



## THE SUGAR NEWS

### Sustainable Urban Goods Logistics Achieved by Regional and Local Policies

## Introduction

### Status of the project activities

*By Regione Emilia-Romagna and ITL*

As the SUGAR project heads into its second half, the analysis phase has been successfully concluded, related technical inputs to policy making have been produced, the training and exchange of experience activities are further operational and the strategic planning and policy improvement in the SUGAR sites are being shaped.

The Report on Consolidated Good Practice Experiences identified and selected 44 urban freight good practices across Europe both within and outside the SUGAR partnership. The good practice selection work relied on the fact that the experiences had been initiated or supported by public administrations, consistently with the SUGAR mission of dealing with public actions for city logistics, that they were operational, sustainable and with visible impacts. The Report "mission" is that of helping public administrations in defining their policies on the base of successful EU experiences.

The third SUGAR Good Practice Round Table session, held in Barcelona in May 2010, provided an overview of the different ways in which some European capitals are fostering the shift towards electric vehicles, as well as an overview of the latest technological findings, in particular with regards to charging infrastructures and battery performance, and vehicles currently on the market. The cities' approaches differ in scale and scope: experiences have shown several combinations of environmental objectives, target groups, infrastructure and incentives (normative or financial). The city of Barcelona, for example, is actively supporting the uptake of clean vehicles through its procurement policy: it tackles primarily the issue of noise reduction in night activities (waste collection, street cleaning), targeting the municipal service providers group. London, on the other hand, is targeting the issue at a broader scale through the Electric Vehicle delivery plan included in the Mayor's Plan for London, the main leverage

points for all target groups being the exemption from the congestion charge and free parking. These actions have to be accompanied by adequate infrastructure provisions, and supported by strong marketing and viability demonstration activities. However, the first and most important factor is a strong political commitment which wanted the diffusion of electric mobility and which gave a clear direction for the future.

The SUGAR dissemination and communication activities are also well on the run. The Enlarged Transfer Programme (ETP) has been launched, and 4 new administrations have been selected to participate to the ETP. The ETP aims at favouring the exchange of experiences and the improvement of policy making in city logistics to non partner sites. The cities identified and contacted on the base of an open accreditation process, are Brussels, Hampshire, Gent-Hasselt (Flandres), Glasgow. Each ETP was matched with SUGAR good practice cities' fields of expertise in order to allow a more specific and tailored exchange of experiences. Representatives of the Brussels and Hasselt ETP sites attended the Barcelona Good Practice Round Table and Train the Trainer Session, and had a short dedicated session to present their current status and future plans. The feedback has been extremely positive and sets the ground for a very fruitful cooperation.

### News in brief

The Municipality of Rotterdam received the SUGAR Award 2010 in the category of "Metropolitan areas and large cities", while the Municipality of Parma won the prize for "Small and medium sized cities".

Poznan, Palma, Athens and Crete have already participated in the SUGAR Joint Planning Exercises. Deep analysis and exhaustive exchange of knowledge between transport professionals has brought to these 4 areas new ideas to solve their urban logistics problems. During 2011, the remaining SUGAR transfer sites will become the focus of these exercises.

## Project meeting in Barcelona

### Train the Trainer session and site visit

By Carles Petit and Raül Medina

The third Consortium Meeting was held in Barcelona last May 2010. The event was divided into different activities: "Good Practice Round Table", "Train the Trainer" and "Enlarged Transfer Programme" sessions, a "site visit" and the "project meeting". In this section, we explain the objectives and contents of the "Train the Trainer" (TtT) session held in Barcelona, as well as mention the main aspects discussed during the city site visit.

The "Train the trainer" session is a very important tool for ensuring an effective transfer of knowledge and experiences among SUGAR partners. This event is dedicated to developing new skills, covering both technical and soft side city logistics related policy, strategy and planning topics. In this meeting, the session was focused on two main fields: night deliveries; and management and enforcement of delivery spaces.

Regarding night deliveries, Mr. Robert Goevaers presented the PIEK Project. The basic idea of PIEK is to reduce the noise of loading and unloading activities of trucks since these deliveries can be made in evening/night/early morning without sleep disturbance. After a few years of technology development, the silent PIEK products became available for transport operators and supermarkets.



Mr. Goevaers during the presentation of the PIEK project

During the first PIEK product development phase (2001-2004), actions and measures were addressed to develop silent transport: encouragement of quiet behaviour, specific loading locations, trucks on CNG, electric propulsion, truck driveline below 65 dB(A) of noise, PIEK vehicle light below 72 dB(A), aluminium floor in trucks, noise level control in refrigeration cabs, etc. Despite of some initial hesitation from companies to invest, recent pilot experiences reflect positive results.

The execution of these pilots has shown that both municipalities and businesses can gain much from the use of "quiet" equipment.

The second part of the "Train the Trainer" session was dedicated to management and enforcement measures in delivery spaces.

Mr. Antoni Roig, manager of Barcelona de Serveis Municipals (BSM), presented different existing management and enforcement tools in Barcelona. Mr. Roig stressed the need to consider some aspects before trying to introduce enforcement measures: characteristics of public space (is it expensive? is it scarce?), distribution and volume of urban mobility, clear communication and information, development and implementation of regulation devices, definition of clear rules and introduction of consistent enforcement. Enforcement tools should be simple and technology-based in order to control easily city logistics and driver's behaviour. Mr. Roig explained different policy measures: introduction of special parking areas ("green" and "blue" zones, each one with specific fares and time limitations), towing service for removing vehicles in non-legal situation, important presence of local policemen as well as existence of a Local Police Centre, etc.

The contents of this presentation were additionally complemented by Mr. Julio Garcia, a senior consultant who collaborates with the municipality, who explained the concept of logistic micro-platforms for urban deliveries, electronic devices for controlling delivery bays, access control zones (ZAC's) located in the city centre and road network information services, which provide information about the situation of loading/unloading areas, congestion levels, etc. in real-time data. It was stressed the importance of enforcement measures when managing not only delivery bays but also the whole urban city logistic system. This is the real first barrier to overcome by local and regional authorities.

The session finished with a site visit to the city centre area, in which SUGAR members received explanations about different management ongoing measures: multi-use bus lanes, Green Area Parking Regulation, access control by using bollards, control by cameras reading vehicle plates, etc. Moreover, participants had the opportunity to visit the Traffic Control Centre of Barcelona.



Traffic Control Centre of Barcelona

## Spotlight on SUGAR cities

### Good Practice Sites

#### London, *United Kingdom*

Freight solutions cannot be seen in isolation, nor is there a single solution to 'solving' freight issues within London. Instead, London is developing a package of different freight measures to take into account site specific issues as well as more strategic regional and area based solutions. The package of measures to mitigate the impacts of freight can vary between modest 'quick win' initiatives such as delivery and servicing plans and out of hours deliveries through to modal shift and freight consolidation approaches based on using electric and alternatively fuelled vehicles for last mile delivery.

The fundamental challenges for London, tackled by the Mayor's Transport Strategy and the London Freight Plan, are as follows:

- To enable London's economy to thrive, enabling the necessary servicing to take place for the numerous and diverse businesses.
- To meet the statutory duties to manage efficient movement on the highway network and promote road safety.
- To reduce the negative impacts of motor traffic – in the case of freight this has strong implications around reducing CO<sub>2</sub> emissions, improving air quality, but also around noise, delivery hours and other quality of life issues for residents.
- To manage the constrained kerb space to balance competing needs for parking, loading and other functions.



#### *DSP for TfL office building in Southwark achieved:*

- Overall deliveries reduced by 20%  
= *less emissions*
- 33% of deliveries made by FORS operators  
= *safer and more sustainable*
- Cost savings for operators & businesses = *benefits for all*

In order to reach these objectives, many controls are already in place in London, such as parking and loading enforcement, the Low Emission Zone (LEZ), the Congestion Charging scheme and the London Lorry Control Scheme (managed by London Councils). TfL are developing a range of solutions to work together collaboratively in tackling these issues; these include FORS (the Freight Operator Recognition Scheme), Freight Quality Partnerships, Construction Logistics Plans (CLP) and Delivery and Servicing Plans (DSP) – see example shown.

The SUGAR project is mainly dedicated to enhancing the transfer of knowledge on existing measures to a broader public, and raising self-awareness of businesses. It also contributes to better coordination of the activities, for example between London regional government and borough experts, concerning some of the key issues and tools, such as reducing congestion and CO<sub>2</sub> emissions, encouraging the adoption of electric vehicles, and evaluate carefully the impacts of different projects.

More information on freight in London is available on <http://www.tfl.gov.uk/microsites/freight/>.

### Transfer sites

#### Athens, *Greece*

The Athens greater metropolitan area accumulates the 35% of the national population, hence the largest part of the economically active population. The increase of the living standards has led to a sharp increase in the number of vehicles (440 private vehicles per 1.000 inhabitants), the limited use of public transport and off-street parking places are some of the drawbacks of Athens traffic situation. As all large cities have traffic jams during peak hours, Athens could not be an exception. The significant efforts and projects implemented have brought positive results, with more to come, to improve the traffic situation. The Municipality of Athens implements the expansion of the Municipality Parking Control Project, creates new parking places and establishes regulations for loading –unloading operations at off-peak hours and access control to pedestrian areas. Studies are performed for the creation of underground parking places and improvement of the traffic situation including urban freight transport.

The Municipality of Athens expects to establish efficient communication and collaboration mechanisms with the "SUGAR Best Practices Sites" and the common interests as identified until now support such actions. The provision of practical implementation information and guidelines for future action plans by the Best Practices Sites is considered of high value for the Municipality of Athens, for "first time right solutions". Furthermore, Athens has experience in introducing measures that can be disseminated to a wider audience.

## Upcoming events

### SUGAR agenda for the next months

- SUGAR dissemination event for national level stakeholders, to be held during the SEETAC (South East Europe Transport Axis Cooperation) Second Ministerial Conference on 15<sup>th</sup>-16<sup>th</sup> of November 2010, Tirana, Albania.
- Consortium Meeting 4 from 29<sup>th</sup> November to 3<sup>rd</sup> December 2010, London [UK]: Good Practice Round Table with the participation of external experts and Train the Trainer Sessions.

## Urban Logistics expert's opinion

### Interview with Julio Garcia Ramon, Senior Consultant, Municipality of Barcelona

By Raúl Medina, Cinesi Transport Consultancy

Mr. Julio Garcia has more than 40 years of experience in the field of mobility and transport engineering. He has developed part of his career in the Local Authority of Barcelona. Moreover, since the beginning of the 90's decade he has been involved in several EU projects related to city logistics and transport management.



*Dear Julio, it is a pleasure to interview you. As you know, SUGAR is an innovative project. As you have mentioned, there is no specific literature regarding the issues addressed in our project. How can SUGAR help cities to better manage urban logistics?*

I completely believe in the concept of European integration and cooperation. This is one of my first motivations which have led me to participate and work in the field of EU projects. I think this type of events brings partners the chance to explain their local conditions. It is very positive to know about what kind of actions are being deployed around Europe, and learn about the effectiveness of these actions.

I believe in concepts like know-how transferring, exchange of good and bad practices, benchmarking actions, etc. The EU is a regional reality, and we have to take advantage of such situation.

*You have presented a wide range of technical and normative measures addressed to better manage city logistics. If you had to select the most important ones, which measures would you suggest?*

Well, there are different important measures I would recommend. We have obtained positive results from measures applied to regulate delivery areas by the introduction of a "sticker clock", where the driver has to indicate the time of arrival. Besides, in case of illegality, policemen are able to issue a fine via GPRS. This measure has helped to reduce significantly the use of delivery bays by private cars and too long loading and unloading operations. Moreover, it has been shown that the 96% of these operations requires less than 30 minutes... Secondly, the creation of multiuse lanes has also shown very positive results. The philosophy of this measure is to adopt the use of lanes depending on the moment of the day, following the principle that public space is scarce and must be managed in an efficient way. Thirdly, we have recently introduced night delivery measures, although there is a lack of regulatory framework supporting actions under this field.

*Finally, we would like to know what would you recommend to both public authorities and private companies when willing to improve city logistics conditions: enforcement, reduction of congestion, sustainable transport policies, management of delivery areas, etc.*

This is an interesting question, not easy to answer. The first step is to change private operator and driver's behaviour, and remind them that they are not the only users of the public space. Awareness campaigns and education programs should be designed and directly addressed to this stakeholder group. We have to spread the idea that a more rational logistic system brings more benefits in the medium-term. I am not only referring to economic profit, but also social and environmental advantages. In other words, private operators must realize that by changing behavior they can contribute to build a more sustainable city, a better place to live. From the public sector side, my advice is clear: authorities should spend more resources in enforcement. More controls and strict inspections are needed. In addition, innovative ideas must be put into practice, hand in hand with a higher enforcement scenario. Political will is everything. We can only change the situation if decision-makers have the will to recognize these problematic habits.

**SUGAR**

**Sustainable Urban Goods logistics Achieved by Regional and local policies**

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## Country specific case

### Provisional programme for the next SUGAR event in London

By Jaz Chani, TfL and Jacques Leonardi, UoW

**SUGAR – London Event**  
**Tuesday 30th November to Friday 3rd December 2010**

#### Introduction

Experiences of policy transfer are rather limited so far in city logistics in UK and Europe, and the London meeting will provide an opportunity for many actors to share their view within the SUGAR project context. London has a vibrant economy and faces further growth in population and freight transport demand. Transport for London established a freight team responsible for highlighting key freight and logistics policy issues and implementing initiatives of the London Freight Plan. The SUGAR event will provide an opportunity to reflect and have an exchange on past achievements and discuss future policies.

The key questions of the SUGAR London event will be: how to support behaviour change, how to engage successfully in public private partnerships, and how to improve street design to enable safe and legal loading without detriment to local businesses. Following the Joint Planning Exercise (JPE) meetings in Crete, and according to the needs expressed in the previous SUGAR GPRT and TTT meetings in Bologna, Paris and Barcelona, the potential topics for the London Event were discussed and agreed with the Project leader, Emilia Romagna.

#### Topics and questions

##### Good Practice Round Table (GPRT)

How to integrate freight into the urban transport environment

GPRT 1: Why & how to influence freight behaviour change?

GPRT 2: Use of transport and land use planning policy to change behaviour

##### Train the Trainer Sessions (TTTs)

TTT 1: Engagement with the freight community - Industry

- Freight Quality Partnerships (FQPs)
- Freight Operator Recognition Scheme (FORS)

TTT 2: Engagement with the Street - designing, planning and enforcing loading & unloading areas

- London Borough Best Practices
- Freight Environment Review System (FERS)
- Penalty Charge Notice hotspots

TTT 3: Engagement with the business community - Delivery and Servicing Plans

- Delivery and Servicing Plans (DSPs)

The provisional topics and the time plan are in line with the project requirements and the needs of local authorities from Good practice sites and Transfer sites. New in London will be the participation of additional cities, the “Enlarged Transfer Sites” participating in POLIS.

Attendees include experts from the transfer sites and institutions, as London has generated a high level of interest. We expect approximately 60 people to attend the event. Speakers will be confirmed closer to the time.

As in previous SUGAR city logistics events, the programme will present a diverse mix of knowledge gained from first hand insights from practitioners, city authorities and industry, implemented projects, site visits, questions and answers, and exchanges with colleagues from different cities and expertise background.

The policy processes covered will include strategic and planning developments, policy design, trials and large scale implementation, coordination and management, monitoring and evaluation, and communication.

#### Provisional schedule

Day1 Tuesday 30 November 2010

SUGAR public event

Best Practice Round Table 09:00-13:00

Site visit in London 14:00-17:00

Day2 Wednesday 1st December

Train the Trainer Session 1 09:00-13:00

Train the Trainer Session 2 14:00-17:00

Day3 Thursday 2nd December

Train the Trainer Session 3 09:00-13:00

End of SUGAR public event

SUGAR Consortium Meeting C2 14:00-17:00

SUGAR Consortium Meeting C3 15:00-17:00

Day4 Friday 3rd December

SUGAR Consortium Meeting C1 09:00-13:00

POLIS Enlarged Site Meeting 14:00-18:00

As in previous SUGAR meetings, there will be plenty of time available for informal talks. The London environment and site visit might inspire participants, and encourage them to apply some new solutions.

We look forward to meeting you again and welcoming all partners in London.

London, 17 Sept 2010



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