



THE SUGAR NEWS

Sustainable Urban Goods Logistics Achieved by Regional and Local Policies

Introduction

Primary Policy Pillars for Exchanging Experiences and SUGAR Site Mapping

By Carles Petit and Raúl Medina, Cinesi Transport Consultancy.

In recent months, ITL carried out a survey in order to identify the currently applied, desirable and future city logistics measures of the SUGAR's 4 Good Practice Sites (from now on, GPS) and 7 Transfer Sites (from now on, TS). The final document provides a comparison between the typologies of both sites, and identifies the most significant topics by which partners can qualify as donors or receivers.

The data collection process was organised through a matrix, where each city had to identify its current situation on city logistics and future policy actions to be developed. The matrix structure includes a list of 71 measures grouped into the following categories: administrative, urban planning, governance, awareness, infrastructural, ITS and technical, modelling tools, supply chain management and information. Each measure is crossed with objectives, target groups, target territorial levels and promoting bodies. The partner's answers were gathered, analysed and compared, providing valuable information and interesting conclusions.

According to the study, administrative measures are currently the most frequent in all types of site (57% in GPS and 43% in TS), followed by ITS and technical measures (11% in GPS and 13% in TS). Urban planning measures play a minor role in GPS compared to TS (just 5% against the 12% for the TS). Generally, there is a homogeneous distribution of the objectives (meaning that simultaneous targets are reached by implemented measures), with slight differences between the two types of site. Another main difference is that TS barely consider Public Private Partnerships (PPP) as a target group (1%), while GPS consider them as an important target group (17%). Concerning the territorial level, GPS lend more importance to the EU, State and Regional level in the present measures, while TS are primarily oriented towards the local level. Moreover, GPS measures are promoted by regional administrations in a higher percentage than in TS, where they are mainly promoted by local and national bodies. These

figures show that GPS are moving towards a harmonisation of city logistics at a regional level, while TS remain as independent policy makers in their regions.

In terms of future measures, the balance among the different categories of measures for TS reveals that these sites have a less clear action strategy compared to the GPS. Moreover, PPP's are expected to become a future target group in TS (from the present 1% to a future 14%). Therefore, strict cooperation between both types of sites is indeed necessary.

In recent years, GPS have given importance to access regulation on the basis of a delivery time window (administrative measure), PPP (governance measure) and websites (information measure), while TS have mainly developed access regulation, lorry routes, parking prices and pedestrian areas (administrative measures).

Among the desirable measures, GPS give more importance to the harmonisation of rules and technologies for control & enforcement, while TS prioritise access regulation, night deliveries, Multipick/Multidrop permissions, parking and proximate delivery areas, freight transport management systems & technologies, night deliveries and urban freight information and maps – routes. These measures will be analysed in depth during the following Good Practice Round Tables and Train the Trainer sessions.

For further information, the complete final document can be downloaded at www.sugarlogistics.eu.

News in brief

The SUGAR Project was presented at the 12th CEI Summit Economic Forum (SEF), which took place on 12th November 2009 in Bucharest and was attended by around 1,000 participants. For more info, please visit <http://www.ceinet.org>

All SUGAR Sites started developing a SWOT analysis of their local city logistics situation in order to enhance the exchange of experience and knowledge required to elaborate the local action plans. Two TS, Poznan and Palma, will be the first to present their intermediate results at the 1st Joint Planning Exercise, to be held in Poznan in January 2010.

Project meeting in Paris

Good Practice Round Table: Urban Logistics Facilities

By ITL, NET and Arnaud Lagrange (PMP)

The Good Practice Round Table are technical sessions on themes of particular interest for good practice sites, aimed at stimulating dialogue and the sharing of experiences on city logistics policy areas under development in advanced sites. The second Sugar Good Practice Round Table, held in Paris on November 25th 2009, dealt with Urban Logistic Facilities.

Two roundtables were organised. The speakers at the first round table presented their views about the insertion of logistics facilities into an urban environment. Moreover, a site visit to two company logistics platforms (Monoprix and Chronopost) was also held.



Site visit to Monoprix urban rail freight terminal

Laetitia Dablanç and Dina Rakotonarivo (INRETS) presented the outcomes of their research about the logistics sprawl & the energy efficiency of goods movements in Paris. The objectives of this research consisted in verifying the process of logistics sprawl using the case of parcel transport terminals in the Paris region, discussing the impacts of Paris urban goods movements on CO2 emissions and policy implications.

The research showed that the distance of the cross-dock terminals from the centre of Paris increased between 1974 and 2008, producing therefore higher environmental impacts (CO2 emissions).

A solution would be the adoption of a more integrated planning approach under a regional authority. In addition, the location of logistic terminals should result from an agreement between a developer and local communities.

Christophe Ripert (SOGARIS, a logistic real estate) gave a presentation of the last mile solutions. He insisted on the importance of reinstalling logistics in the city centre to facilitate

last mile distribution. He explained that the SOGARIS strategy is to establish a network of purpose-built logistics facilities.

The second round table dealt with the lessons from the Paris experiments with urban platforms.

Bernard Gerardin, consultant, presented a series of implementations put in place in Paris which were successful – or not. One of the first lessons of those implementations is that consultation and cooperation with the local stakeholders is an efficient way to contribute to the optimisation of urban freight transport. To achieve this, a step-by-step procedure at the local level is recommended.

Xavier Mazingue presented the La Petite Reine concept. This company specialises in the ecological inner city transport of goods with electrically assisted tricycles called Cargocycles® (in-house developed). The La Petite Reine innovation has received several awards and the company currently operates four logistics inner-city hubs in France.

According to Mr. Mazingue, there are several key issues that explain the success of La Petite Reine. Firstly, the importance of negotiating a “logistics rate” for warehouse rent. Secondly, the need to initiate friendly but professional and well-structured relationships with local authorities. Finally, there is the need to combat unfair competition by providing an outstanding service.



Good practice round table presentation

During the second Sugar Good Practice Round Table and the site visit, all participants were able to discuss the experiences learned in each region with the experts and compare them. Participants from transfer sites gathered information and ideas that will be analysed and possibly used for the creation of the local action plans on city logistics, which will be developed in every transfer site within the scope of the SUGAR project.



Spotlight on SUGAR cities

Good Practice Sites

Emilia-Romagna Region, *Italy*

Urban freight transport is of a growing importance in the political agendas of the cities of Emilia Romagna Region, since it raises manifold challenges related to congestion, environmental protection, energy consumption, logistics management and business. Emilia Romagna has played and will play a key role in developing measures and actions aimed at optimising urban freight distribution and making territories more attractive and liveable, while also following the EC Action Plan on Urban Mobility. Emilia Romagna was involved in European projects (City Ports, MEROPE) and defined specific initiatives for funding local projects (11 M-euro for 50% contribution). The supported freight distribution projects have an organisational, technical and analytical background which helps to match business needs and environmental protection. Furthermore, these projects are economically sustainable, relying on PPP (public-private-partnership) cooperation.

The common objectives and results are: a rationalisation of the current distribution system, reduction of the number of vehicles in the inner city preventing access for heavy trucks, and avoiding a unique and rigid solution to the delivery of goods to the historical centre. No common regulations have been defined and approved by local municipalities, and an analysis of the results is being started in order to identify best practices and transferrable rules. From the technological point of view, a specific effort has been required in order to promote traceability systems for vehicles.

Here is a short description of the main results achieved:

Ferrara and Ravenna: more than 16,000 vehicles have been transformed into "ecologically compatible (GPL, methane or electric)" vehicles.

Reggio Emilia: a series of laws that encourage the use of electric cars such as free 24h access to the Restricted Traffic Zone, free parking in all BLUE areas 7 days a week and 24h on 24, loading and unloading 24h/24, and freedom of movement during the blocking traffic days due to pollution. The ECONOLOGGIO initiative is now self-sustainable.

Parma Municipality: The Ecologistics project has been implemented in the historical centre (24,8 km² and 21,000 people). The project concerns in particular those vehicles matriculated as trucks that transport fresh food, dried food, clothes, Ho.Re.Ca goods and packaged goods. 250 shops, restaurant and bars receive 40 tons/day in the inner city. The project is now self-sustainable from the economic point of view.

Modena Municipality: Currently 10 logistics operators are involved in the CityPorto Modena initiative for the delivery of goods in the city centre.

Bologna: All the streets leading to the inner city have enforcement cameras; specific rules have been defined. The "Van Sharing" initiative (managed by Gestione Servizi Interporto (GSI) and TPS-

PTV) is in the testing phase. A transport operator has already given the first van in order to start up delivery activities and begin using the virtual platform developed to organise and optimise the loads and the journeys as well. On the 22nd of January 2010 will see the official opening ceremony of the Van Sharing initiative.

Transfer Sites

Palma de Mallorca, *Spain*

Palma is the capital city of the Balearic Islands, a region located in the Western Mediterranean sea. The municipality has more than 400,000 inhabitants, with an extension of about 250 km². During the last 20 years, urban development has been characterised by the spreading of economic and residential areas over the periphery. In terms of mobility, the consequence of this urban sprawl has been a continuous increase in traffic flows and commuters.

During the 90's, the city experienced rapid changes, with the incorporation of national and international companies in the local economic network. Mainly driven by growing demand for imported goods for the residential and tourist sectors, Palma has experienced an increase in trade relations with external regions and city logistics operations. These changes have not been managed efficiently and many external costs have arisen (noise, congestion, etc.), leaving the logistics and freight transport as among the key issues to be considered when designing and implementing local and regional mobility policies.

Palma has two logistics centres that gather the most of the goods arriving on the island: the harbour (which concentrates most of the freight) and the airport. The harbour lies on the maritime esplanade, inside the city, making freight transport with lorries within the urban boundaries necessary. Goods are transported to logistics centres in the periphery (industrial estates) and then distributed among commercials by medium-sized vehicles.

The existing city network of delivery areas is very extensive, with more than 700 areas regulated by a general timetable, which has almost 100 variations depending on the district. Up to now, the City Council has been creating and managing these areas in line with the requirements of distribution needs, meaning that the provision of space for logistics operations has been driven by demand. This process has shown its limitations due to a lack of homogeneity, transparency and flexibility. In order to better manage these activities, policy makers want to focus on improving the design and implementation of loading and unloading areas, data collection methods, surveys and enforcement.

SUGAR is the perfect opportunity for finding solutions to the city's logistics problem that constrains Palma's mobility, because a lack of experience in designing and planning freight transport is one of the main barriers in the present situation.



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Upcoming events

SUGAR agenda for the next months

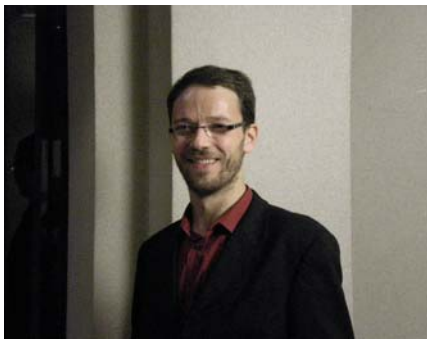
- Consortium meeting 3 – from 25th to 28th of May 2010, Barcelona [ES]: Good Practice Round Table with the participation of external experts and Train the Trainer Sessions.

- Joint Planning Exercise focused on Crete and Athens from 1st to 2nd of July 2010, Heraklion (Crete – EL).

Urban Logistics expert's opinion

Interview with Jean-Baptiste Thébaud, Project Manager, Interface Transport

By Raúl Medina, Cinesi Transport Consultancy



The first *Train the Trainer* (TtT) session was carried out in Paris, with the intention of ensuring the development of new skills to partner administrations. The topics covered were data collection and survey methods (Mr.

Jean Louis Routhier, from the *Laboratoire d'économie de Transports- University of Lyon*) and on street delivery and the setting up of loading and unloading areas, with Mr. Jean-Baptiste Thébaud, who was interviewed in order to better understand the key points related to deliveries in urban areas.

- *During the presentation, you have paid special attention to the role of the driver as a key element in the urban system of deliveries. What constraints must be taken into account from the standpoint of the driver, when designing the implementation of delivery spaces?*

The drivers present a series of basic needs due to the limitations they face when doing their work. A basic requirement for the driver is time. Time is a crucial factor when arranging journeys and daily deliveries. Throughout the day, the driver has to make multiple deliveries, with time playing an important role. Delays in delivery can cause a great loss of time throughout the day. Furthermore, the driver should not have too many problems parking. A loading and unloading area must offer easy parking, be convenient when unloading goods and handle or transport them easily. Finally, the driver

must not impede the flow of traffic going along the same road. Thus, the delivery area must be located in an appropriate place.

- *You explained the guidelines to follow to successfully implement delivery areas. Can you mention the technical parameters that need to be considered?*

During the design and implementation of a space for loading and unloading, the technical parameters relate primarily to the length, width, proximity and elevation of the kerbs and technical conditions of sidewalks (absence of obstacles, paving condition, etc). Nevertheless, there is a need to pay attention to local urban conditions. It is necessary to identify where most deliveries occur, and where it is easier and more feasible to implement these delivery areas.

- *We have learned a new quantitative method designed to determine the number of spaces to be implemented according to the nature of the urban area. Could you briefly explain this method?*

It is a method that seeks to obtain the number of loading and unloading areas to be implemented in a particular urban section. The value obtained depends on the nature of the existing activities. These are classified into categories (14 types), each having a coefficient determined by the number of weekly deliveries. Once the section has been surveyed, the total number of activities in each category has to be multiplied by its respective coefficient. Subsequently, the sum of these multiplications has to be divided by 90. The resulting value is the theoretical number of loading delivery areas to be implemented in the section. Obviously, the value is approximate, although it can be considered realistic. That is, the method could be used in other cities.

- *How can local authorities more effectively manage loading and unloading spaces? What kind of recommendations do you consider to be crucial?*

The management of these spaces has to take into account several aspects. Firstly, it is recommended that these areas are of the right size, with a proper contour and conforming to the technical parameters specified above. Delivery areas must be completely free. In addition, regulation and control by authorities must be present. Finally, we recommend formulas that seek to give a multiple use, sharing the temporary use of the space between private cars and professional drivers (time-sharing).

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Country specific case

News from the London Freight Operator Recognition Scheme - FORS

By Jacques Leonardi, University of Westminster



From the formal launch of the Freight Operator Recognition Scheme (FORS) programme around 18 months ago, the London based public private partnership now have well over 200 members. About 12 per cent of the vans and lorries in London are registered with FORS.

Recently the first set of accreditations was awarded with the status 'silver', which is the reward for the commitment of

those members. Companies with bronze status that were inputting six months' continuous data into the FORS benchmarking system have qualified for silver membership. Benchmark data submitted cover the four simple performance indicators, each relating to the distance travelled: Vehicle incidents and collisions; Fuel usage; CO₂; Penalty Charge Notices or other infringements.

To improve each of these indicators, FORS provides best practice guidance, seminars and training. FORS members are working hard to continuously improve their operations, and the silver certificate is intended to recognise and reward that commitment to best practice.

The attendance of the Mayor's transport advisor at the presentation also shows that freight issues are increasingly a priority at policy level, and companies, operators and logisticians can make their voice heard through FORS.

There's much to do to build on achievements so far. The FORS management is well aware that the programme can't succeed without the continued commitment of the operators, so the chair took the opportunity of the silver reception also to thank them for their support.

Driver Training now with online support

The system, which can be accessed through the FORS website once the member obtained log-in details, is initially focusing on fuel efficiency and offers concise training sessions that are suitable for all drivers. The system also allows managers to monitor the performance of drivers, keep records of the training they have received and target additional training effectively (picture right).



Celebrating silver!

The achievements of the first silver FORS members have been formally recognised with a special evening reception.

Nineteen companies received their silver certificates on the night from Kulveer Ranger, the Mayor's Transport Advisor (pictured above).

Presenting members with their certificates, Kulveer Ranger said: "I am delighted to present the first silver FORS accreditations to the freight industry. Both the Mayor and TfL recognise how essential the freight industry is to the Capital and his new transport strategy includes a number of policies directly relating to freight as a result of this."

Dan Evanson, FORS Manager, said: "Our silver members have been rightfully recognised for showing the commitment to improve by benchmarking their performance. If you're at bronze level, you can also progress by using our online secure, anonymous benchmarking system."

The initial silver awards apply until December 2010. At that stage, the new benchmark performance thresholds will be in place. Members will need to meet this threshold to retain silver accreditation, or move on to gold level.

And, if your company is based in London and is not yet using the benchmarking system, get in touch with TfL FORS at <http://www.tfl.gov.uk/microsites/fors> and the programme can help your company progress to silver.

