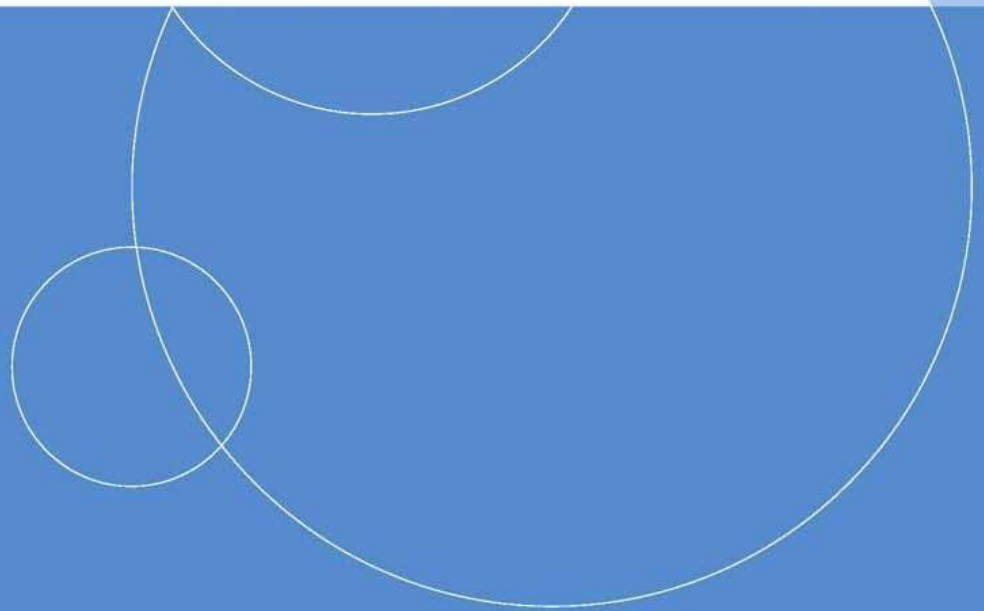




Urban freight

Guidelines



Introduction

Merhaba!

Kendimi tanitabilir miyim?

(mag ik me even voorstellen?)

- Margriet van den Heuvel
- Advisor at SenterNovem
- Sustainable mobility (freight transport & logistics)
- Before that: researcher on transport & logistics at TNO and the Port municipality Port of Rotterdam

Urban freight (UF), what is it?

- UF definition: distribution & collection of goods to and from companies/ organisations/ offices etc in inner cities or shopping areas
- Related to: economy, infrastructure, environment, society
- Needs more focus because of strong increase of urban trade & transport

Components of UF

- Goods
- Vehicles
- infrastructure

Implementation of urban freight plans, Dutch Example

- Lot's of urban freight problems
- Lot's of succesfull and unsuccesfull solutions
- Recently: special committee focused on urban freight
- To initiate, advize & support the organization and realization/implementation of urban freight plans
- Based on years of experiences a logbook/workbook is designed
- Short introduction

Steps of implementation (logbook)

1 Initiate

- Take the initiative

2 Investigation & orientation

- Describe the situation
- Start discussions
- Design proces

3 Development

- Explore solutions
- Explore implications/ possible results
- Develop integral approach
- Establish/ lay down this approach

4 Realization & evaluation

- Implementation of plans
- Evaluation of plans

1 Take the initiative

Parties involved

- Municipality
- Inhabitants
- Retailers
- Catering industry
- Transporters
- Consumers
- Suppliers
- Surrounding municipalities

Interests

Various & opposite

Necessary

Define common interest

Look for key figures/parties

And collaboration

2a Describe the situation

1st (statistical) analyses of problems & bottlenecks

- Description of city centre
- amount of traffic & goodflows
- Profile supply of shops
- Profile transporters

2nd describe changes & problems i.r.t.

- Attractiveness of inner city
- Quality of life
- Traffic safety
- Accessibility
- Efficiency of supply (shops, catering, offices)

2B Discussion

- Focused on interests & positions of all parties involved
- Discussion with key players
- Choose well informed & responsible parties
- Keep them good informed during the discussion

2c Design the proces

Involve people who are responsible for realization of plans

- Inhabitants, consumers
- Business, trade
- Umbrella organizations
- Municipality

Be real and ambitious at the same time

3 DEVELOPMENT

3a Explore solutions

There is no such thing as a ready-made solutions!

Solutions have 2 aspects: cooperation & technique

Cooperation can be voluntary or realized by (legal) rules

Components & scope of solutions

1. Goods ➡ logistical solutions
2. Vehicles ➡ clean, silent, size
3. infrastructure ➡ routes, time windows

3b Explore implications

Look for combinations of measurements which enforce each other

Tools available to quantify implications

3c Develop integral approach

Look for coherence in measures

Formulate concrete/definite results you want to reach

Involve a neutral advisor

3d Establish integral approach

Formulate an agreement with administrative appointments, related to policyplan of municipality

Point out the needed capacity of people and budget

Continue the project

4 Realization & evaluation

4a Implementation

Implementation of plans

Take care of Maintenance & Compliance with the law

(handhaving & naleving)

4b Evaluation

Measures efficient?

Support for measures still present?

Changes needed?

Harmonized approach (in short)

3 steps:

1. Problem identification
2. Decision making
3. implementation

Within decisionmaking

1. Relate to existing distribution structures
2. Activate & involve parties concerned
3. Define common goals
4. Define & start projectteams
5. Tailormade solutions

Teşekkür ederim!
(thank you)

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