



**CiViTAS**  
Cleaner and better transport in cities

**CATALIST**



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION

Urban Goods Workshop

25th May 2010

Barcelona

Richard van der Wulp

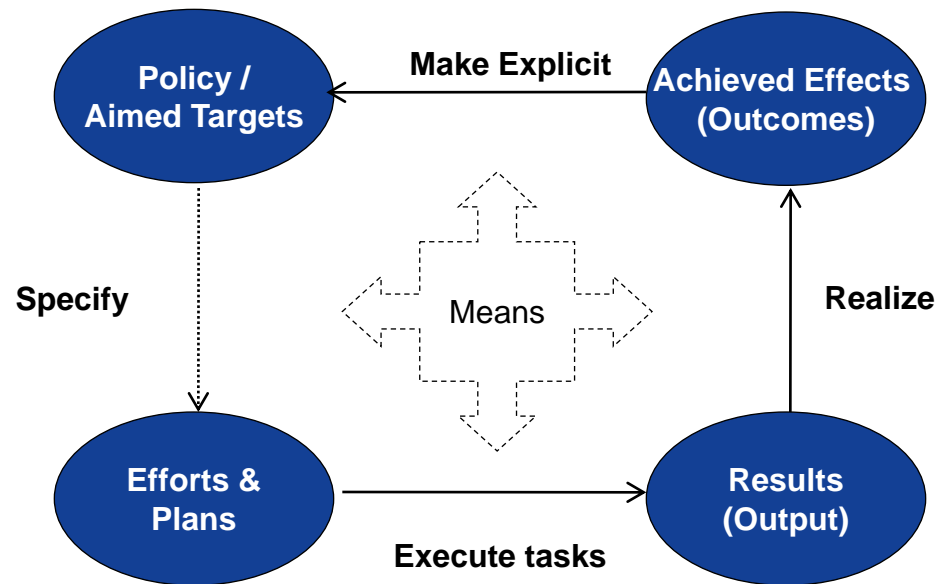
Municipality of Rotterdam

## Story Line

- Process Management
  - Policy / Aimed Targets
  - Effort and Plans -> Strategy
  - Results
  - Achieved Effects
- Knowledge Development / Exchange



# Process Management



## Policies

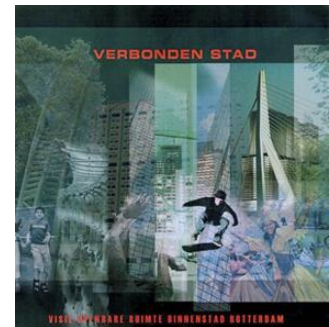
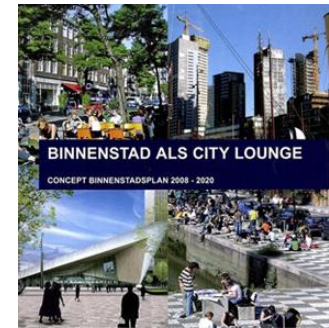
### General vision of the City of Rotterdam City Vision

#### Sector

- Traffic: Urban Traffic and Transport Plan
- Economy: Rotterdam Economic Vision
- Environment: Rotterdam Climate Initiatieve  
& Rotterdam Program Air Quality
- ... e.g. social aspects

#### Area

### Central City Vision



## Aimed Targets (Sector)

<b>City Vision</b> <ul style="list-style-type: none"> <li>• Strong Economy (Employment)</li> <li>• Attractive City (Balanced Composition of the Population)</li> </ul>	
<b>Traffic and Transport</b> <ul style="list-style-type: none"> <li>• Sustainable Accessible City</li> <li>• Sustainable Mobility System</li> </ul>	e.g. 80 % usage of P+R Average speed car 25 km/h 50 % reduction traffic- related death rate
<b>Economy</b> <ul style="list-style-type: none"> <li>• City of Entrepreneurs</li> <li>• City of Knowledge</li> <li>• Attractive City</li> </ul>	e.g. + 20% hotel stays 10.000 m2 new small sized office space available + 25 international companies
<b>Environment</b> <ul style="list-style-type: none"> <li>• Improve Air Quality</li> </ul>	e.g. -/- 50% CO <sub>2</sub> 1990 – 2025 Reduction PM <sub>10</sub> & NO <sub>x</sub>



## Aimed Targets (Area)

### City Vision

- Strong Economy (Employment)
- Attractive City (Balanced Composition of the Population)

### Central City Vision

To develop the central city to a high quality place to meet, stay and enjoy for citizens,

+ 5.000 apartments  
+ 600.000 more m<sup>2</sup> offices  
+ 80.000 more m<sup>2</sup> retail

Total intensified by 20%



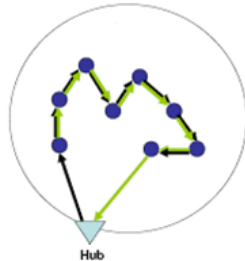


## Sustainable View in Policies



### *Sustainable Mobility*

Clean Use



Clean Vehicle

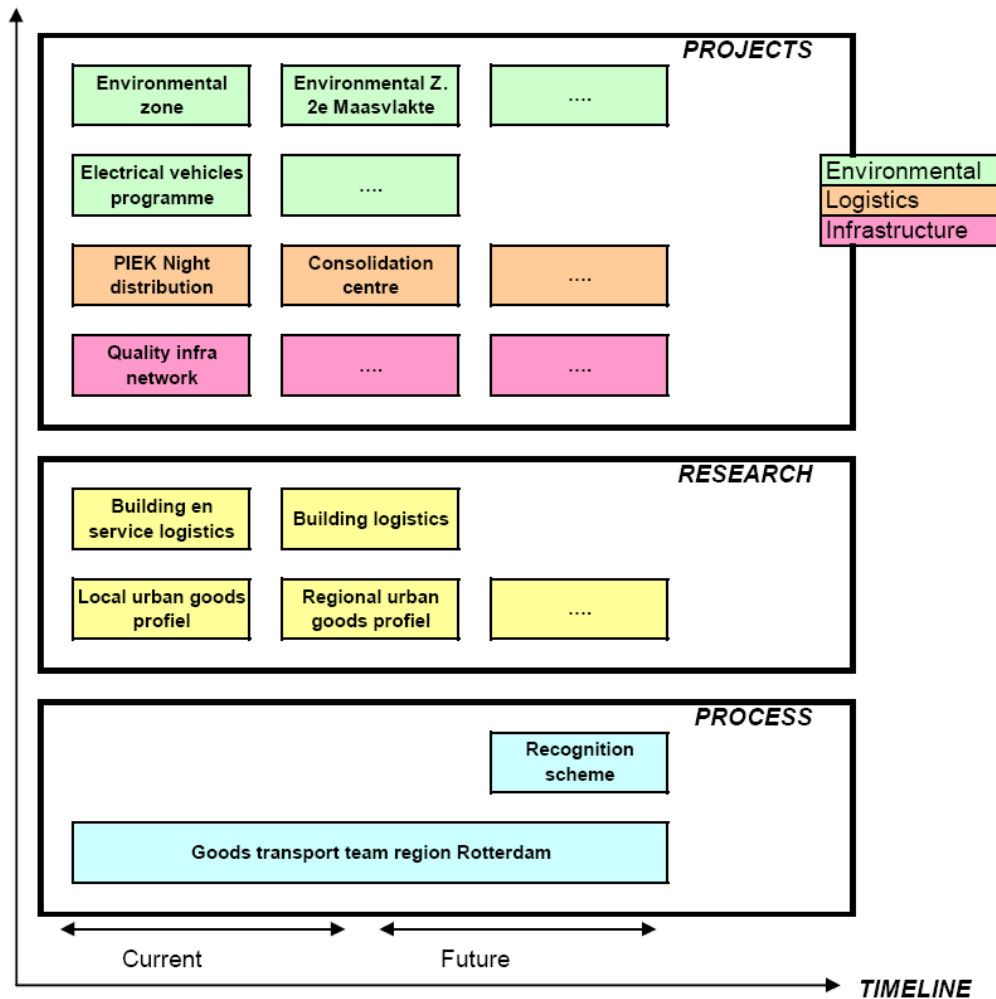


Clean Fuels



# Efforts and Plans -> Strategy

Activities

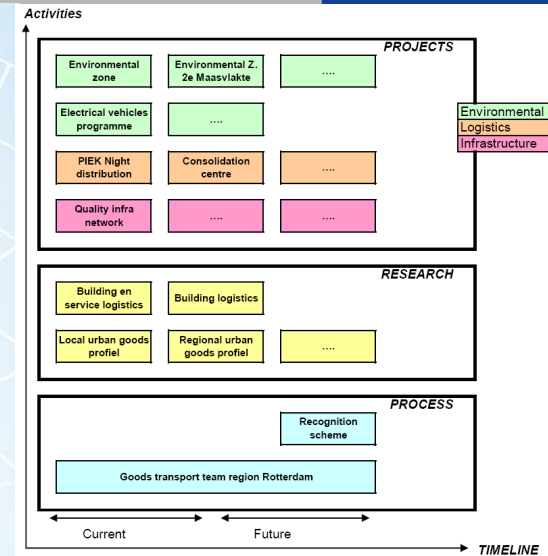




# 1. Process

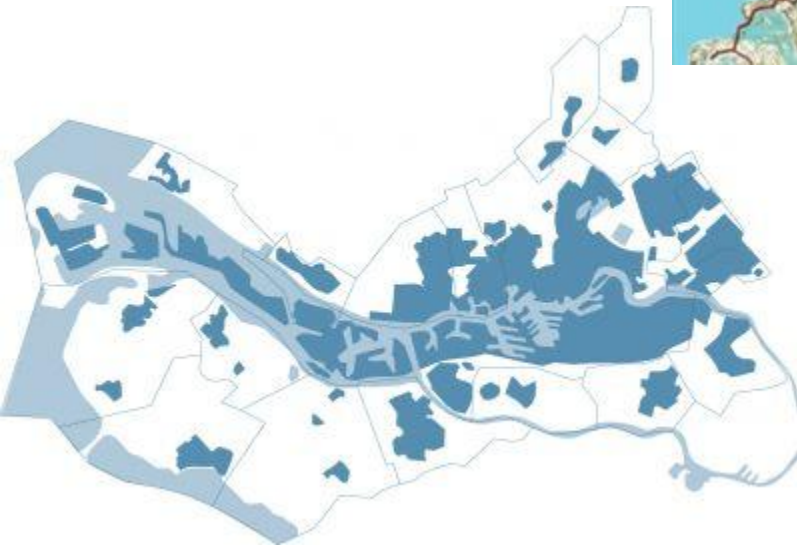
## Goods Transport Platform Region Rotterdam

- Very important!



## Knowledge Exchange / Development (A)

- Local / Regional
- (Large) Cities
- National
- Europe



# Knowledge Exchange / Development (B)

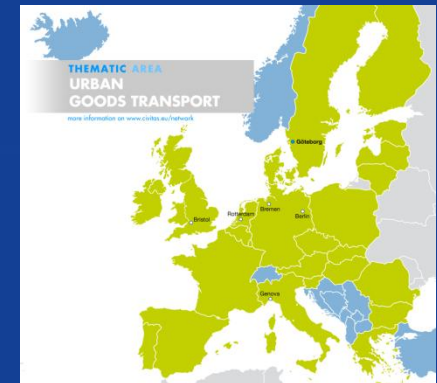
Citizens' Meeting  
on Mobility

Mobility in the Cities  
of the 21st Century



Encuentro ciudadano  
con la movilidad

Movilidad en las  
ciudades del siglo XXI



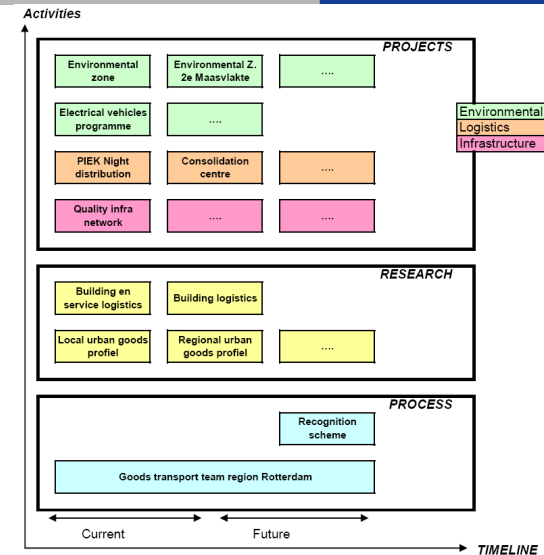
## 2. Research

### *Recent:*

- Urban Goods Transport Profile
  - Primarily about Retail en Hotel and Catering Industry
  - Centers of Rotterdam
- Building- & Service Transport
  - Transport for building industry in urban area
  - Service transport
  - Often small and medium sized vehicle

### *Current:*

- Regional Urban Goods Transport Profile
  - Primarily about Retail en Hotel and Catering Industry





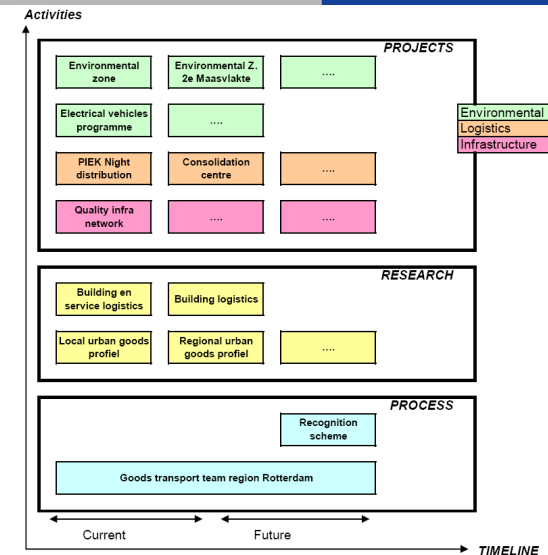
### 3. Projects

#### *Recent:*

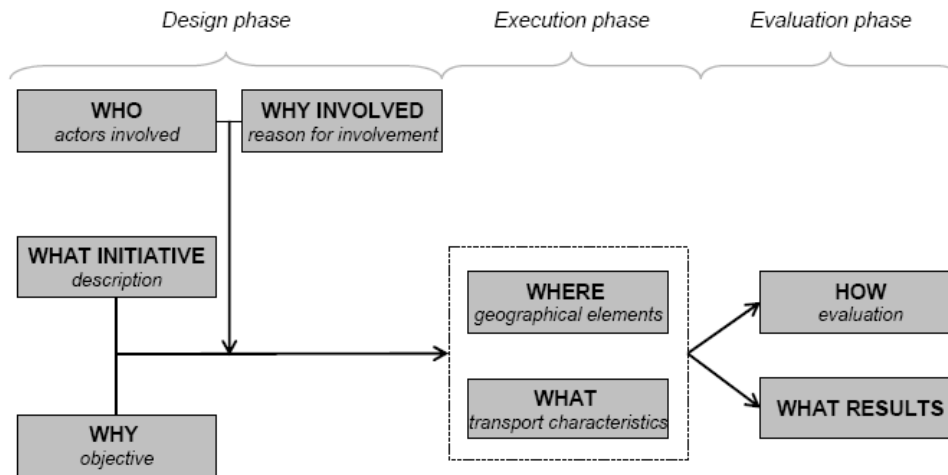
- Environmental Zones
- Night Distribution (PIEK)
- Urban Distribution Centre
- Regional Quality Network for Goods
- Electric Vehicles

#### *Nearby Future:*

- Specifications about (un)loading for new buildings in high density areas
- Green Tender
- Investing in a Sustainable Accesible Goods Transport Network



# Characteristics differ per City



**Source: Quack, H. (2008). Sustainability of Urban Freight Transport.**





## Final Tips

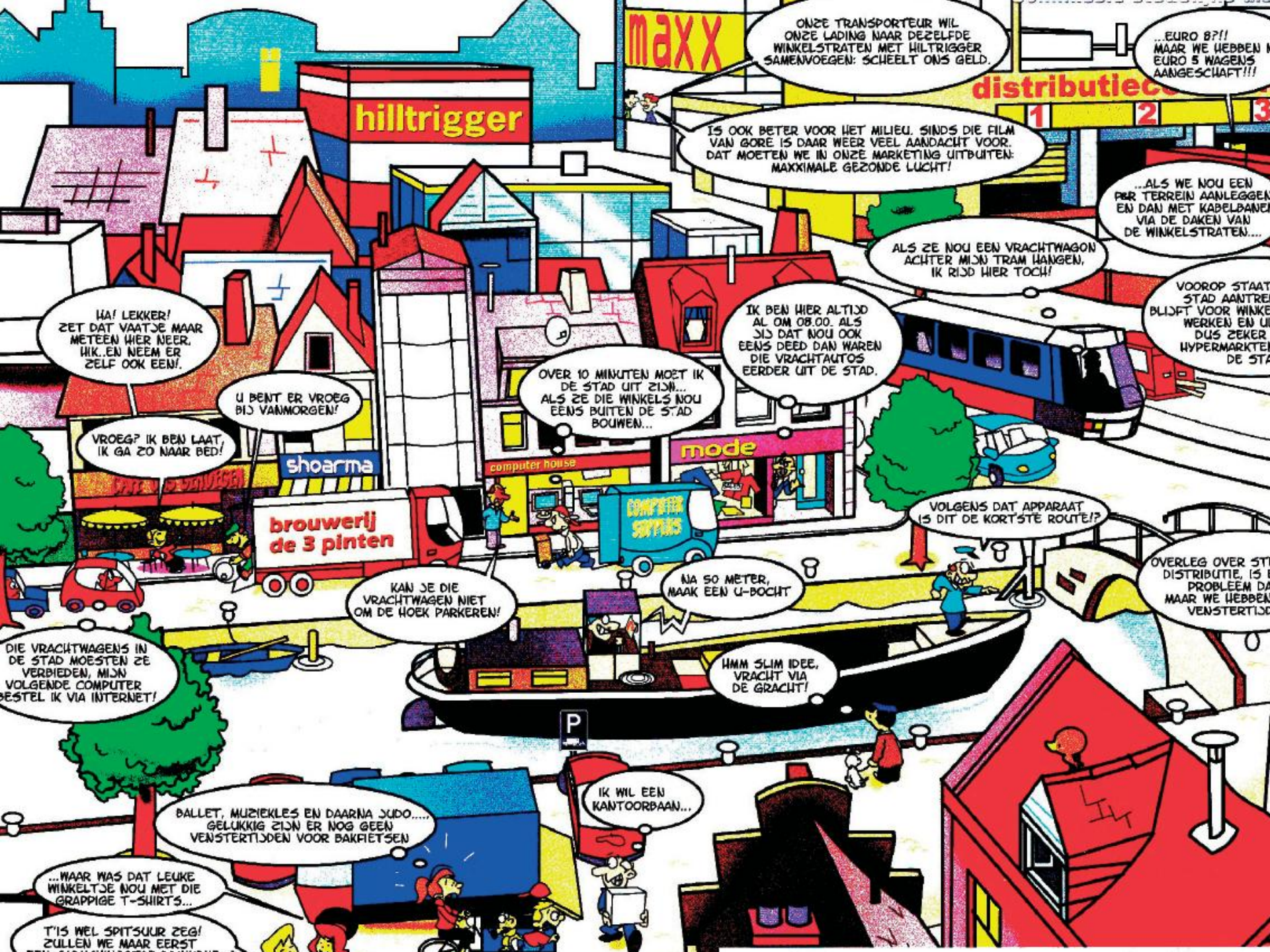
- Take the next step:  
from pilots to an overall strategy
- Combinations - Carrot and the stick



- Public organisation is only the oil in engine







maxx

hilltrigger

distributie

computer house

mode

shoarma

brouwerij  
de 3 pinten

COMPUTER  
SUPPORT

WA! LEKKER!  
ZET DAT VAATJE MAAR  
METEEN HIER NEER.  
HIJ... EN NEEM ER  
ZELF OOK EEN!

U BENT ER VROEG  
BIJ VANMORGEN!

VROEG? IK BEN LAAT,  
IK GA ZO NAAR BED!

DIE VRACHTWAGENS IN  
DE STAD MOESTEN ZE  
VERBODEN, MIJN  
VOLGENDE COMPUTER  
BESTEL IK VIA INTERNET!

KAN JE DIE  
VRACHTWAGEN NIET  
OM DE HOEK PARKEREN!

BALLET, MUZIEKLES EN DAARNA JUDO....  
GELUKKIG ZIJN ER NOG GEEN  
VENSTERTIJDEN VOOR BAKFIETSEN

...WAAR WAS DAT LEUKE  
WINKELTJE NOU MET DIE  
GRAPPIGE T-SHIRTS...

T'S WEL SPITSUUR ZEG!  
ZULLEN WE MAAR EERST

IK WIL EEN  
KANTOORBAAN...

HMM SLIM IDEE,  
VRACHT VIA  
DE GRACHT!

NA 50 METER,  
MAAK EEN U-BOCHT

VOLGENS DAT APPARAAT  
IS DIT DE KORTSTE ROUTE!?

IK BEN HIER ALTIJD  
AL OM 08.00. ALS  
SIS DAT NOU OOK  
EENS DEED DAN WAREN  
DIE VRACHTAUTOS  
EERDER UIT DE STAD.

OVER 10 MINUTEN MOET IK  
DE STAD UIT ZIJN...  
ALS ZE DIE WINKELS NOU  
EENS BUITEN DE STAD  
BOUWEN...

IS OOK BETER VOOR HET MILIEU. SINDS DIE FILM  
VAN GORE IS DAAR WEER VEEL AANDACHT VOOR.  
DAT MOETEN WE IN ONZE MARKETING UITBUIJEN:  
MAXIMALE GEZONDE LUCHT!

ALS ZE NOU EEN VRACHTWAGON  
ACHTER MIJN TRAM HANGEN,  
IK RIDD HIER TOCH!

...ALS WE NOU EEN  
PER TERREIN AANLEGGEN  
EN DAN MET KABELDANEN  
VIA DE DAKEN VAN  
DE WINKELSTRATEN...

VOOROP STAAT  
STAD AANTREK  
BLIJFT VOOR WINK  
WERKEN EN U  
DUS ZEKER  
HYPERMARKET  
DE STA

ONZE TRANSPORTEUR WIL  
ONZE LADING NAAR DEZELFDE  
WINKELSTRATEN MET HILTRIGGER  
SAMENVOEGEN: SCHELT ONS GELD.

...EURO 8?!!  
MAAR WE HEBBEN  
EURO 5 WAGENS  
AANGESCHAFT!!!

OVERLEG OVER ST  
DISTRIBUTIE, IS E  
PROBLEEM DA  
MAAR WE HEBBEN  
VENSTERTIJD



# Thank you

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## @1 Restricted Zone

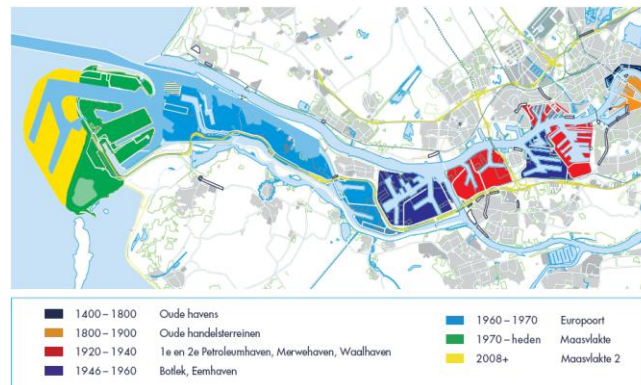


milieuzone

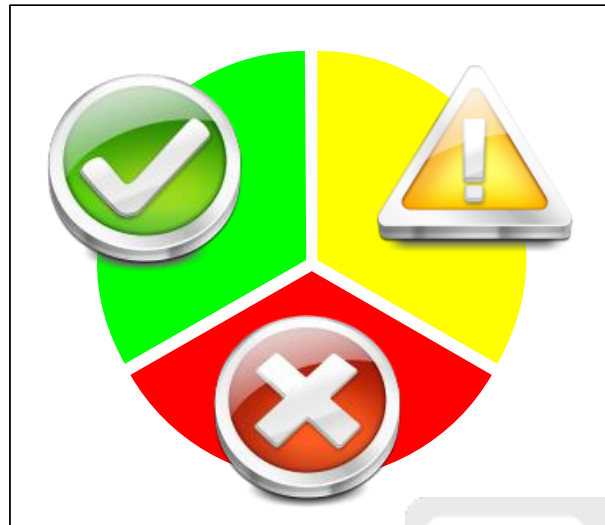
ZONE



uitgezonderd  
onthefinghouders

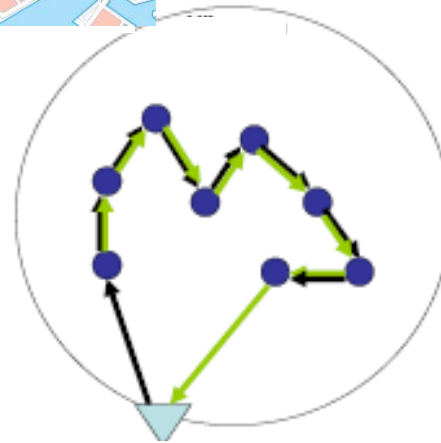
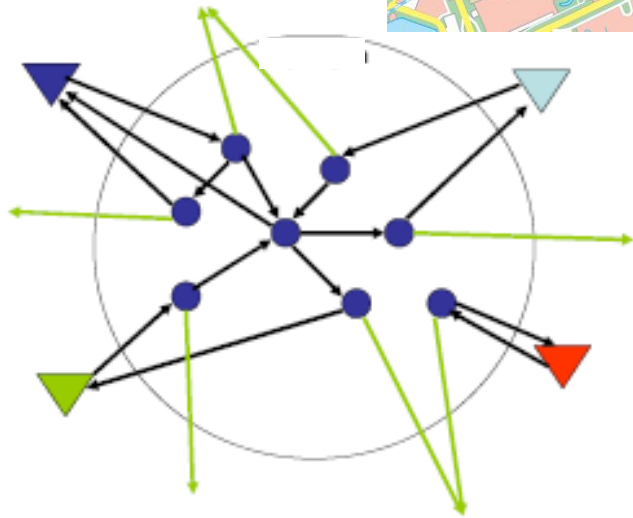
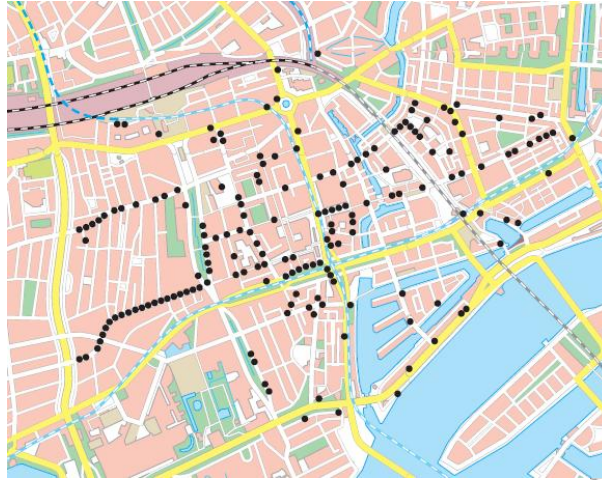


## @2 PIEK – Night Distribution





## @3 Binnenstadservice.nl

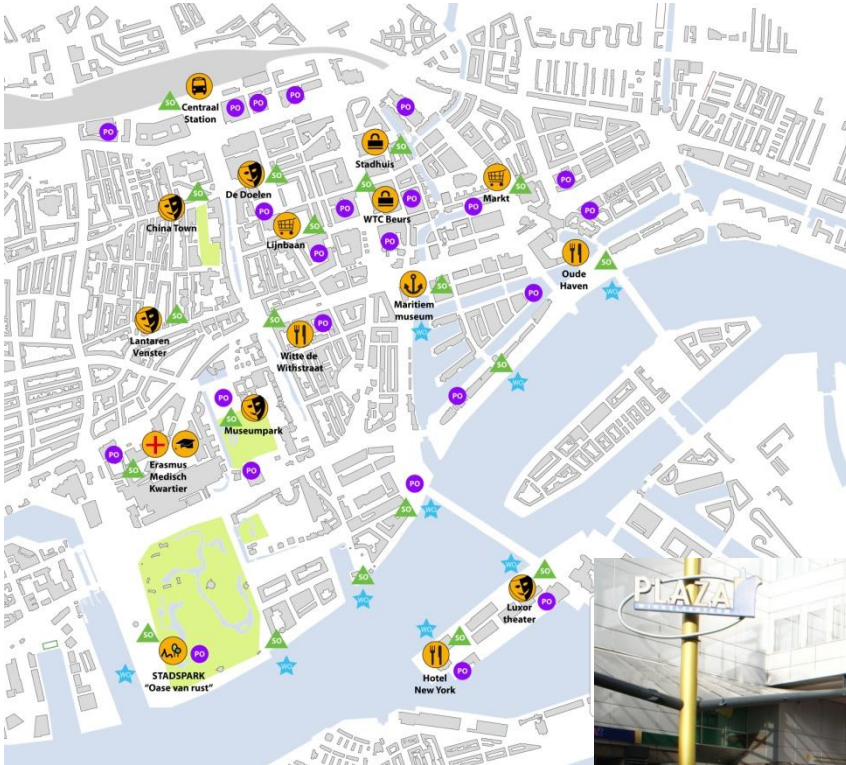


Hub





## @4 Electric Vehicles



## @5 Inform (ation)

