

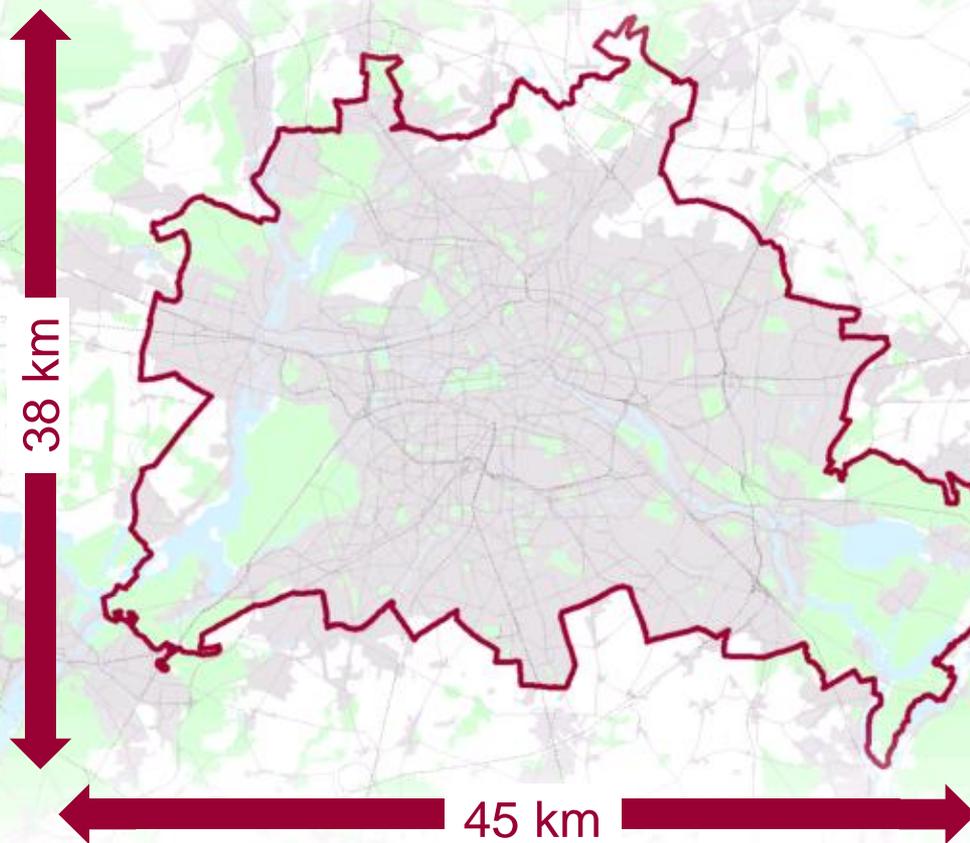


SUGAR

ITS and urban commercial transport - approaches and potentials from the perspective of integrated transport planning

*Julius Menge,
Berlin's Senate Department for Urban Development
Brussel, May 4th, 2011*

Berlin at a glance - some key facts



area: 892 km²

inhabitants: 3,4 million

48% car-free households

car ownership: 317 cars/1.000 inhab.

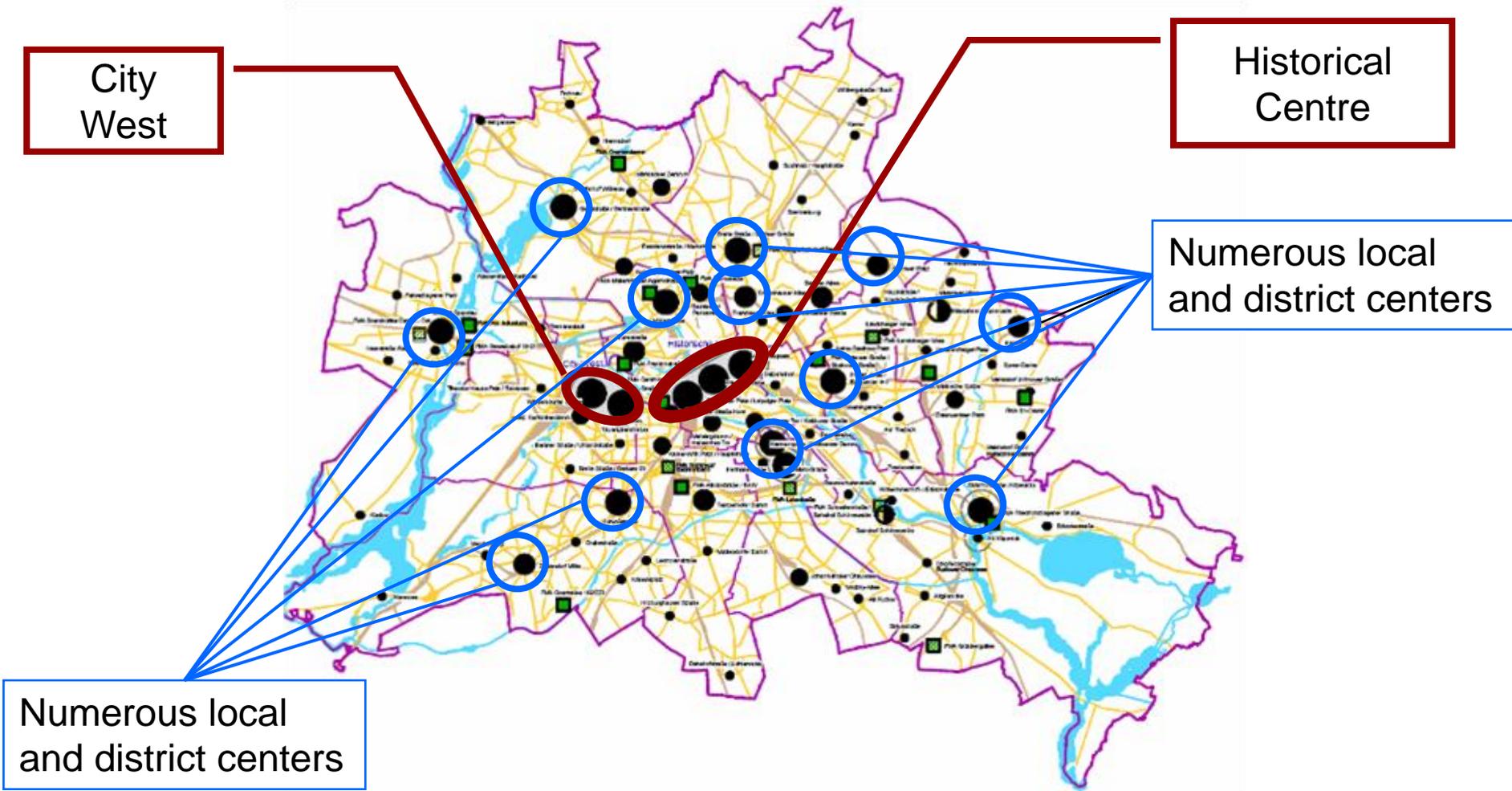
employees: 1.664.100 (2009)

GDP 87,5 EUR bn. (2008)

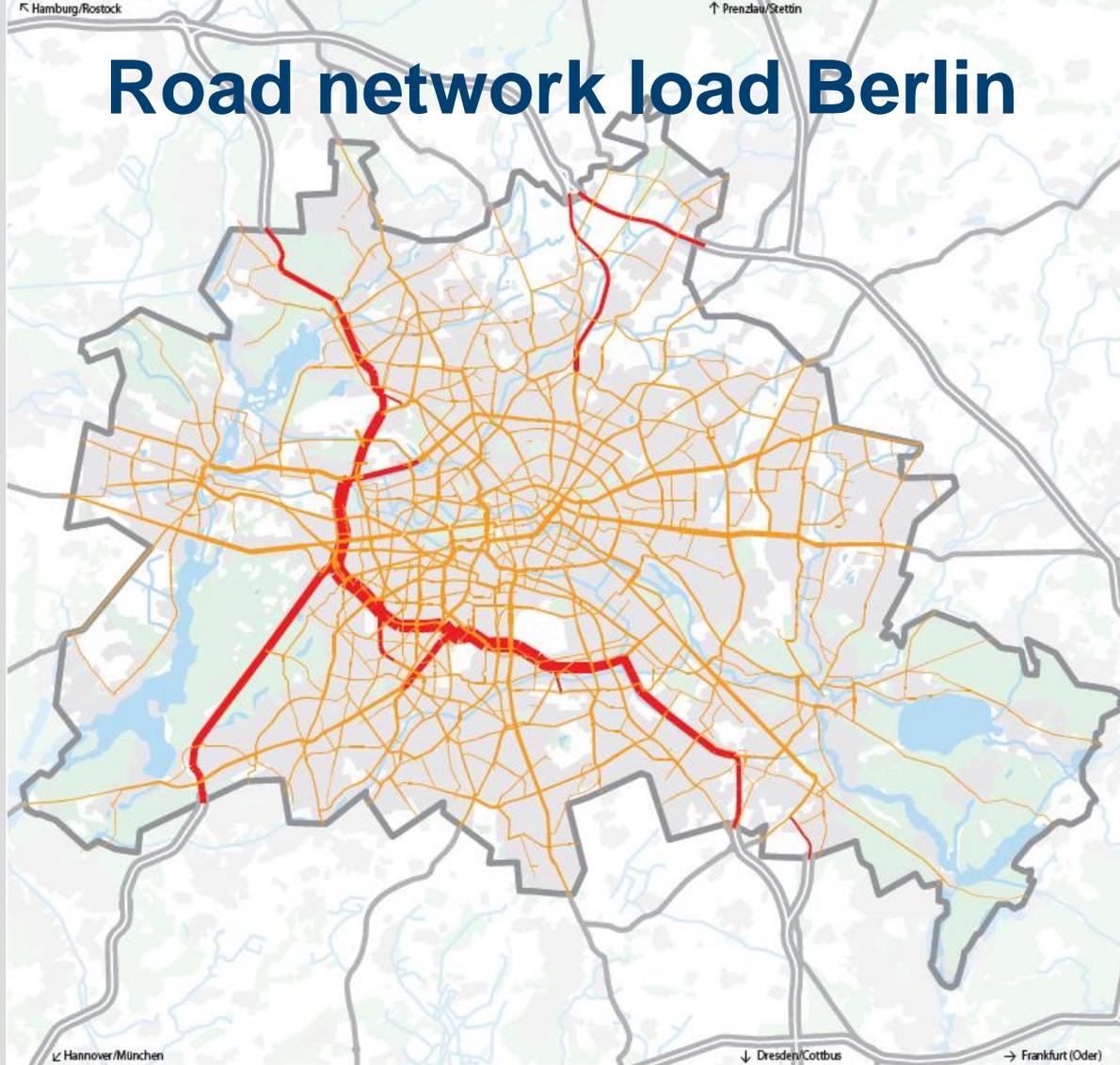
rate of unemployment 14.2% (2010)

12 boroughs

Berlin – a Polycentric City



Road network load Berlin



Anzahl der Kfz auf Bundesautobahnen pro Werktag

- 25.000
- 50.000
- 75.000
- 100.000

Anzahl der Kfz auf Hauptverkehrsstraßen pro Werktag

- 25.000
- 50.000
- 75.000
- 100.000



Current challenges

Transport planning in Berlin and in many other cities is more than ever facing the necessity to identify efficient methods for reaching the strategic aims of transport policy

“Classic” measures of building infrastructure can mostly not cover the complexity of transport related problems

Infrastructural measures are difficult to realize within urban areas (conflicts, long planning processes)

Question of money...

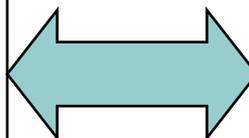
Transport planning for urban freight transport

Aim:

To obtain and improve the performance of the freight traffic in the city

To increase the efficiency of the commercial transport and especially of the freight traffic

To ensure the accessibility



Air quality

(PM10, PM2.5, national NO2 ceiling,...)

Climate protection

(Berlin's aim: 40 % overall reduction until 2020, though missing specific objectives for transport sector)

Noise (Berlin's ambient noise directive)

Traffic safety

Competition of usage

➔ Starting point for methods and measures of traffic management and telematic solutions

Telematic solutions

vehicle and trailer tracking

vehicle management

risk management

driver communication

workflow

software integration

navigation

strategic business information

fuel consumption monitoring

safety cost management

security

emission monitoring

PDA communication

temperature monitoring

distance and time management

interfaces digital tachograph

CAN-Bus-interfaces

fleet management

Internal „vs.“ Citywide Benefits?

Example: Mobile solutions – GPS Explorer mobil

Fleet management system via iPhone App

Applications:

- Track & Trace
- velocity
- temperature control
- driver communication

price: 9,99€ App Store



Quelle: <http://www.gpsauge.de>



Quelle: <http://www.gpsauge.de>

Berlin's Strategy for Traffic Management

Concentrating on the use of existing systems

Bundling approaches and applications of strategic and operative traffic management

→ „Masterplan Verkehrstelematik“



Prerequisites:

Availability of reliable systems for traffic data provision, data gathering, calculation and „short term“ prognosis

Systems for data exchange and communication in case of events

Clear understanding of framework for data provision and use

Close interaction with all relevant actors incl. clear interfaces

Support of R&D activities → collaboration with the economy to develop a common aim



Recent challenges

Enhancement of GVZ

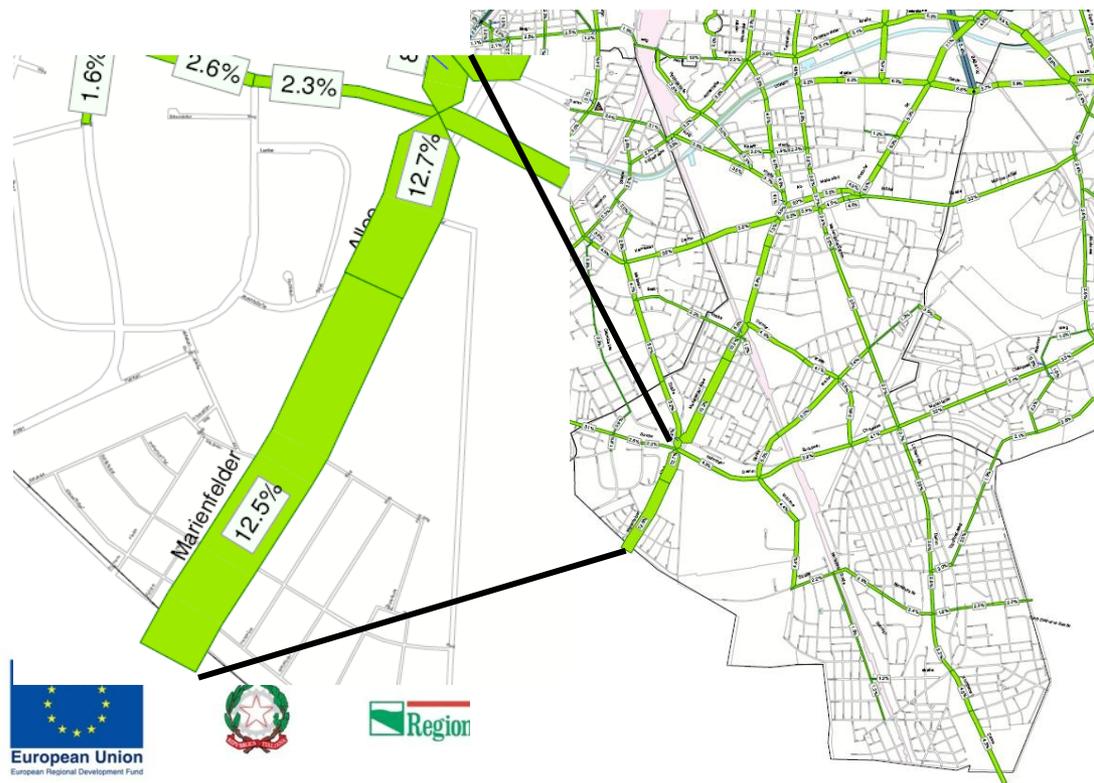
(goods distribution center/freight village) Großbeeren

Currently 2 development plans in participation process

Enhancement of constituent area about more than 70 ha net area of settlement

Expected growth about 200 trucks between 05:00 am and 06:00 pm
→ regional spread?

Already strong conflicts along the corridor from/to GVZ through high percentage of truck traffic



EU Project CityLog – the approach

City logistics issues are faced up through two parallel initiatives, focused on vehicle technologies (CityMove) and the overall delivery process (CityLog)

Project aim:

- Seek and establish new logistic concepts for inner urban areas
- Reduce the negative impacts of urban freight transport

Approach:

efficient resource planning (using telematics and ITS), innovative logistic solutions (new container or box solutions), use of „green“ vehicle (EEV)

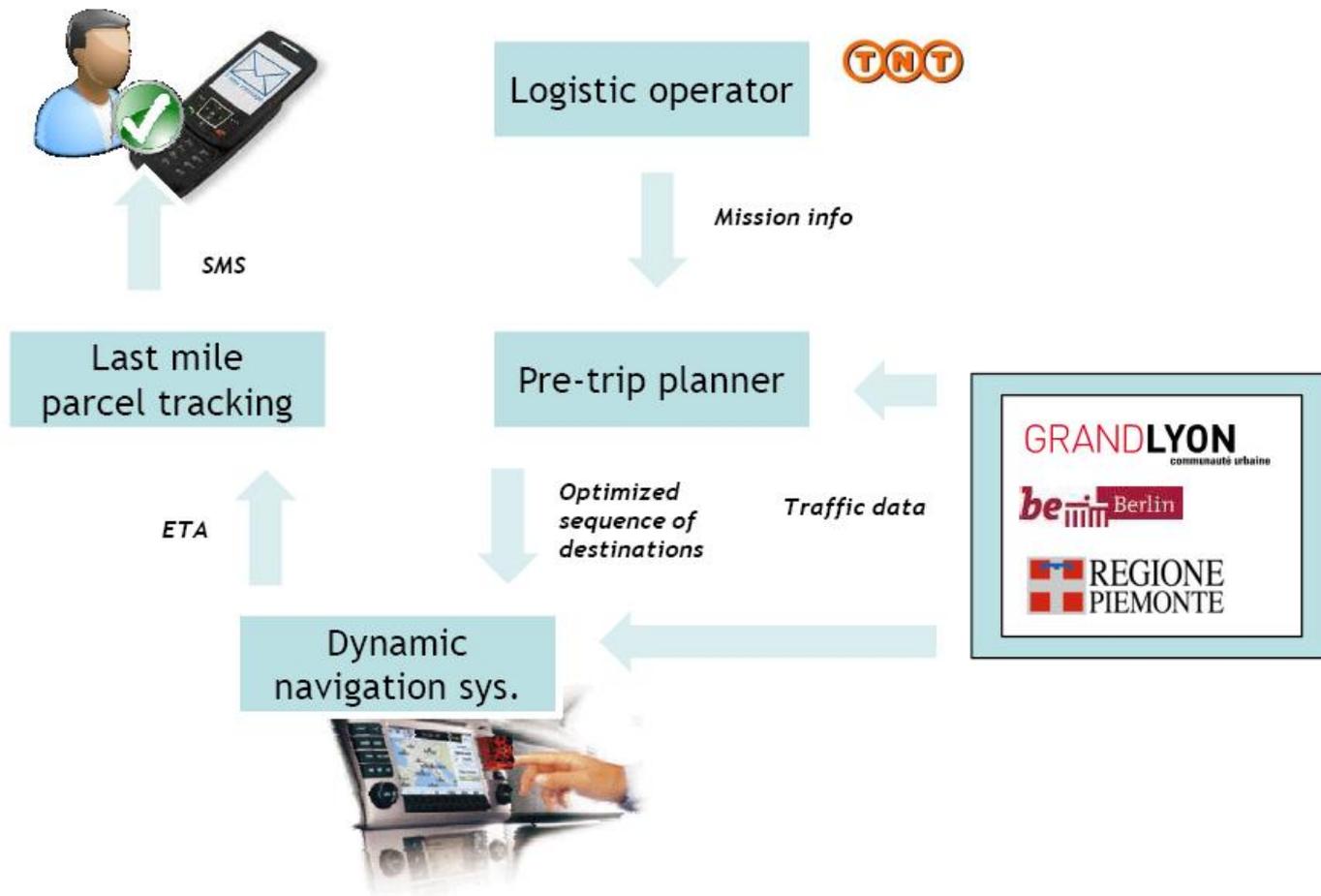
Partners:

Centro Ricerche FIAT (CRF), IVECO, Volvo, TNT, NAVTEQ, PTV, ...

Berlin is one of three locations (Berlin, Communauté Urbaine de Lyon, Regione Piemonte), where the innovations will be put in to practice and real life



CityLog infomobility tools



CityLog – What can we learn as a city?



Urban demonstration area to locally evaluate impacts

Test possible combinations with specific local regulations

(e.g. loading zones, infrastructure on public ground, temporal advantages for clean vehicles)

Transferability

(spatial; to other concepts or suppliers)

Estimate impact for the city, based on (detailed) process data

Link to other EU projects

(e.g. CityMove)



**Thank you! Mercí! Gracias!
Obrigado! Danke! Спасибо!**

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