

Integrating Regional and Urban Freight Distribution The Sugar Project: Aims, objectives and expected results

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Outline

- Why Urban Freight Distribution?
- The European Context and European Urban Transport Policy
- The SUGAR Project
- The London experience
- Conclusions

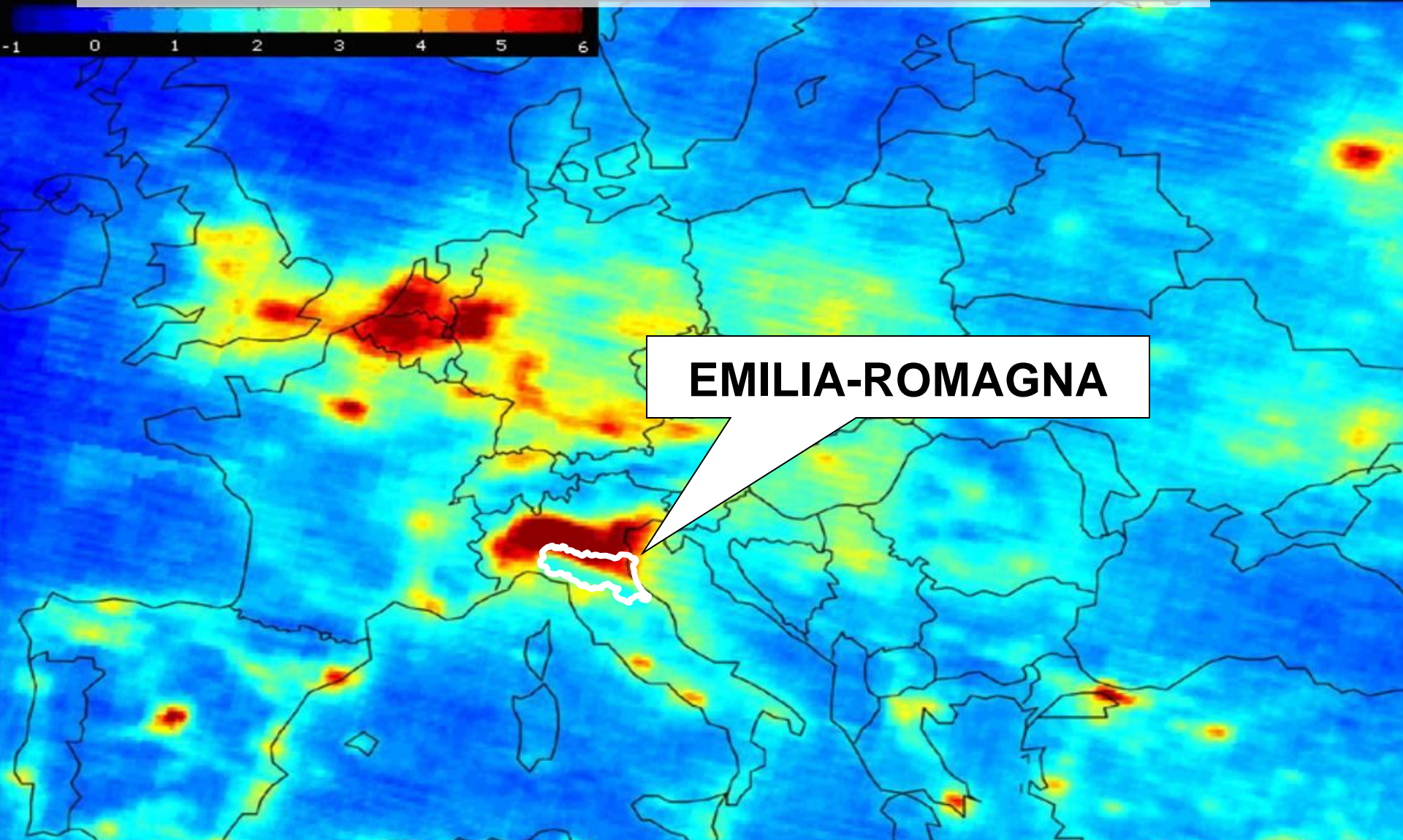
The context

- Urban Freight transport and Distribution (UFD) has a **growing importance** in the political agendas of EU cities and regions as it rises manifold challenges related to congestion, environmental protection, energy consumption, logistics management and business models.
- Public authorities will play a key role in developing measures and actions aimed at optimising UFD and making their territories more attractive also following the EC Action Plan on Urban Mobility.

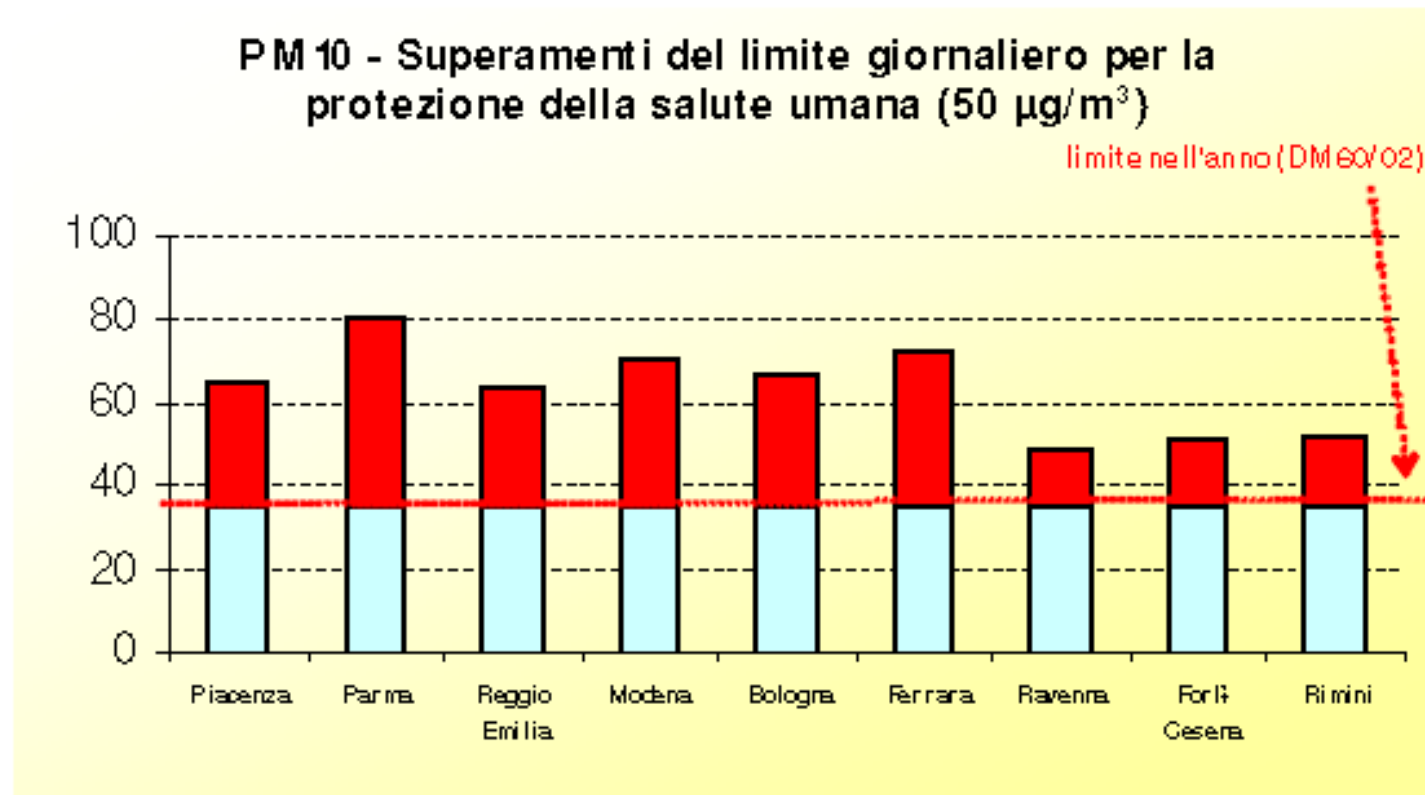
The context

- Developing efficient UFD systems in urban and metropolitan areas has nevertheless become an increasingly complex task which deals with:
 - urban and transport planning,
 - infrastructural development,
 - technological and technical innovation,
 - new private logistics initiatives (green distribution),
 - business models of distributors and of the final customer
 - governance consolidation.

NO₂ CONCENTRATION IN EUROPE

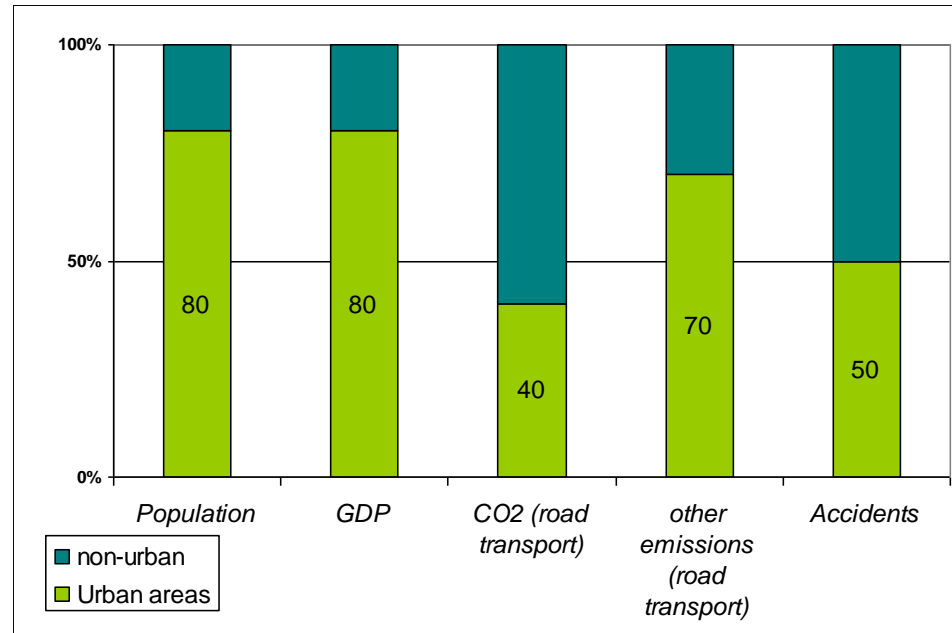


Urban Freight Distribution Policy: Why ?



Fonte: ARPA Emilia-Romagna (annuario regionale dati ambientali, edizione 2005)

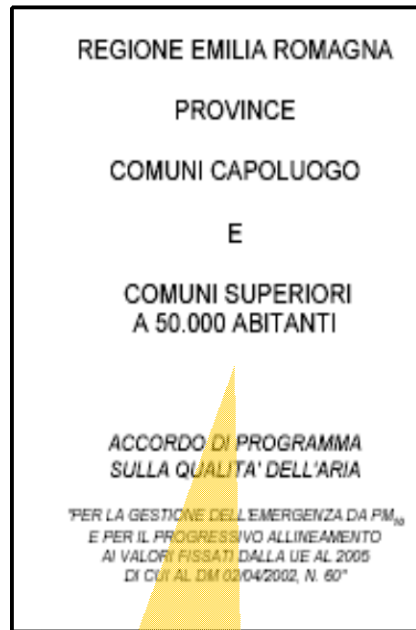
Urban Freight Distribution Policy: Why ?



- Urban areas are vital to the economic, environmental and social future of the EU
- Urban mobility contributes both to economic efficiency and to the quality of life of urban population
- Urban mobility is increasingly challenged by negative impacts of transport

How to increase mobility while reducing congestion, accidents, air pollution and noise is a common challenge to all major cities

EXTRAORDINARY MEASURES in Emilia Romagna



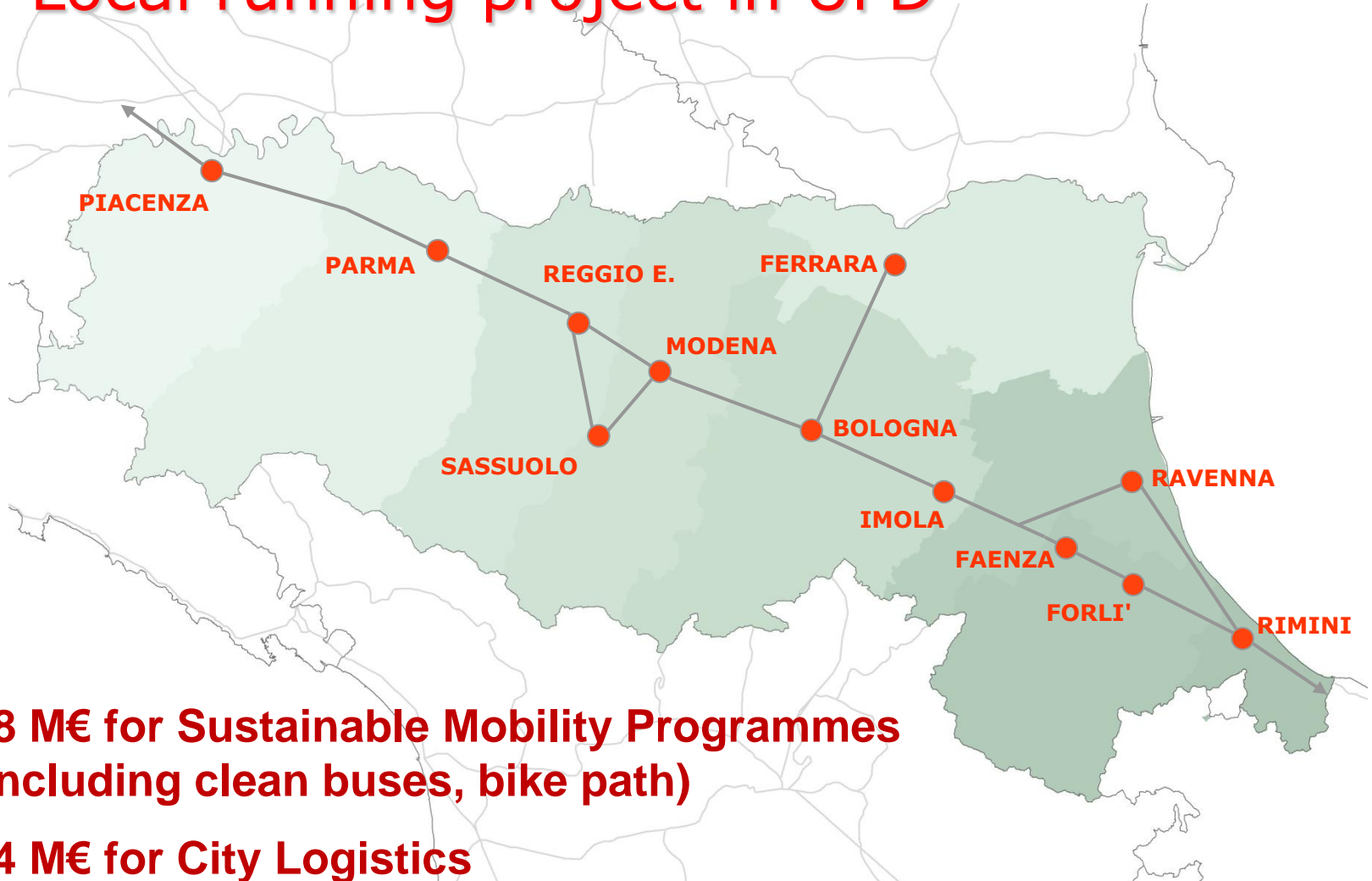
**AGREEMENT
between
REGION and CITIES**



**AGREEMENT
between
STATE and REGION**

EXTRAORDINARY INVESTMENT PLAN

Local running project in UFD



**68 M€ for Sustainable Mobility Programmes
(including clean buses, bike path)**

24 M€ for City Logistics

European Urban Transport Policy

- White Paper on European Transport Policy (2001)
 - Recognizes the huge upsurge in traffic in towns and the related problems of pollution, congestion and safety
 - Principle of subsidiarity: Commission confines itself to promote good practice
 - White Paper Mid-Term Review (2006)
 - *Green Paper on Urban Transport* (2007) to identify added value for local initiatives at EU level
 - Strategy on the Urban Environment (2006)
 - Importance of high quality urban areas in delivering the objectives of the EU Lisbon Strategy
 - Transport plays a key role in the sustainable development of cities
 - The commission strongly recommends local authorities to develop and implement Sustainable Urban Transport Plans (SUTP)
 - SUTP concept developed by *Expert Working Group on Sustainable Urban Transport Plans* (2004)
- Urban Transport is a priority for the EU Commission in 2007
- *Action Plan for the Deployment of ITS in Europe*, (2008)
- Urban Mobility Action Plan (2009)

Time-plan in the Action Plan

- Support for the wider deployment of an updated multi-modal European ITS Framework architecture for intelligent transport systems and definition of an ITS framework architecture for **urban transport mobility**, including an integrated approach for travel planning, transport demand, traffic management, emergency management, road pricing, and the use of parking and public transport facilities
 - 2010
- Definition of a set of common procedures and specifications to ensure the continuity of ITS services for passenger and **freight in transport corridors and in urban/interurban regions**. This work should include benchmarking and standardisation on door-to-door information flows, interfaces, traffic management and travel planning, and, in particular, event and emergency planning
 - 2011

Urban Mobility: an Essential Part of Urban Planning

- To emphasize the important relationship between urban planning and urban mobility,
 - e.g. via the concept of Transport Development Areas, by exploring the possibilities of congestion charging and through the spatial relationship of land use and transport infrastructure.
- The Action Plan for Better Urban Mobility
 - measures for greening urban transport
 - upgrading statistics and databases on urban mobility.
- It also calls for the European Commission to draw up a report on urban charging and guidelines on such charging, in order to reduce distortions between railway and road tolls for accessing town and city centres.

Technologies: a Driver ?

- Technologies ? : **ICT solutions**, **Advanced Warehouses**, **Intelligent gates**, **RFID solutions**, Delivery Certification, **Green Vehicles**, ICT Interoperability, T&T,
- Investments in technology and :
 - the total amount of money invested to design, realize, implement, and sustain the Urban supply chain
- Benefits of a technology are the positive monetary gains on the supply chain actors, including:
 - Cost savings resulting from improving processes
 - Cost savings resulting from eliminating activities
 - Reduction or elimination of miscellaneous costs such as customs fees, pilferage, etc.

The SUGAR project

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

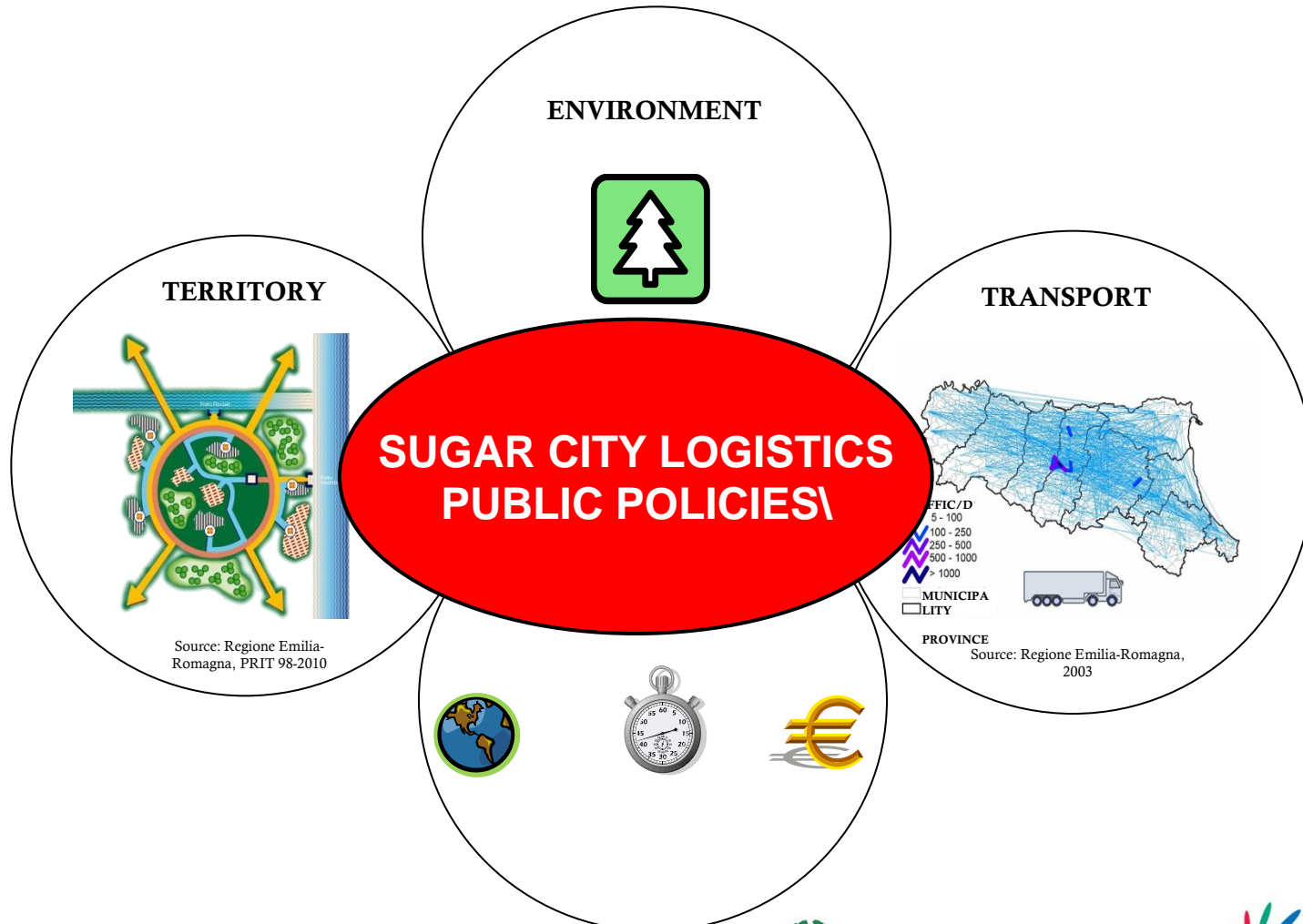
www.sugarlogistics.eu

SUGAR

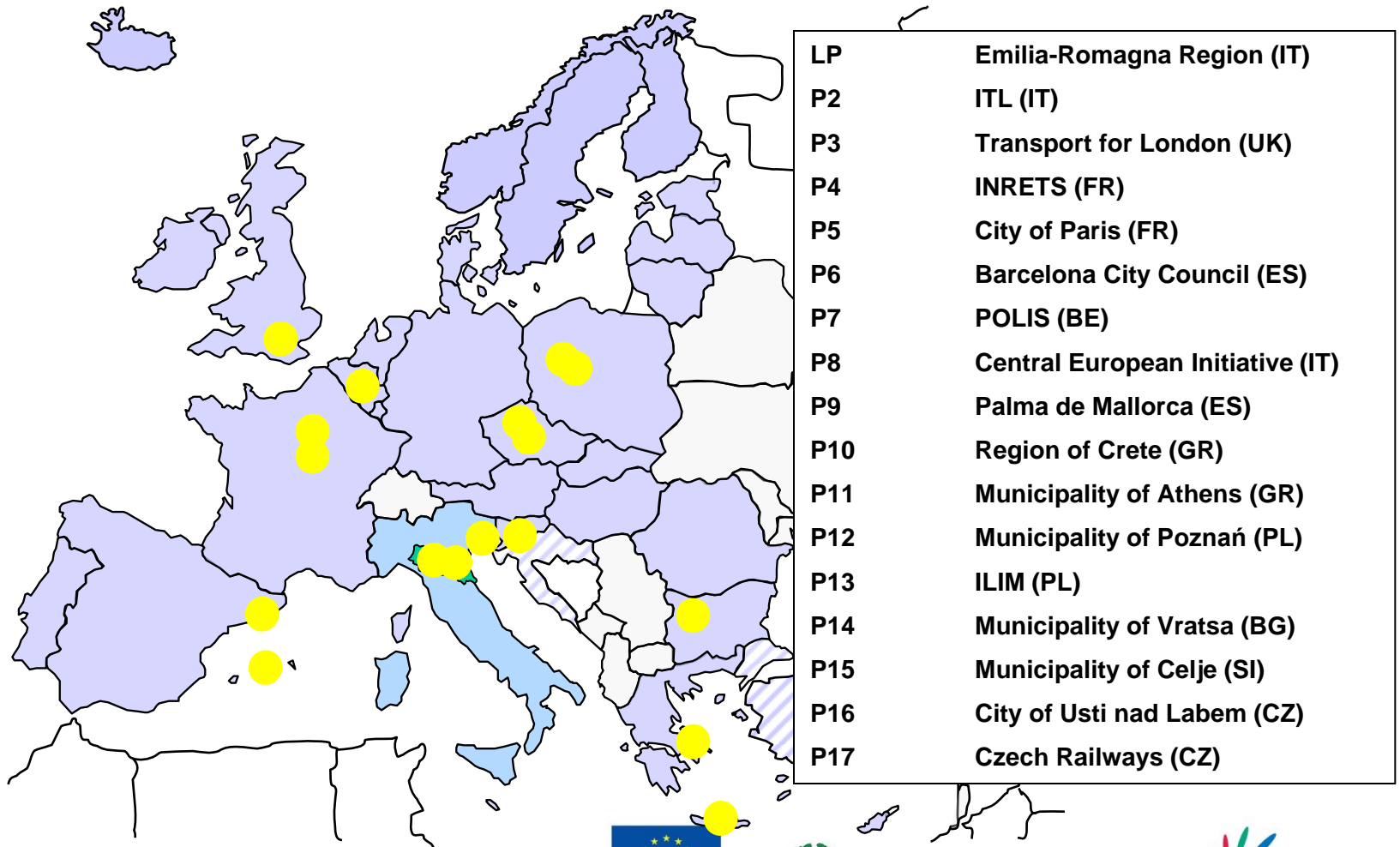
DEVELOPMENT OF POLICIES IN CITY LOGISTICS WHICH:

- REDUCE CONGESTION AND TRAFFIC
- REDUCE EMISSIONS AND POLLUTION
- REDUCE ENERGY INEFFICIENCIES
- IMPROVE INFRASTRUCTURES USE
- IMPROVE SUPPLY CHAIN MANAGEMENT

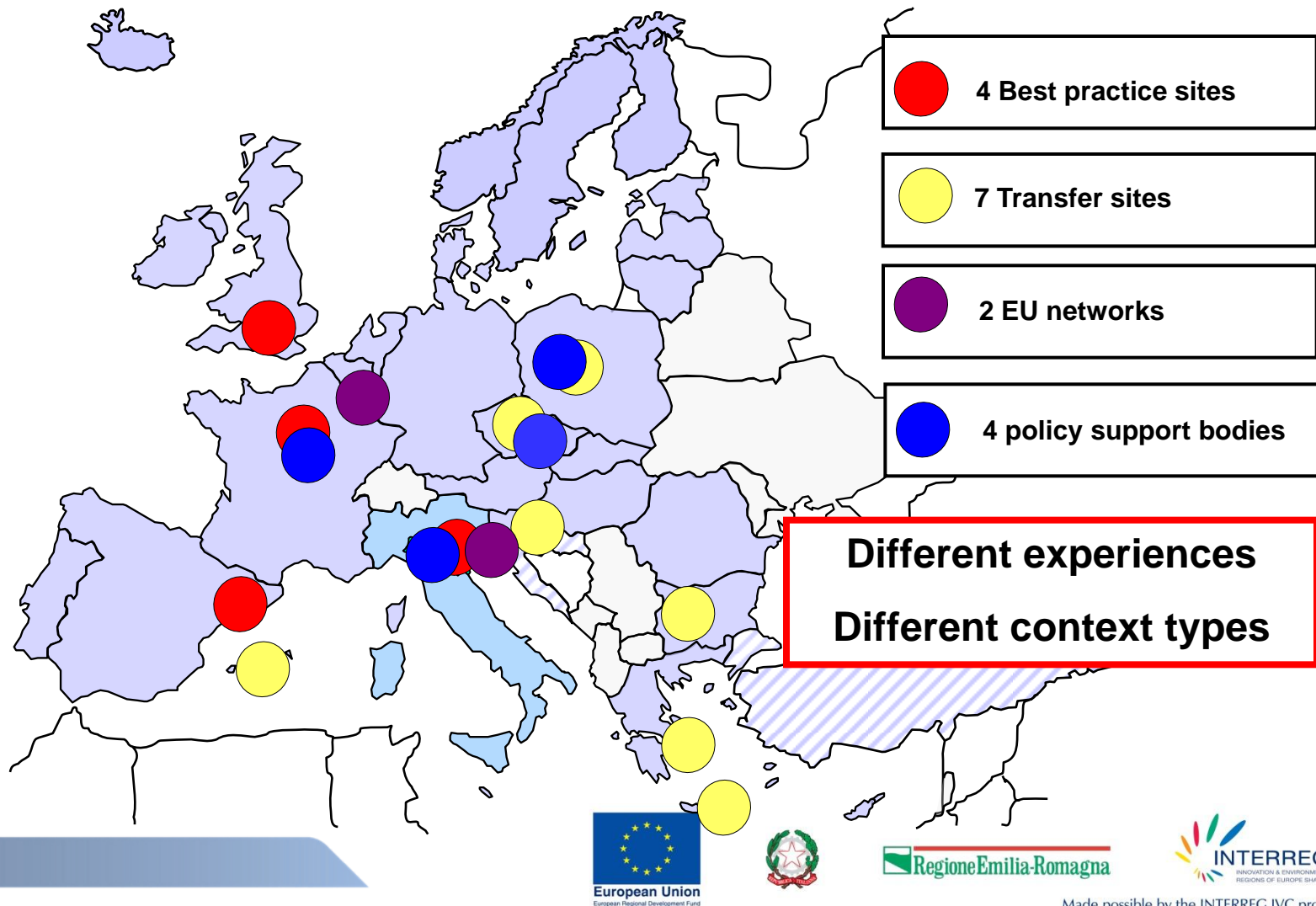
THEMATIC PERSPECTIVES



Partners



Partnership structure



WITH A PROJECT FOCUS ON

- Real policies (best practices)
- Different territorial and policy makers levels
- Policy life cycle (set up, analysis, phases, governance issues, problems, critical success factors)
- Target to policy makers



SUGAR AWARD

City of Rotterdam
Municipality of Parma

www.sugarlogistics.eu

SUGAR and London freight transport



London key facts on freight transport

- > 8.2 million inhabitants in Greater London
- 6.2 billion vehicle km/year, of which
 - 4.5 billion km Light Goods Vehicles within London
 - 1.7 billion km Heavy Goods Vehicles including trips from and to London
- 230 000 employees in London Freight and Logistics services
- Estimated turnover of >18 million £ in 2009

Freight Quality Partnerships (FQP)

Main achievements of the Central London FQP:

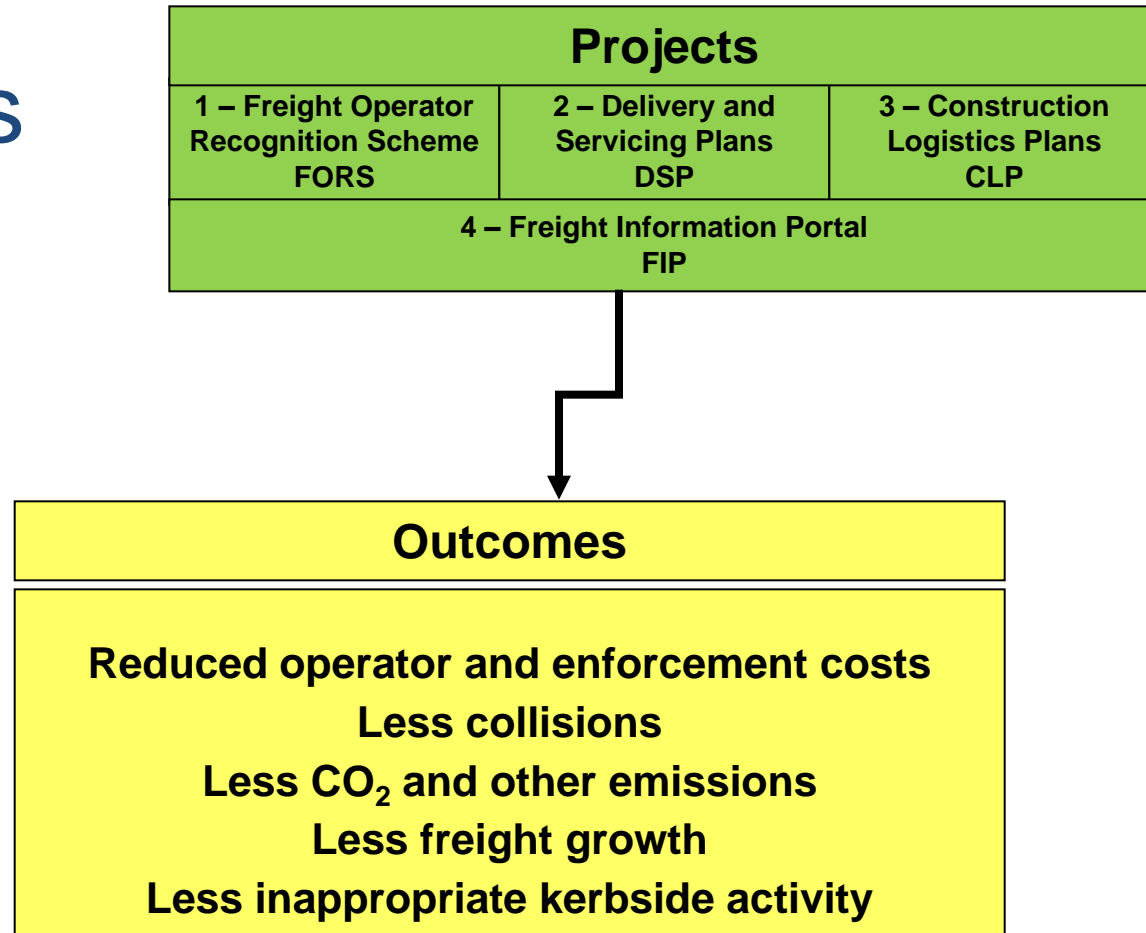
- London loading/unloading **code of practice** – this has become a national document that is disseminated by the Freight Transport Association.
- Consultation responses at all levels of government and providing verbal evidence to the parliamentary transport select committee twice.
- Raising the profile of freight and servicing in central London
- Improved debate and communication on loading and unloading issues.
- Provided a balanced, middle ground, public / private sector response to consultations.

The London Freight Plan: the framework for improvement

- Objectives:
 - to promote collaboration
 - to influence modal choice and change the behaviour of
 - UK and international freight operators,
 - their customers,
 - enforcement agencies and
 - local authorities
 - to achieve desired sustainability outcomes



Projects and outcomes



Freight Operator Recognition Scheme

- Voluntary, free to join and industry recognised
 - Demonstrates Legal compliance – Bronze members
 - Silver / Gold members uses online benchmarking
 - Collisions
 - Fuel
 - CO₂
 - Penalty Charge Notices (PCNs)
 - Provides incentives to increase uptake of Best Practice to improve fuel use, quiet operations, PCNs and benchmark scores
 - Provides cost savings as an incentive to operators of all sizes
- Impacts:** 2.1% fuel savings/year 2009-2010 and 12% for members
- About 70 000 tonnes/year of CO₂ reduction
 - at 50£/t = 7.1 m£ social costs

Target membership by 2016:
50% London freight vehicles
Members end of 2010: 20%



DSP - Delivery and Servicing Plans

Objectives:

- Provide a framework to better understand and manage freight vehicle movements
 - There is often no overall control of freight within organisations
- Improve road network conditions
 - Legal loading
 - Removal of trips from peak
 - Promote sustainable methods – rail/water
- Minimise environmental impacts
 - Right vehicle, driver right way, right time, right place, right procedures
- Change current behaviour and practices
 - Challenge of freight & mixed use developments

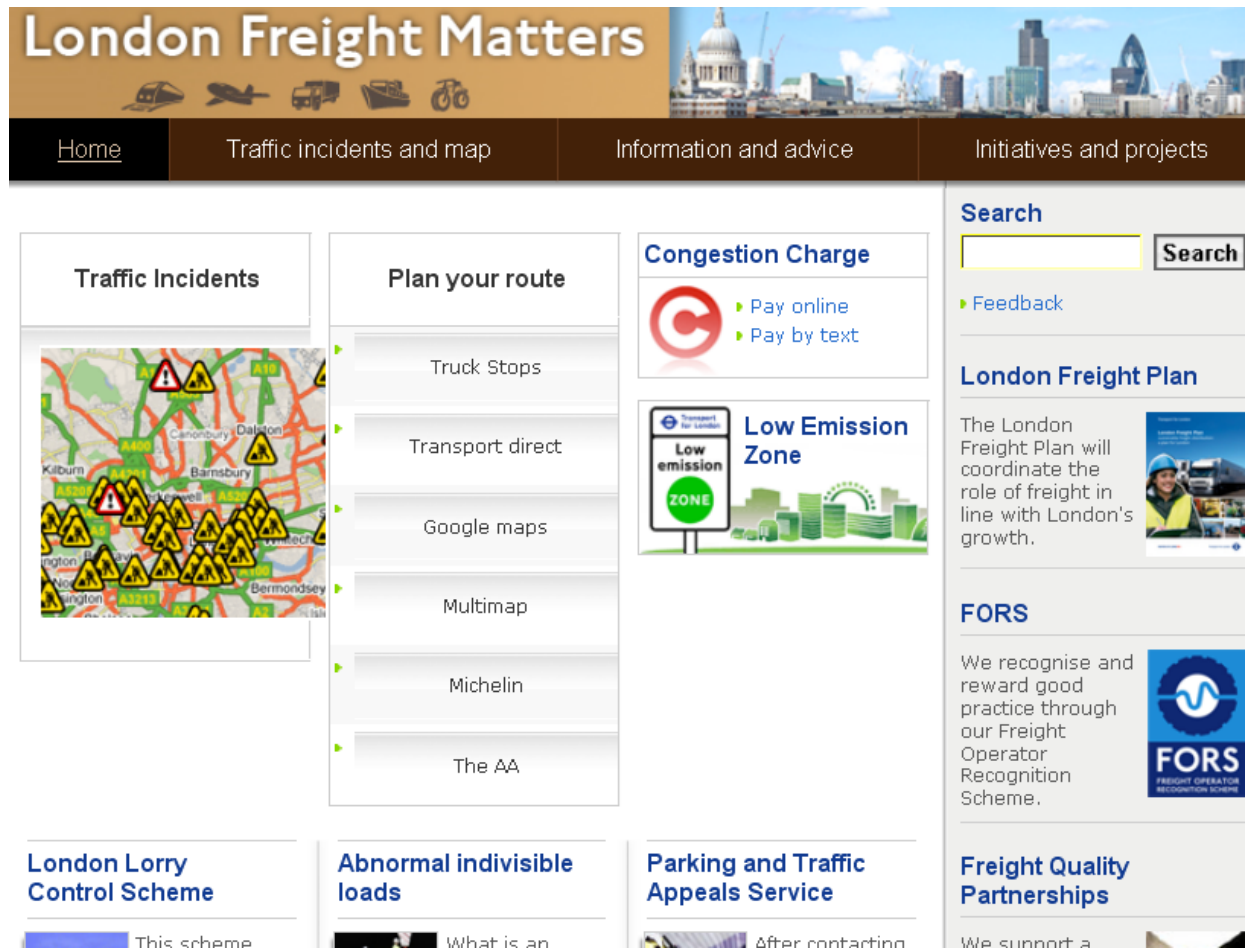
How does a DSP look like?

- A commitment to use procurement to promote use of the right freight operators
- Use of a Legal Loading Plan and to require operators not to deliver when and where illegal
- Use trip reduction tools for peak-hours
- Maximising out of hours deliveries
- Consolidating ordering & deliveries
- Organisation of collective procurement
- Individual shape - depends on scale of freight activity



Data and Monitoring

- Information portal
<http://www.tfl.gov.uk/microsites/freight/>
- Guides, maps and reports
- Rules and cases
- Annual London Freight Data Report



The screenshot shows the 'London Freight Matters' website. The header features the title 'London Freight Matters' with icons for various transport modes (train, plane, truck, boat, bicycle) and a background image of the London skyline. The navigation bar includes links for 'Home', 'Traffic incidents and map', 'Information and advice', and 'Initiatives and projects'. The main content area is divided into several sections: 'Traffic Incidents' with a map of London showing incident locations; 'Plan your route' with a list of options including 'Truck Stops', 'Transport direct', 'Google maps', 'Multimap', 'Michelin', and 'The AA'; 'Congestion Charge' with a 'C' logo and links for 'Pay online' and 'Pay by text'; 'Low Emission Zone' with a 'Low emission ZONE' sign and a graphic of green buildings; 'London Lorry Control Scheme' with a brief description; 'Abnormal indivisible loads' with a brief description; 'Parking and Traffic Appeals Service' with a brief description; 'Search' with a search bar and 'Search' button; 'Feedback' with a link; 'London Freight Plan' with a brief description and a photo of a worker; 'FORS' (Freight Operator Recognition Scheme) with a brief description and the FORS logo; and 'Freight Quality Partnerships' with a brief description.

Cycle freight trial in London



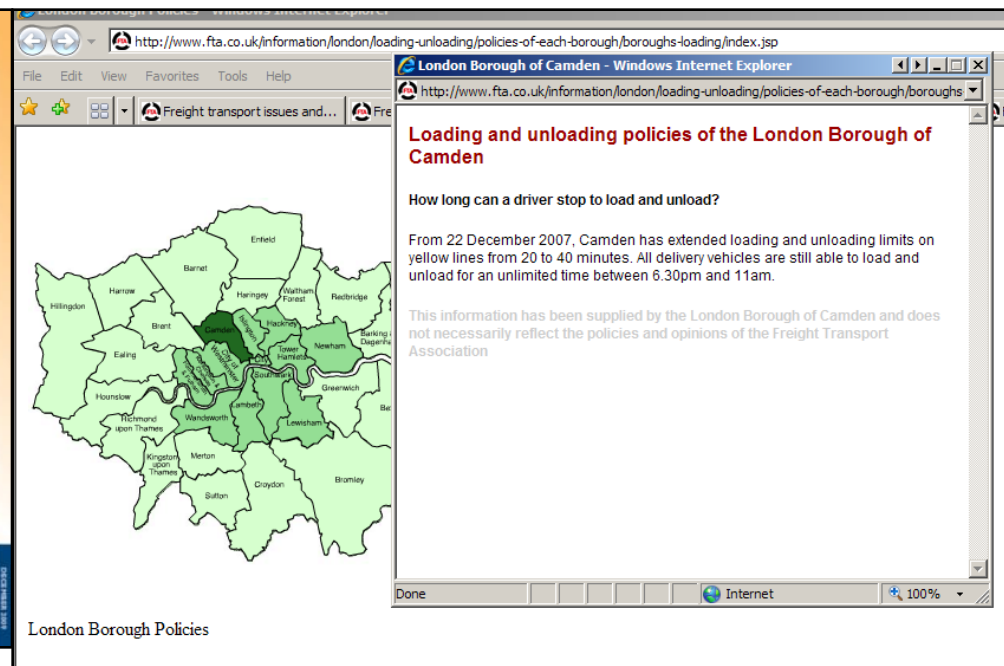
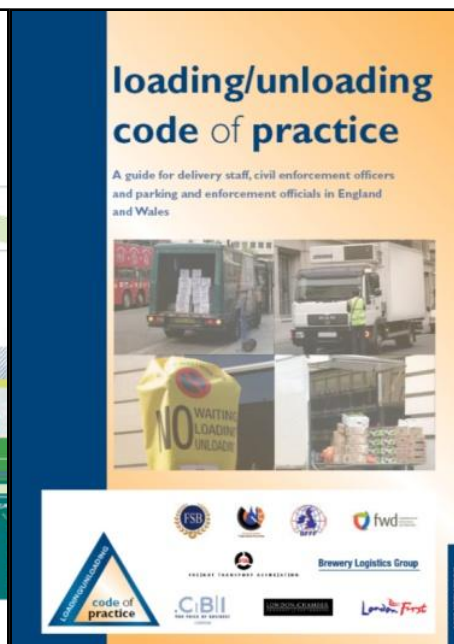
- Stationery deliveries by diesel vans are replaced by tricycles with battery electric assistance, and with small electric vans in City of London



Impacts:

- -64 % mileage in London
- -62 % CO2/parcel
- -52% parking length requiremt.

Loading and unloading



- About 130 million £ annual London PCNs for freight vehicles
- Guidance documents
- The FORS PCN Toolkit has been created for those FORS members who want advice and assistance in dealing with PCNs. It offers practical tips and guidance to help reduce the burden.

Penalty Charge Notes toolkit

1. PCN Administration Tool
2. FORS PCN Issue and Appeals Flowchart
3. FORS PCN Letter of Appeal Template
4. PCN Driver Education Factsheet
5. PCN Route Planning & Scheduling Factsheet
6. PCN Report Form for Drivers
7. PCN Site Assessment Tool
8. Loading / Unloading Code of Practice



Freight Quality Partnerships



Central London Freight Quality Partnership was established in 2006 by Central London Partnership and Transport for London.

As well as the central London boroughs, other key stakeholders include:

- Service providers - freight transport, distribution and service companies and their industry associations, including Freight Transport Association, Brewery Logistics Group and Association of International Couriers and Express Services.
- Local businesses and employers - receiving deliveries and requiring services such as retail outlets, restaurants, bars and pubs, supermarkets and corporate businesses.
- Other public sector organisations - Greater London Authority (GLA) and the Metropolitan Police. Residents and visitors to central London

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