

# SUGAR Good Practice Round Table

# Göteborg

Magnus Jäderberg Göteborgs Stad, Trafikkontoret 30<sup>th</sup> November 2010







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Magnus Jäderberg City of Gothenburg







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# Citydistribution



3 years ago Gothenburg had congestion problems in the city centre



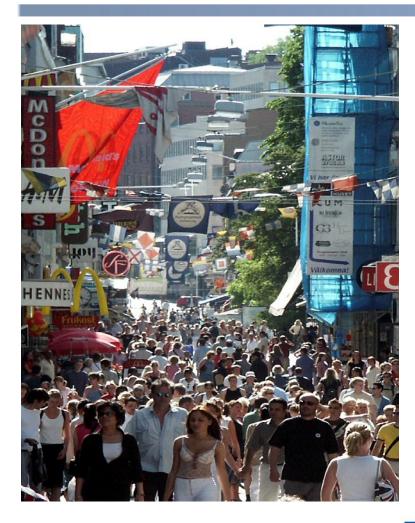








# Citydistribution



# Today there is no congestion problems in the city centre



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# Citydistribution

The strategic guidelines to decrease the congestion are to improve the accessibility for transport suppliers

#### Key factors for decreasing the congestion:

A mix between voluntary changes and regulations A balance between access restrictions (sticks) and incentives (carrots) Enforcement Infrastructural changes Local freight network









#### Why a freight network controlled by the municipality?

Because the development process for the traffic authorities will be much more efficient

#### Is it easy to handle a freight network?

No, it's hard work









6 stakeholders from private companies: Transport suppliers (8) Real estate owners (2) Retailer (1) Associations (4) Truck manufacturer (1) University (1)









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#### **Objectives:**

- Discussions regarding cost efficient city distribution
- Focus on solutions
- Dissemination of knowledge and experience
- A team that is involved in the continuous changing process of the traffic environment in Gothenburg







SUGAR

#### Structure:

- 3-4 half day meetings/year
- Meeting dates are decided for the hole year in the beginning of January
- An agenda that is suitable for all stakeholders
- More issues on the agenda that actually can be handled during the meetings
- Present results from on going projects or activities at every meetings
- Inform an update the stakeholders continuous between the meetings by mail
- Have individual meetings with new members in the network
- Right positions and competences are essential among the members
- Meeting minutes distributed to the members and invited speakers as soon as possible after the meetings

A great deal of both knowledge and experience within the logistics field are required by the person who will administrate the network









# What have actually been obtained during the last 3 years by the freight Network?



Pedestrian streets with time windows (done)



Home deliveries - show rooms (in progress)



Length regulations, maximum 10m. (done)



C/O concept for shopping mall (in progress)



Automatic bollards (done)









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Early morning distribution by guards (in progress)



High level of authorized vehicles within the local environment zone (done)



Collaboration unit "safer deliveries in city centre" (done)



No one-way roads (done)







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Operational collaboration unit for local traffic regulations (Done)



Improvement of route planning (done)



#### Thank you

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