

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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#POLIS2022

Integrating intelligent city logistics into sustainable area development

1G Urban Freight Strategy and Tools

Goudappel
MOBILITY MOVES US

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Logistics in the Netherlands

Top Sector Logistics



Added value of
65bln (9% GDP)



>675.000 jobs
-> 7,5%



3,7% of world trade



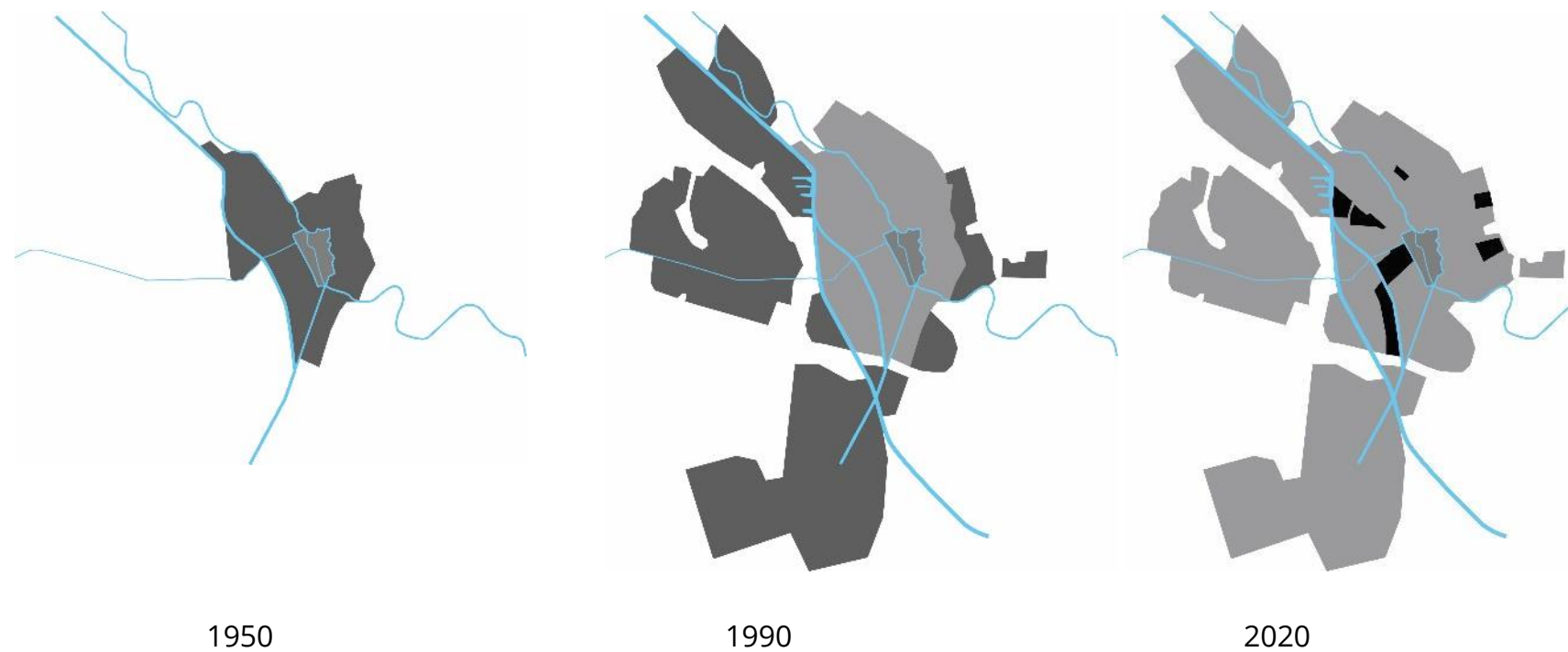
Topic of today:
City logistics



Facing new challenges

City of Utrecht is growing: +21% inhabitants before 2040

New challenges: sustainable and space efficient mobility, creating vibrant city life



Many (Dutch) cities are facing the same challenges

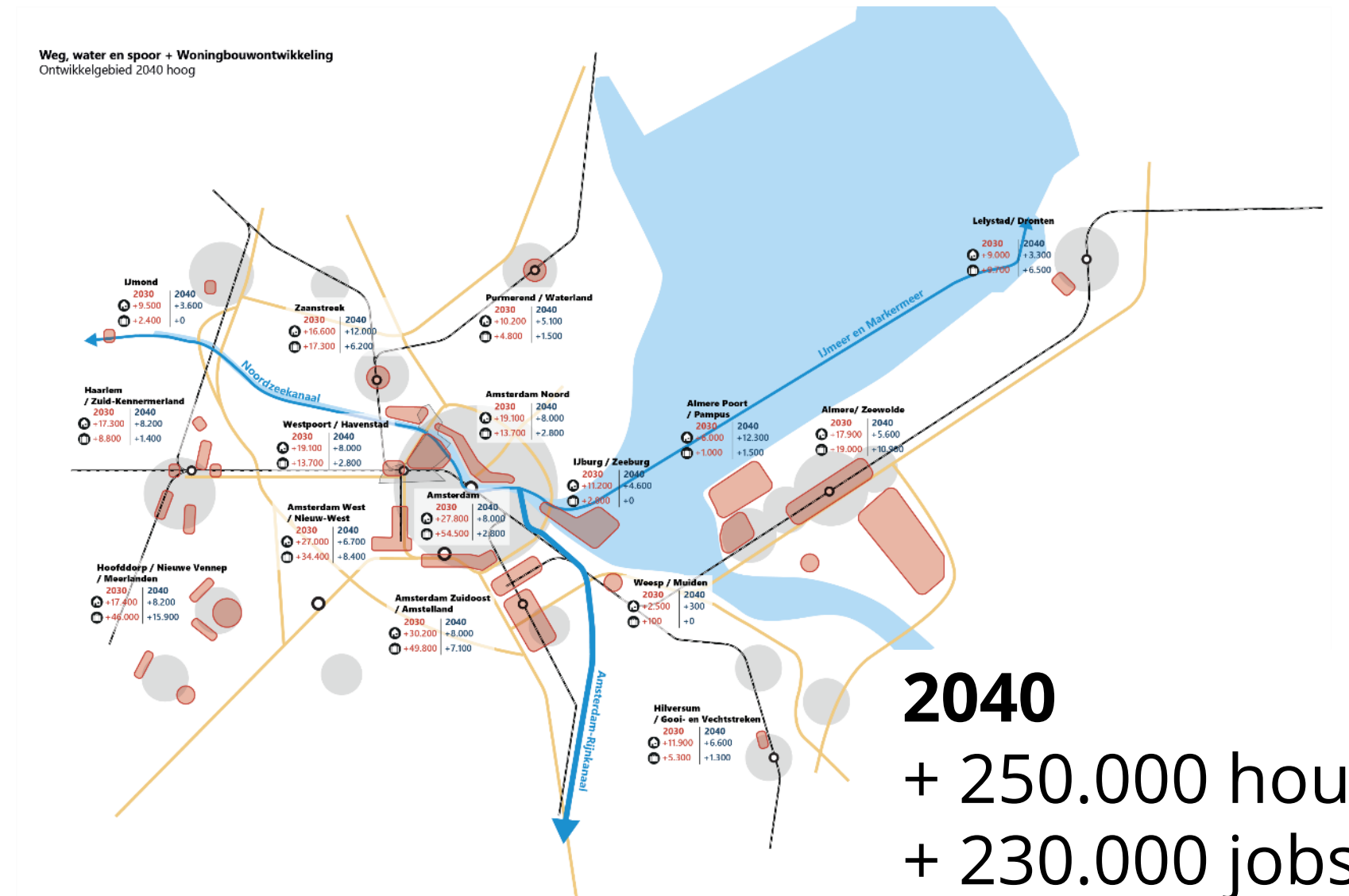


Integral urban development

Utrecht Merwede



Amsterdam ambition urban development



2040
+ 250.000 houses
+ 230.000 jobs




















Logistics as part of our daily urban system

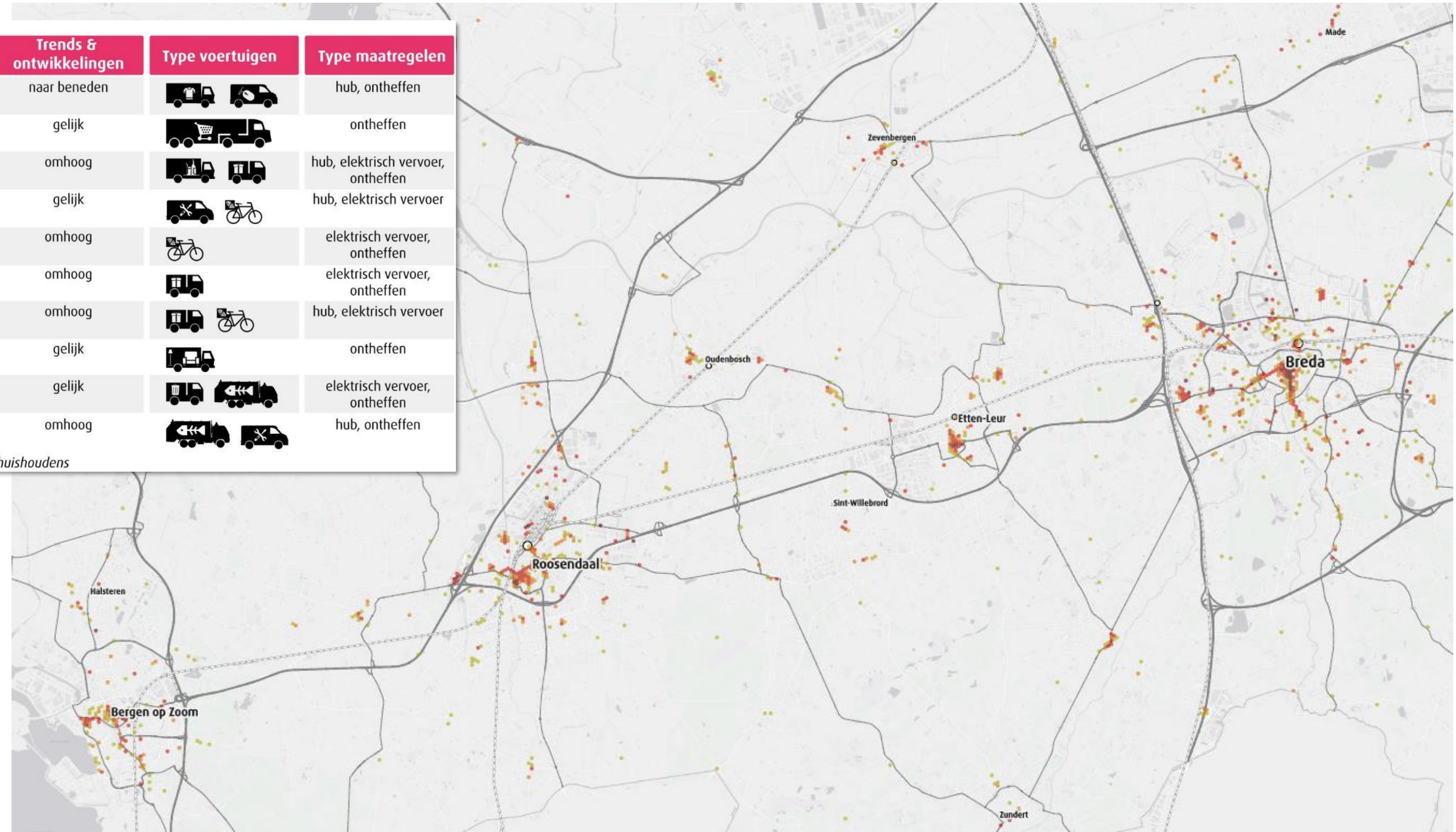


And more...
Retail distribution
Café/Restaurants
Service & Maintenance
Building sites
E-commerce
Healthcare
...

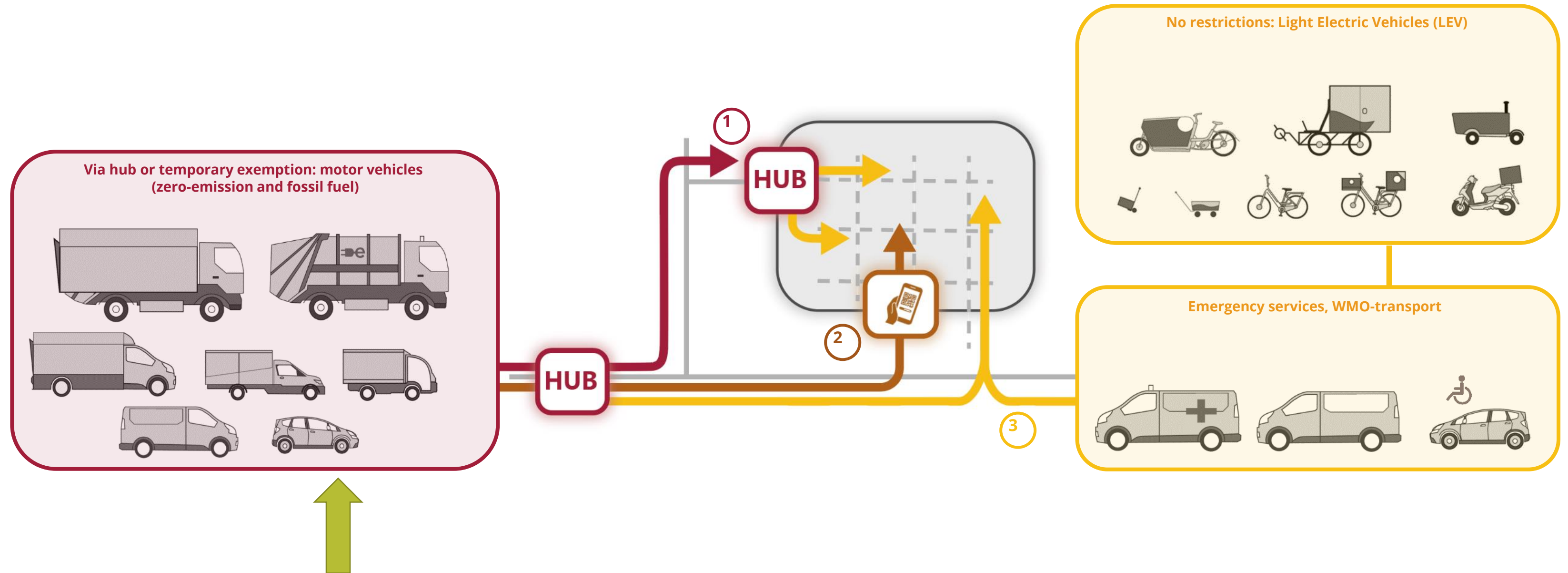
Step 1: logistics made visible

| Logistieke stroom | Bandbreedte* | Trends & ontwikkelingen | Type voertuigen | Type maatregelen |
|---------------------------------|----------------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| Retail non-food | 1.600 - 2.200 leveringen per dag | naar beneden |   | hub, ontheffen |
| Retail food | 4.500 - 7.000 leveringen per dag | gelijk |   | ontheffen |
| Horeca | 1.600 - 2.200 leveringen per dag | omhoog |   | hub, elektrisch vervoer, ontheffen |
| Servicelogistiek | 30 - 50 leveringen per dag | gelijk |   | hub, elektrisch vervoer |
| Maaltijdenbezorging | 70 - 100 leveringen per dag | omhoog |  | elektrisch vervoer, ontheffen |
| Boodschappen | 10 - 20 leveringen per dag | omhoog |  | elektrisch vervoer, ontheffen |
| Pakketten | 80 - 120 leveringen per dag | omhoog |   | hub, elektrisch vervoer |
| Verhuizingen & Grote leveringen | 0,5-1 levering per dag | gelijk |  | ontheffen |
| Afval | 120 - 150 leveringen per dag | gelijk |   | elektrisch vervoer, ontheffen |
| Bouw | - | omhoog |   | hub, ontheffen |

* per 1.000 ondernemers/huishoudens



Step 2: develop measures



| # delivery's | Load-/unloading time | Vehicle types | Type of goods |
|--------------|----------------------|---------------|---------------|
| ... | ... | ... | ... |



Step 3: determine impact

Public

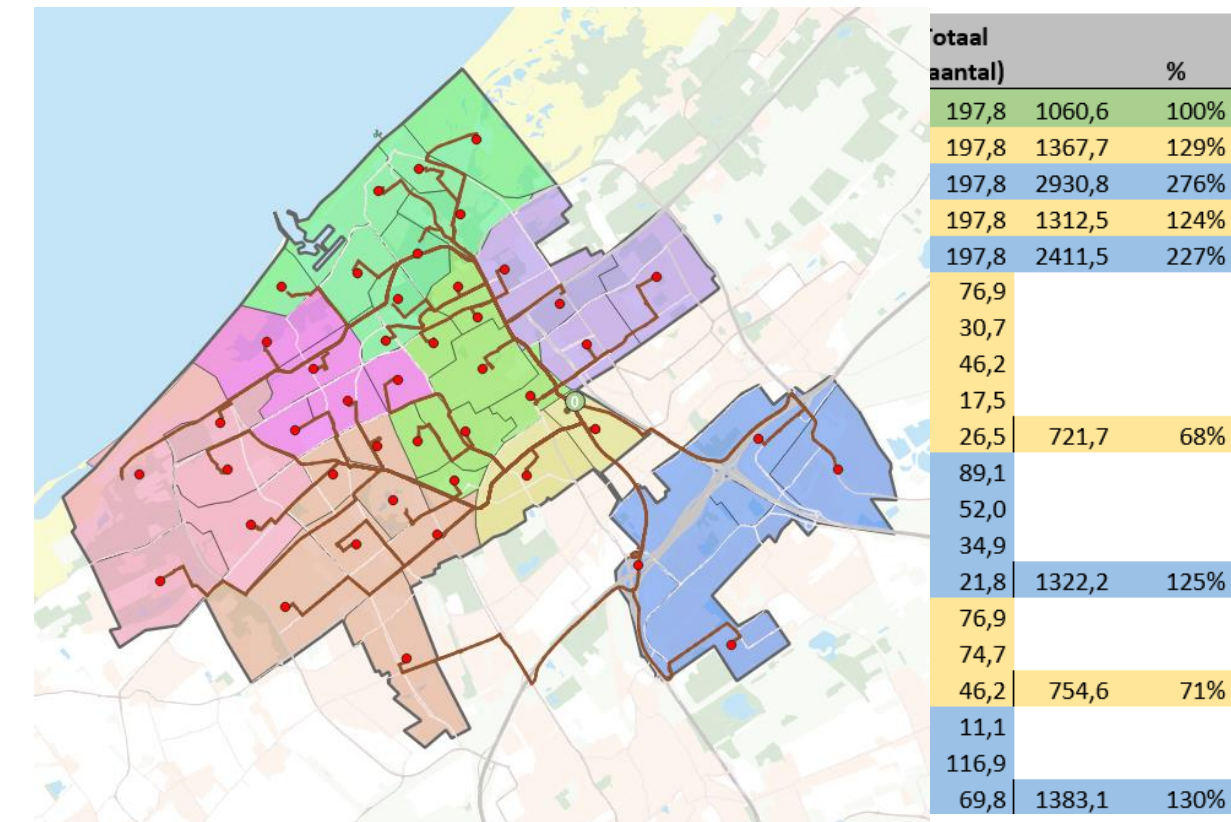
- Impact on public space
 - Traffic Safety
 - Green space versus road space
 - Perception vulnerable road users

Evidence based policy



Private

- Impact on supply chain
 - Emissions
 - Traffic Safety
 - Costs



New types of solutions

- Smart zoning
 - Digitizing loading bays to facilitate flexible use of public space.
- City hubs
 - Efficient last mile of delivery services within dense urban areas.
- Intelligent access
 - Performance based regulations for delivering goods in specific areas.

No-regret action: incorporate these measures into your city's SUMP/SULP



Goudappel supports decision making on Urban Logistics!

1. Urban logistics is finally made visible!
2. Secure the functional city by integrating urban logistics and possible measures in area development and city-wide policies.
3. Use evidence-based analysis to find the best proposition for a liveable city and a sustainable, cost effective supply chain.



Thank you for your attention!



For questions:

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