

City logistics in a neighbourhood The Oude Pijp; Amsterdam



City of Rotterdam



2016

ANNUAL POLIS CONFERENCE

1-2 December 2016, Rotterdam

Innovation in Transport for Sustainable Cities and Regions



Westergasfabriek -
Zuiveringshal West

s100

EYE

s116

Schellingwoud

STAATSLIEDENBUURT

Dierenkliniek De Jordaan

s100

De Oude Kerk

s100

NEMO Science Museum

ZEEBURG

s114

Amsterdam

s100

CRUQUIUSEILAND

OOSTELIJK
HAVENGEBIED

Kinkerstraat

Bloemenmarkt

ARTIS

Melkweg

Koninklijk Theater Carré

INDISCHE BUURT

Paradiso

s106

Rijksmuseum

s100

s113

Insulindeweg

Flevopark

Van Gogh Museum

Heineken Experience

AMSTERDAM-OOST

Albert Cuypmarkt

s108

DE PIJP

s112

Amstel

s110

Ringvaart

Communicatie
Marketing

INBUURT

Noorder Amsterdamkanaal

s108

s109

Churchill-laan

Amstelkanal

Rijnstraat

s110

WATERGRAAFSMEER

s113

Arboretum De
Nieuwe Ooster

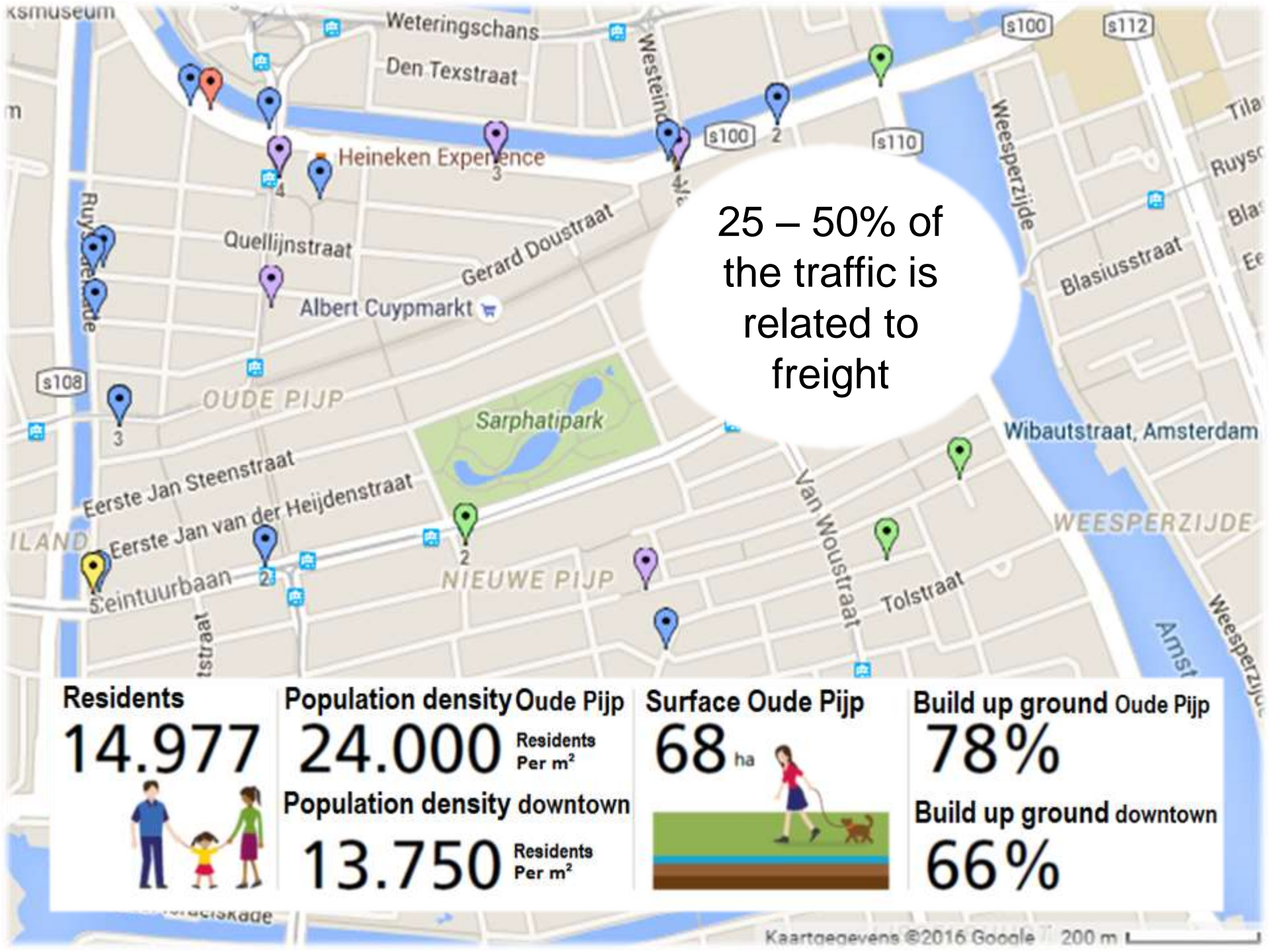
s112

RAI Amsterdam

A10

Diemen



A map of the Oude Piip and Nieuwe Piip neighborhoods in Amsterdam. The map shows a grid of streets including Weteringschans, Den Texstraat, Heineken Experience, Quellijnstraat, Gerard Doustraat, Albert Cuypmarkt, Sarphatipark, Eerste Jan Steenstraat, Eerste Jan van der Heijdenstraat, Seintuurbaan, Van Woustraat, Tolstraat, and Wibautstraat. The Amstel river is visible on the right. A white circle highlights the central area. Various colored pins (blue, purple, green, red) are placed on the map, some with numbers. Road shields for s100, s108, s110, and s112 are also present.

25 – 50% of
the traffic is
related to
freight

Residents

14.977



Population density Oude Piip

24.000

Residents
Per m²

Population density downtown

13.750

Residents
Per m²

Surface Oude Piip

68 ha



Build up ground Oude Piip

78%

Build up ground downtown

66%



AIM OF THE RESEARCH

To describe the characteristics of the delivery in terms of producttype, frequency and transport organisation from the perspective of the receiver, supplier and logistics service provider.

Create awareness about the current situation, to determine the potential of different solutions.

FOCUS OF THE RESEARCH

Number of establishments



 <u>Companies</u>	439	16%
 <u>Shops</u>	353	13%
 <u>Horeca</u>	214	8%
<hr/>		
Kantoren	1056	38%
Voorzieningen	599	22%
Overige	101	4%
<hr/>		
Totaal	2762	

Focus of the
research
1.000
companies

**103 of the
companies
participated in
this research**



**9500
deliveries a
week for 1000
companies**

**760 postals a
day are
delivered to
residents**

78%



⌚ 15 min.



RESULTS RECEIVERS

Companies



7,1

Horeca






16,6

Shops

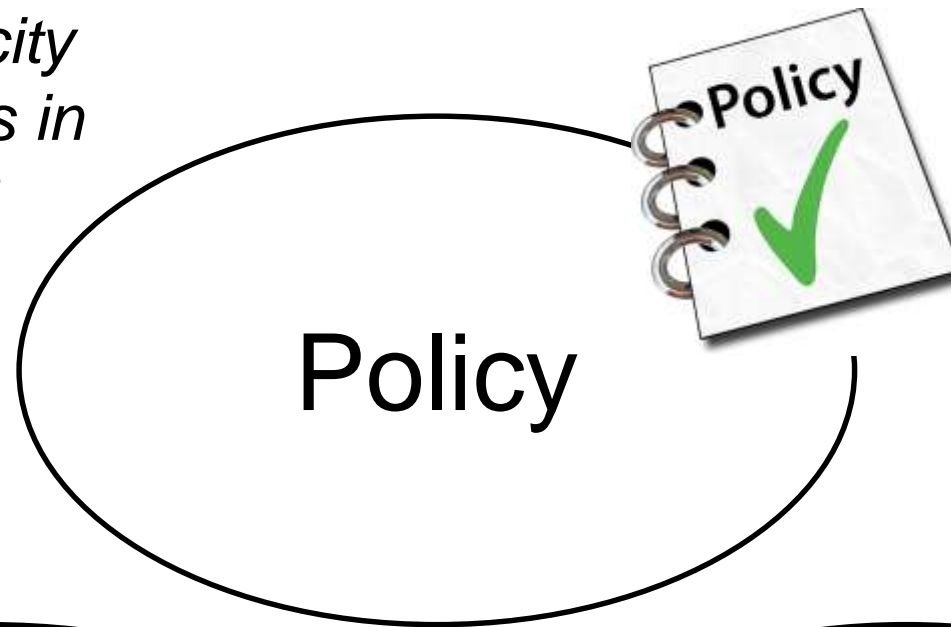


7,8

-  Foodstuff
-  Non-Food (Like clothing, office supplies etc.)
-  Waste Collection

Average
number of
deliveries per
week

*How to develop city
logistics solutions in
a neighborhood?*



INFLUENCE OF POLICY

- Stakeholders
 - Residents
 - Local entrepreneurs
 - Transport companies
 - Local government
- Solutions

HOW TO GET PARTICIPATION?

- Awareness
- Conditions
- Identification of acceptable solutions
- Creating (public) support
- Decision

POTENTIAL SOLUTIONS



NEXT STEPS

1. More detailed analysis, with further categorization of receivers
2. Using data to determine effect of the solutions
3. Participation of stakeholders in evaluation of alternatives using MAMCA methodology



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