CITIES AND REGIONS NETWORKING
FOR INNOVATIVE TRANSPORT SOLUTIONS

2014 ANNUAL
POLIS CONFERENCE
Madrid, November 27-28th 2014

Sustainable Urban Logistics Plan (SULP): The Experience of IEE ENCLOSE project in Small and Mid-sized European historic Towns

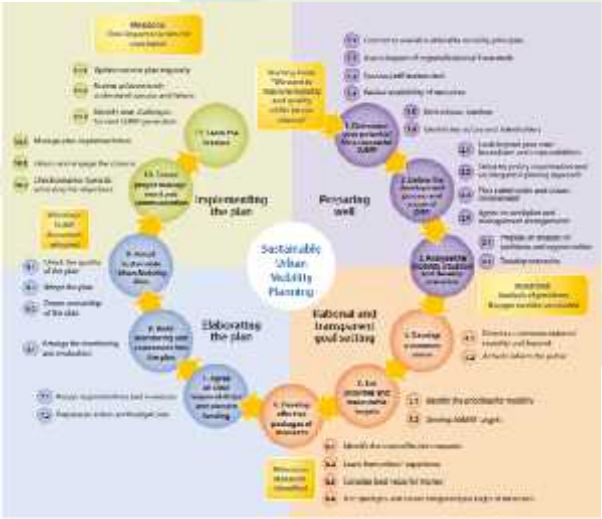
Giorgio Ambrosino
ENCLOSE Project Manager
MemEx, Italy

Emerging trends in Urban Mobility Policy

EU Strategies
Best Practices in Towns/Urban Areas

WHITE PAPER (2011)
URBAN MOBILITY PACKAGE (2013)
SUMP (2011-2014)

Planning for the people



- Integration of land use and transport planning (TOD approach),
- Actions towards public transport priority, green and soft modalities, cooperation among modalities,
- Improve fuel and vehicle technologies towards e-mobility

Smart town
based on integrated and partecipative mobility planning
for people and goods

Urban Mobility Governance: main Axes of Intervention

- Systems and ICT infrastructures
- Qualification and differentiation of PT services
  (BRT-BHLS, Flexible transport, Feeder etc.)
- **Urban logistics services**
  (last mile distribution, UCC, etc.)
- Integration of different modalities and services interoperability
- Green complementary Measures
  (bike sharing-station, vans sharing, car sharing, etc.)

MIXED SOLUTIONS by TECHNOLOGIES and INFRASTRUCTURES …
but also ORGANIZATION/OPERATION and NORMATIVE

Freight Distribution in Small and Medium Historic Towns

More complex due to:

- City environment
  old road infrastructure, narrow streets, etc.
- more strict access regulations
- presence of heritage and historic assets
- higher risks for pedestrian safety

… with higher impacts *(pollution, emissions, etc.)*

and higher costs of logistics operation

21 cities with more than 1 million inhabitants
180 cities with more than 200.000 inhabitants and less 1 Ml
1364 cities between 40.000 and 200.000 inhabitants

IEE-ENCLOSE Project

ENergy efficiency in City LOgistics Services for Small and Mid-sized European Historic Towns (SMHTs)

- Starting date: May 2012
- Duration: 30 months
- Project Coordinator: MemEx (Italy)
- 16 partners from 13 EU Countries including 9 Towns

Lucca, Trondheim, s'Hertogenbosch, Burgos, Almada, Dundee, Albalulia, Serres, Balchik

Main Specific Results

Implementation and operation of

- **Pilot Services** in Lucca,Trondheim and s'Hertogenbosch;
- **Soft measures** Burgos, Almada, Dundee, Albalulia, Serres, Balchik

Development of

- **Feasibility Study** in 6 Follower Towns
- **Sustainable Urban Logistic Plans** in 9 ENCLOSE towns

by

- **Knowledge and experiences exchanges and training courses**
- **Common SULP development methodology/guidelines**
- **Promotion and Communication ENCLOSE approach**

Point of view of City and Public Authorities

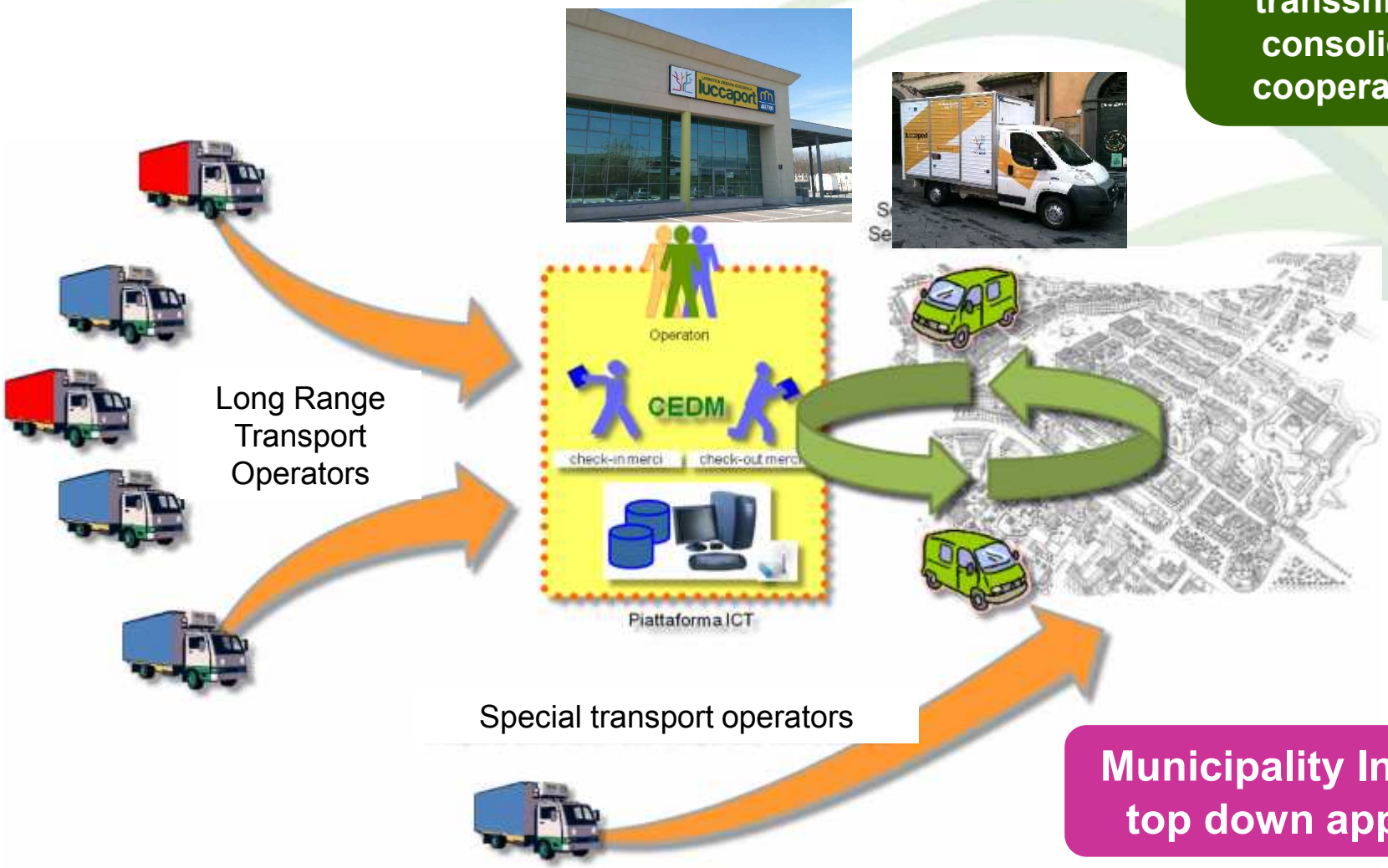
ENCLOSE Pilot services in Forerunners Towns

Trondheim
s-Hertogenbosch
Lucca

LuccaPort: Urban Consolidation Center

Last Mile and Cross Docking Services

City Access Rules push the transshipment, consolidation, cooperation, …



Municipality Initiative: top down approach

ENCLOSE Pilots in Trondheim and s-Hertogenbosch

168.000 inh.

- Parcel distribution by electric vans
- Pallets distribution

Towards a Zero Emission Postal Distribution

140.000 inh

- Delivery by clean vehicles
- ECO2CITY service
- Low Emission Zone

Transport operator/ Shopkeepers cooperation agreement

How could UCC survive ?

Not only “last mile” delivery services

Added Value Services, i.e.:

- Third party warehousing with on-demand delivery
- Park&buy
- Packaging collection (reverse logistics)
- Hotel baggage delivery for tourist bus
- Specific solution for “self supply”
- Special urban quick deliveries
- Out of hours deliveries

… delivery service extension to the urban surroundings

Common problems …

Burgos

Serres

Alba Iulia

Almada

Soft Measures in Almada

- New Loading & unloading regulation and access time windows
- Enhance enforcement control of the vans parking
- Electric trolley services for market shops

Soft Measures in Burgos

- New regulation (space and timing) for the historical centre access
- Card System for “self supply” of shop owners and hostelry owners (Starting base for van sharing service)

“Soft” Measures in the other ENCLOSE follower towns

	Soft measures
Alba Iulia	Regulation by time windows, restrictions, penalties, etc.
	Awareness Raising Campaign to shops and transport operators
Serres	Awareness campaigns to the shops, operators and general users
	Improving the visibility of (un) loading areas.
Dundee	Increase the enforcement levels on loading bays
	Electric Vehicles as replacements for existing Municipality fleets
Balchik	Restriction of the van access during the summer season
	Regulation by time window and space

Key role of City Administration

Policy and support

- Development of specific mobility action
- City distribution plan
- Quality certificates / permits schemes
- Realization specific infrastructure (UCC)
- Cooperation PPP (e.g. UCC building, operation, …)
- Use incentives for e.g. FEVs, PHEVs

Measure / Regulations

- Access restriction rules (e.g. in relation to type of goods/days/times, Limited Traffic Zones, Environmental Zones, etc.)
- Enforcement scheme and activities
- Access systems
- Specific rules for "green vehicles"

Towards Sustainable Urban Logistics Plan

SULP concept

A specific Plan for managing city logistics processes and designing solutions within mid-term horizon

SULP as key part of SUMP, devoted to urban logistics solutions

All the 9 ENCLOSE towns developed the SULP as a key part of their SUMP or as starting point for SUMP development

SULP planning and implementing

ENCLOSE provide a practical methodology supporting City stakeholders in choosing the most suitable solutions

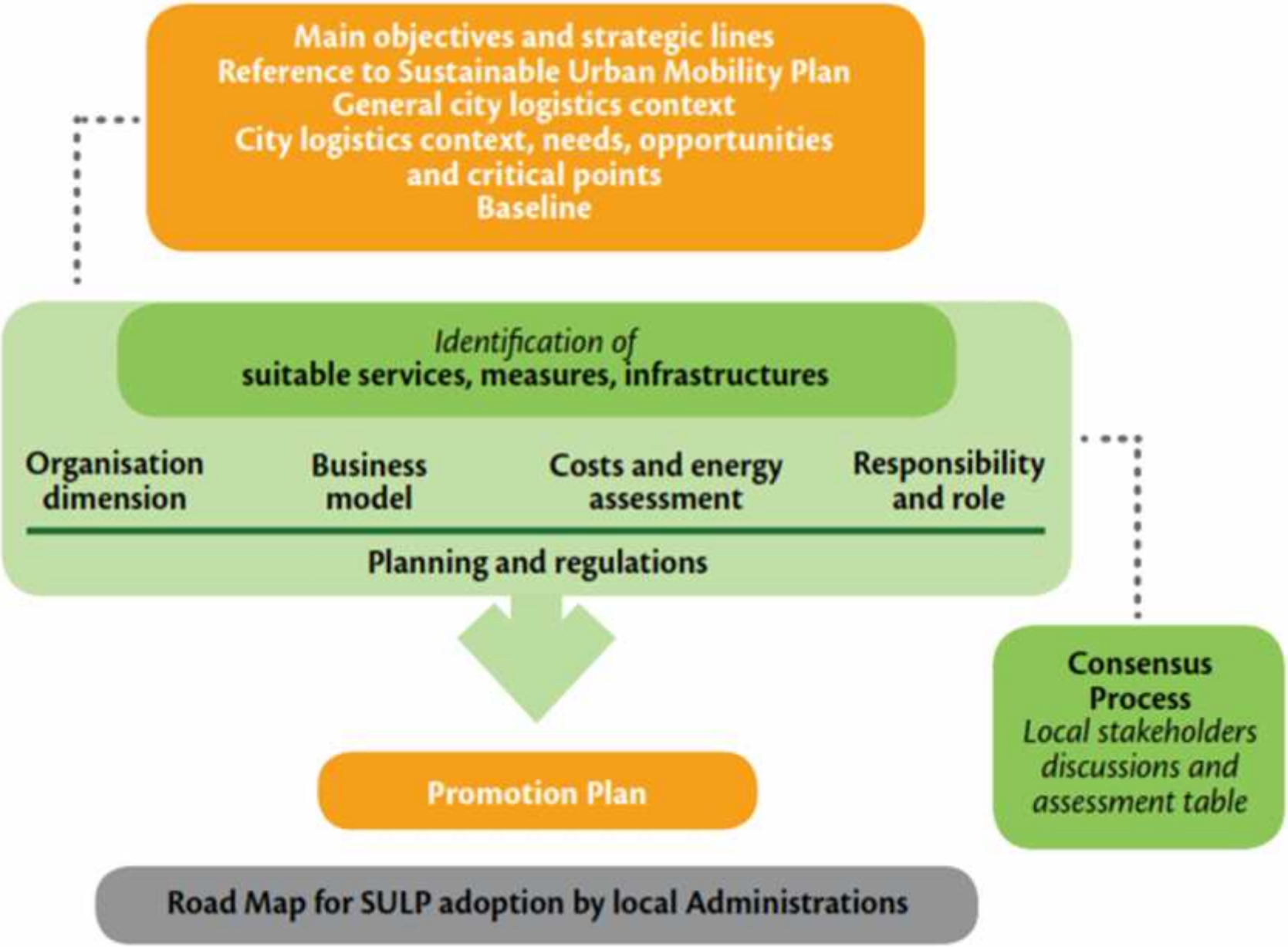
Working on:

- Institutional level
- Political level
- Operation/Organization level
- Infrastructures/ITS level
- Economic/Business level

with a **bottom-up and participatory approach**

SULP methodology was defined following the SUMP approach

SULP methodology structure



The SULP methodology elements

E0 - Setting the objective and target

E1 - Urban mobility scenario and priorities

E2 - Analyze the logistics context and processes

E3 - Setting requirements and logistics baseline

E4 - Suitable measures and services vs. requiremts

E5 - Design of Identified solutions

E6 - Business Model, actor role and responsibility

E7 - Services/Solutions Assessment and Impacts

E8 - Responsibilities implementing/monitoring plan

E9 - Promotion and Communication Plan

E10 - Roadmap to adopt the SULP

Single element description

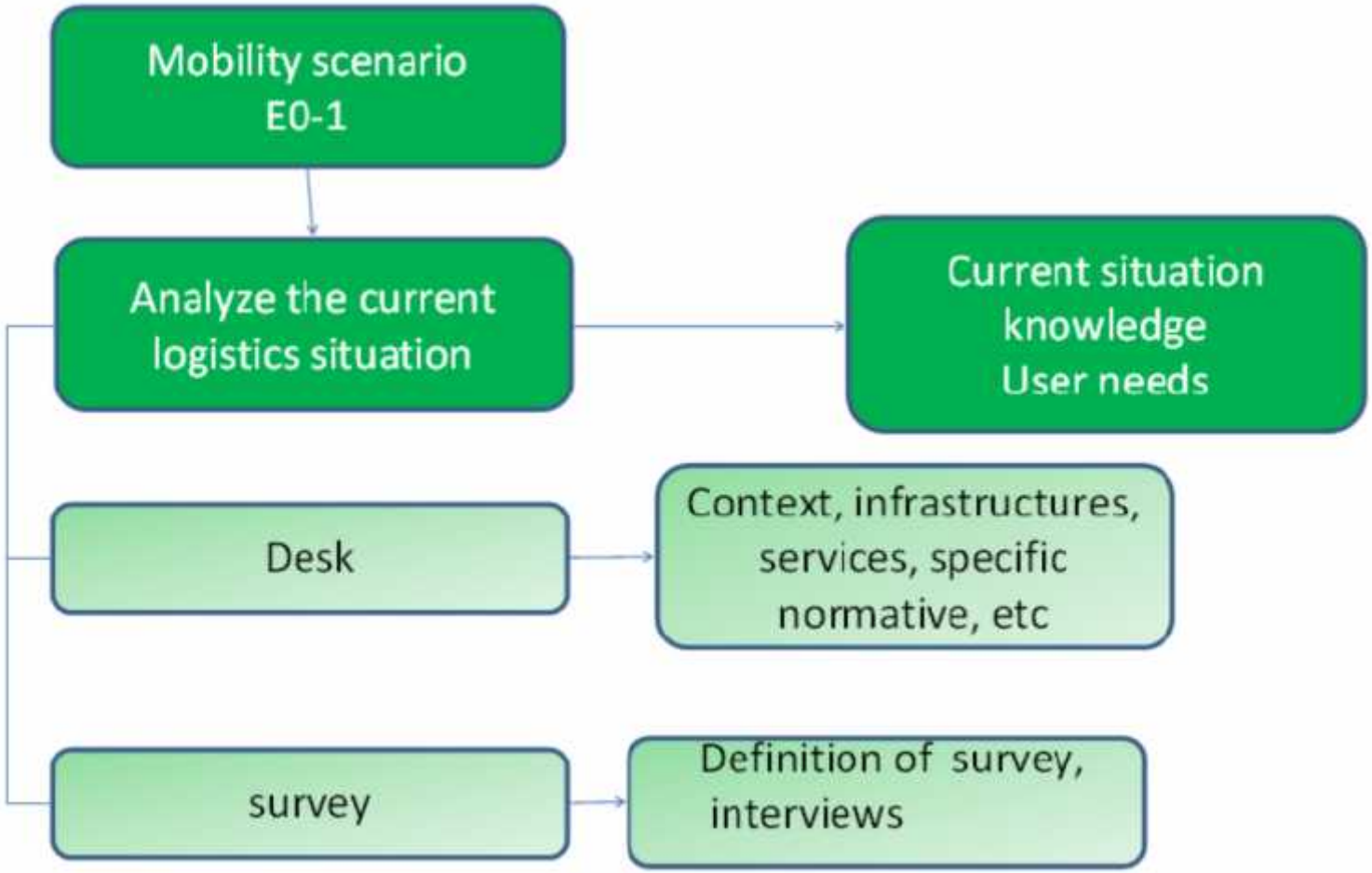
Each ELEMENT is described in terms of

- **Rationale**
- **Tasks and timings**
- **Methods**

- **Boxes: examples coming from the work carried-out in the 9 partner towns for the implementation of their SULPs**

Details of Elements

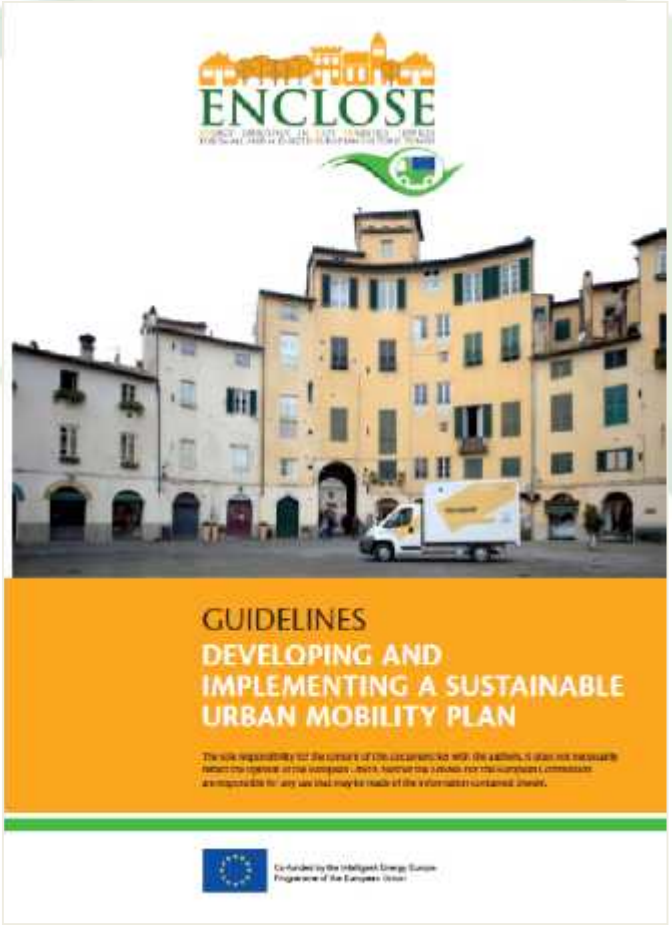
E2: Analyze the logistics context and processes



ENCLOSE - Deliverable D5.2 “SULP”

DOCUMENT STRUCTURE

1. Purpose of the SULP guidelines
2. Introduction
3. Urban Mobility Governance
4. City Logistics in European SMHT
5. Sustainable Urban Logistics Plan (SULP)
6. Logistics services: needs, challenges and benefits
7. "Soft & Hard" measures reference context
8. Methodology approach/elements
9. SULP Integrated with SUMP



PORTFOLIO WITH THE 9 ENCLOSE TOWN SULPs

SULP key practical observations:

SULP implementation can be a gradual process depending on the needs and characteristics of the town

SULP can't require to implement advanced systems or heavy infrastructures or making great investments

SULP can take advantage on what is already available in terms of depots, operators, technologies, regulations, etc.

SULP shall, first of all, to act on the city regulation and incentives for the adoption of clean vehicles

SULP should create a forum among the different social/economic actors and with the other Authority level

KEEP IT SIMPLE !!!

ENCLOSE website - www.enclose.eu

giorgio.ambrosino@memexitaly.it

WHITE PAPER and City Logistics

"Achieve essentially CO2-free city logistics by 2030"

- optimizing urban logistics efficiency *(economic, environment, equity)*
- improving the links between long-distance, inter-urban and urban freight transport
- incorporating freight transport in local mobility policy and development of "Sustainable Urban Logistics Plans

Actions: Best Practice exchange, R&D, Funding, Guidelines

… in any case solutions based on the experience of big towns and refer to one model !

FEV focus

Electric Fleets in Urban Logistics

Improving urban freight efficiency in small and medium-sized historic towns

Annex:
Electric Fleets in Urban Logistics

Overview of current low emission vehicles

March 2014

SULPs measures in ENCLOSE towns 1/3

Burgos **Spain**		**UCC – Last mile service** **Platform B2B for card system management** **Van-sharing** **Park&Buy by cargo bike** **Plaza Espana reorganization**
Dundee **UK**		**ECO-stars environmental fleet** **Web traffic information for lorry routing** **Electric vehicles adoption for the Municipality Fleet** **UCC (medium term)**
Serres **Greece**		**Spatial and temporal restrictions within a new city logistics regulation** **Routes optimization via ICT platform use** **Web traffic information for lorry routing (medium term)** **UCC (long term)**

SULPs measures follower towns 2/3

Alba Iulia **Romania**		**New mobility plan** **UCC** **Proximity delivery centres** **Night freight distribution** **Measures to foster the use of eco-friendly commercial vehicles** **IT systems for commercial traffic monitoring**
Almada **Portugal**		**UCC- Last Mile services** **Pack Station at the Flexibus depot** **Fish Market van-parking reorganization**
Balchik **Bulgaria**		**Normative restriction for commercial vehicles** **New load/unload parking slots enforcement** **New parking building near the city center**

SULPs measures in ENCLOSE towns 3/3

Lucca **Italy**		**Third party freight storage service** **Logistics services for tourist and hotels** **Agreement with shop keepers for the UCC as final destination**
s'Hertogenbosch **Nederland**		**To increase the activities of UCC** **Garbace collection efficiency** **Biogas filling stations**
Trondheim - Posten Norge Norway		**Increase the electric vehicle fleet** **Biogas and Hydrogen filling stations** **School and relevant destinations services**