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Nordstrom

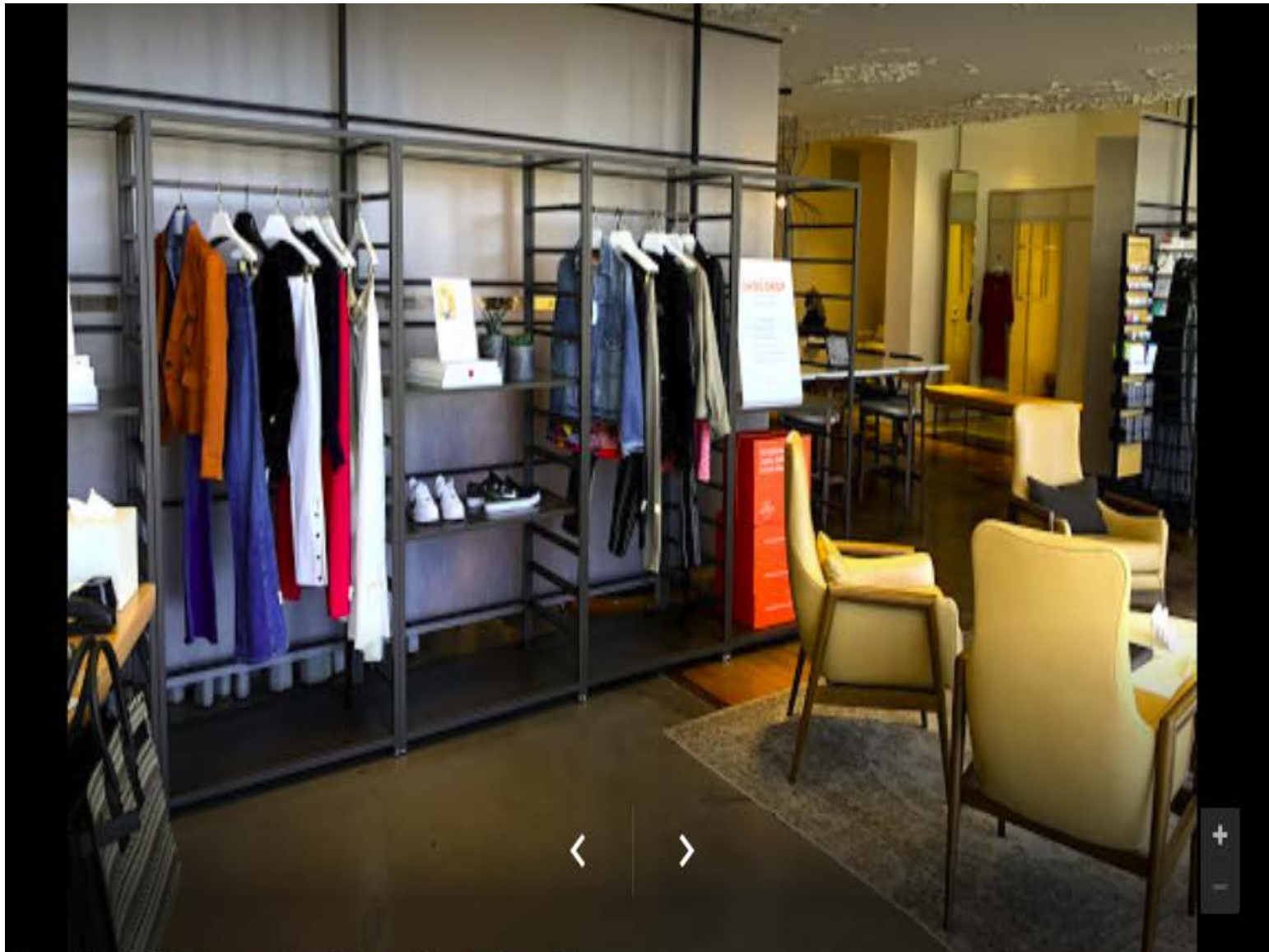
Department Store Function

For customers

- Gather information about products
- Inspect products
- Try-on product
- Make selection
- Make payment
- Acquire the good

For retailer

- Hold inventory
- Make sale
- Receive payment
- Advertise
- Handle returns



Nordstrom Local

Local Store Function

For customers

- Inspect products
- Gather information about products
- Acquire the good
- ~~Make payment~~
- Try-on product
- Make selection

For retailer

- ~~Hold inventory~~
- Make sale
- ~~Receive payment~~
- Advertise
- Handle returns

Landuse and Transportation Changes


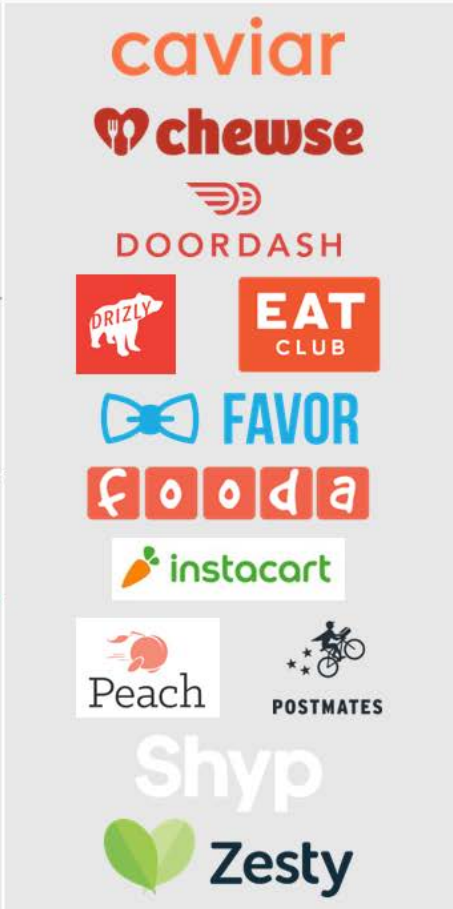


Old generation

- 140,000 square feet
- Consolidation of delivery on fixed, scheduled routes
- Broad product selection
- Costly to move or modify

New generation

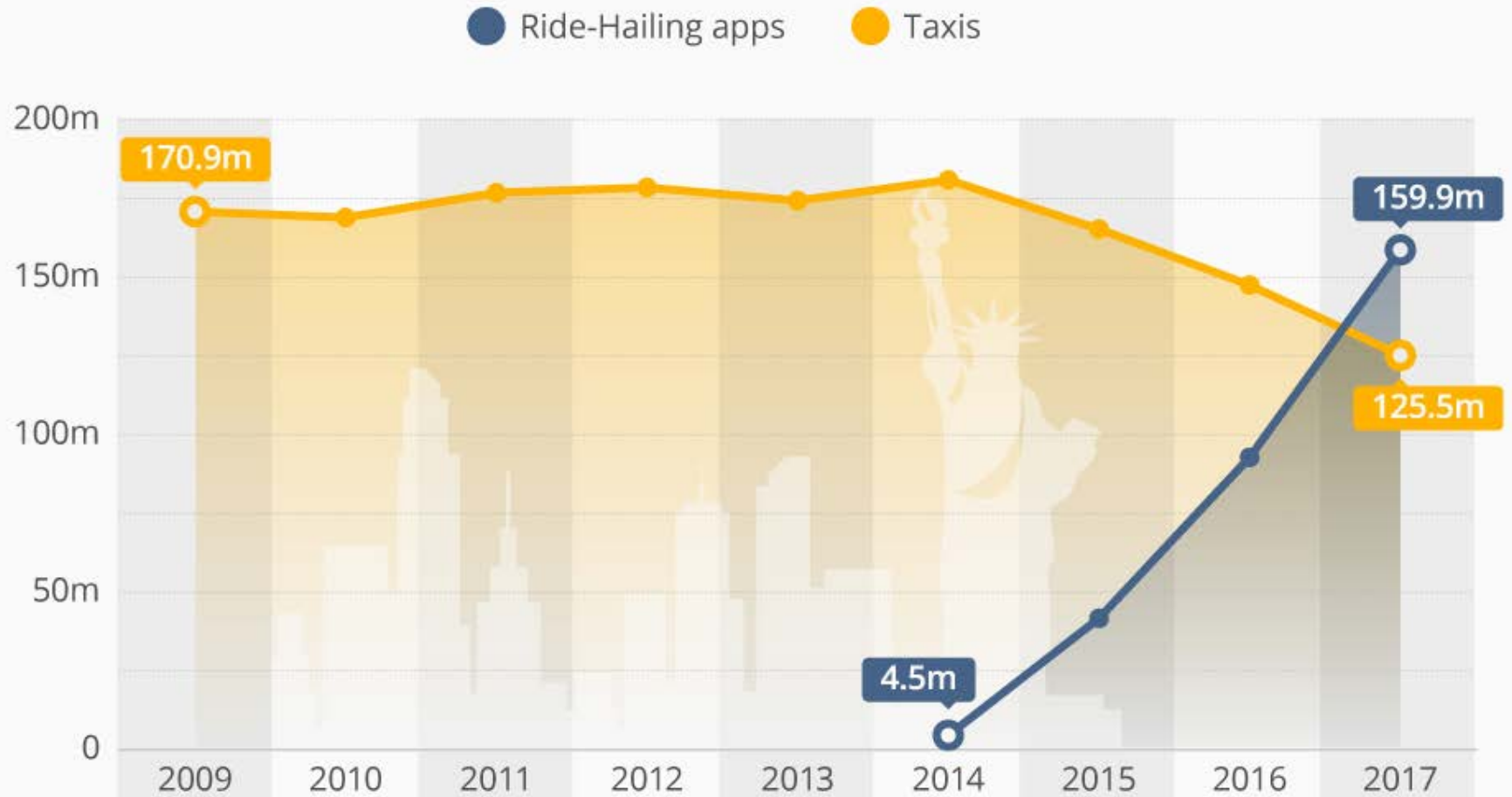
- Multiple 3,000 square feet stores
- Smaller, more frequent packages
- Individualized products
- Expected to move and change

Logistics Startups

Connect On-Demand	Just Add Delivery	Optimize Real Estate	Eliminate Real Estate
<p>Brings digital-centric acquisition and logistics to traditional on-demand</p>	<p>Adds or enhances delivery layer; requires traditional partners</p>	<p>Removes public infrastructure and/or optimizes industrial space; some add delivery</p>	<p>Removes storefront or office, shifting point of service to customer location</p>
<p>Transportation</p> 			

Ride-Hailing Apps Surpass Regular Taxis in NYC

Yearly Taxi Pickups in New York City compared to Ride-Hailing Apps*



New Vehicle Modes



What Does This Look Like?

- Activities less fixed in place
- Operations less static in time



What Actions Should Be Taken Now?

- Designing for flexibility
- Measuring, monitoring, adapting – experimenting!
- Building deep, functional communication mechanisms with our communities, and with partners in the public and the private sector

Questions?

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