POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL CONFERENCE 2022

30 November
1 December, 2022
Brussels, Belgium

#POLIS2022

S+LOADZ Transforming Urban Logistics in Ankara Wholesale's Market

2B: Tools and Strategies For Technology Tool to Manage Traffic

ESRA SUNKER, ASSISTANT EXPERT

SUNA AKBAYIR, GENERAL MANAGER

ARTECH CONSULTING

Table of Content

Information About S+LOADZ Project

12 months

Research

Fraunhofer IAO

Université Gustave Eiffel

5 Cities

Métropole du Grand Paris

ANKARA

MADRID

PARIS

Ajuntament de Vic

Industrial · Commercial

FACTUAL

ferrovial

PARKUNLOAD

KEITA

artechconsulting

01 JANUARY

12 partners from 4 countries

981,082€ overall budget

294.323€ co-funded bugdet

31 DECEMBER

PROJECT OBJECTIVES & GOALS

State-of-the-art platform to sustainable city logistics

Digital transformation of parking zones related to Sustainable City Logistics.

Several types of Loading & Delivery zones

Demonstrate impacts on different cities, on-street scenarios and parking rules.

Environmental badge data integration

Demonstrate impacts of parking policies based on environmental badge

Operational & Environmental KPI

Data-driven analysis of KPI based on Big Data gathered from digital parking zones.

Strategies towards Sustainable City Logistics

Analyze variable and dynamic parking rules to achieve further environmental KPI.

Impact of rewarding and/or taxation policies

Analyze rewarding and/or taxation policies impacts on City Logistics.

eit Urban Mobility
Co-funded by the European Union

LIVING LABS

PARIS

Paris Center
10th District

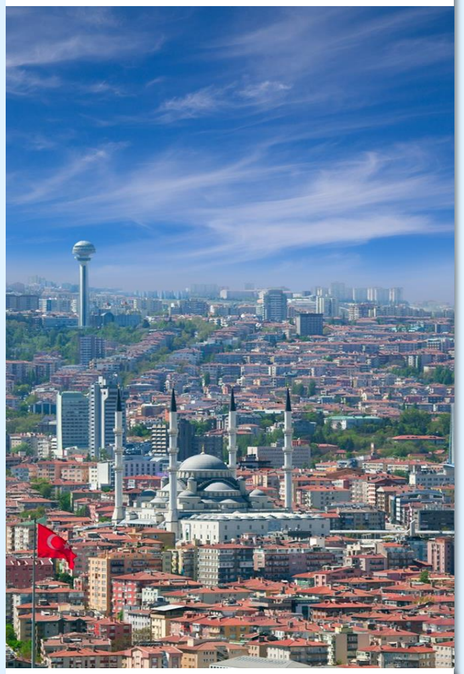
Métropole du Grand Paris

2 cities
surrounding Paris

Ajuntament de Vic

City center of Vic

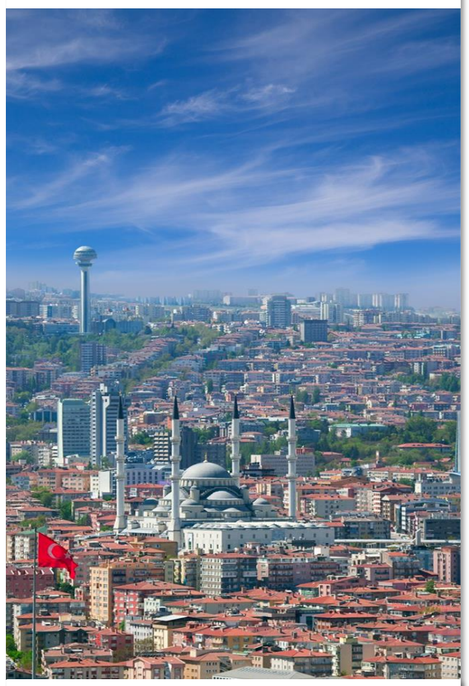
ANKARA BELKA



2 scenarios in
the city center.

eit Urban Mobility
Co-funded by the European Union

LIVING LAB · ANKARA



2 scenarios in the city center

2
Scenarios to pilot S+LOADZ

Pilot S+LOADZ in different types of cities and scenarios

Considering markets and commercial streets to pilot digital loading zones.

+40
S+LOADZ

Pilot basic and advanced types of delivery zones

Loading zones. Short-stay zones. Large trucks. E-vehicles / Cargo bikes.

Collaboration with parking authorities

Parking policies and rules for (digital) delivery areas

Local legislation towards the digital transformation of delivery areas.

BUDGET: 51,162€

TESTING PHASE. 6 ZONES

- City Lab analysis and definition.
- Sign manufacturing & installation.
- Communication plan: design, implement and execute.
- Training plan: users, agents, and city planners.
- Legal advice on public policies.
- Parking data analytics.
- Feedback, surveys and docs.

PARTNER: artechconsulting

eit Urban Mobility
Co-funded by the European Union

Problematic Situations

LOW PARKING ROTATION

Low parking rotation of logistics vehicles.

LACK OF DATA

Lack of parking and vehicle data to optimize scarce parking spaces in the market

NOT FUNCTIONING INFRASTRACTURE

Current parking system infrastructure is not well established or functioning

INEFFICIENT PARKING LOT CONTROL

Inefficient parking control of logistic vehicles in the Metropolitan wholesale market

EXCEED PARKING CAPACITY

Parking lot capacities are exceeding.

INABILITY TO TRACK

Inability to track vehicles on arrival, during the stay, and on departure..

NO PARKING TURNOVER

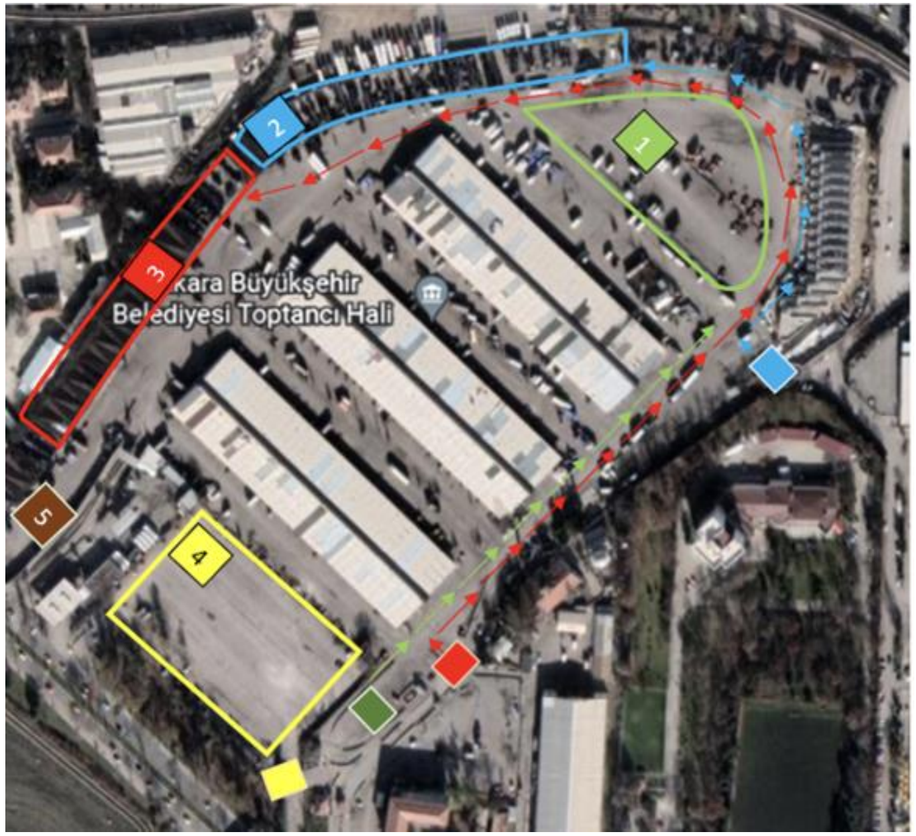
No parking turnover in the nearest loading and unloading areas to the market,

INCORRECT USAGE OF ZONES

Drivers used to park anywhere regardless of either vehicle type or professional use.

eit Urban Mobility
Co-funded by the European Union

Ankara Pilot Scenario



eit Urban Mobility
Co-funded by the European Union

General Deployment Plan

LEGAL REQUIREMENTS

Legal requirements in parking bylaws.

PARKUNLOAD PLATFORM

Design, development, test, homologation, and launch of the upgraded version of the Parkunload platform including the “multi-sustainable pack”.

INSTALLATION OF ROAD SIGNS

Design, manufacturing, and installation of road signs per digital loading and delivery zone.

COMMUNICATION PLAN

Execution of the communication plan before, during, and after launching the pilot

TRAINING PLAN

Execution of the training plan before, during, and after launching the pilot

QUALITY ASSESSMENT PLAN

Execution of the Quality Assessment plan before, during, and after launching the pilot

OPERATIONAL STAGE OF THE PILOT

Execution of the operational stage of the pilot, including SaaS, customer support, and parking control tasks.

eit Urban Mobility
Co-funded by the European Union

Training Step

FOR A SMART, GREEN, SUSTAINABLE CAPITAL CITY' COLLABORATION

S+LOADZ Multi-Sustainable Digital Loading and Delivery Zones for City Logistics

EIT Urban Mobility: It is the most important EuropeanUnion program in the field of urban mobility in which many cities in Europe are actively involved, supporting the testing and implementation of innovative projects that improve the lives of citizens by solving the challenges that cities face.

'The innovative city logistics project, involving the municipalities of Madrid, Paris and Barcelona, with the institute Fraunhofer, was funded by the European Union and EIT Urban Mobility started to work. We BELKA INC. are proud to represent our country and our capital as a consortium member with the leading capitals of Europe.'

BELKA

Project Definiton

As a more environmentally friendly and sustainable logistics solution, the smart parking project S+LOADZ will be implemented to solve the traffic problems, minimazing the enviromental pollution and catch up with the techonological developments in Ankara Municipality Wholesale Market.

Information About the Process

The trial phase for the use of smart parking within the S+LOADZ project will be carried out in two stages. The guest parking lot will be used for the first stage and it will be opened for use as of Monday, 01.08.2022. For the second stage, by 01.10.2022, Truck parking lots, Market Vehicle and District Bazaar Vehicle parking lots will be put into use as their installations are completed.

Modern Parking Area is ready for you!

BELKA, cooperates with the European Union (EU) and European capitals in order to improve the parking and loading/unloading processes in the city center, to implement innovative technologies and offer them to their citizens.

The inefficient use of parking areas during distribution and deliveries at heavy traffic points causes delays for other drivers, circulation problems in the field and security risks.

With the S+LOADZ project, we are conducting a pilot implementation aimed at increasing safety for deliveries and improving the availability of parking spaces for loading/unloading activities.

Within the scope of the project, each vehiclemust be parked in areas determined according to vehicle types.

Trucks 120 min.	District Bazaar Veh. 60 min
Supermarket Veh. 90 min.	Cars 12 hours

*Peak Stay Limits for vehicles

For Your Suggestion and Commends: +90 (312) 278 50 65 info@belkaas.com.tr

T.C. ANKARA BUYUKSEHIR BELEDIYESI | Mansur yavaş Ankara Büyükşehir Belediye Başkanı | eit Urban Mobility | Co-funded by the European Union

FIRST STEPS

To optimize loading spots via Parkunload app, in 3 basic steps.

1. DOWNLOAD the APP
   Download Parkunload App from App Store or Google Play for free.
2. REGISTRATION
   Register with your mobile phone number to get verification code via SMS.
3. ADDING VEHICLES
   Enter vehicle details. If you have a fleet, you may add more vehicles.

Available on the App Store

ANDROID APP ON Google Play

IN CASE OF ANY ISSUE WHILE USING APP: HELP.PARKUNLOAD.COM

HOW IT WORKS

It is sufficient to to install 'PARKUNLOAD' app and then adding a vehicle for once.

1. FINDING A PARKING SPOT
   Turn on the App, it will guide you to a proper parking spot.
2. PARKING
   When it starts, you will see the reamaining time. Besides, App will indicate when time is dropped 5 minutes and when the time is finished.
3. TURNING OF THE APP
   When you are ready to leave the charging spot, do not forget to terminate parking.

Main Challenges

IMPROPER USAGE OF ZONES

Loading zones and parking lots are used improperly.

EXCEED PARKING CAPACITY

Parking lot capacities are exceeding.

INEFFICIENT PARKING LOT CONTROL

Inability to track vehicles, whether they are on road or they arrived or they left the market.

RESISTANT USERS

Users refuse to leave the existing order and adapt to the new order.

MISUSED PARKING ZONES

Drivers do not park in parking areas suitable for their vehicle type.

BUREAUCRATIC PROBLEMS

The fact that the pilot area has more than one responsible management causes bureaucratic problems.

eit Urban Mobility
Co-funded by the European Union

Thank you for your attention!

For questions:

esra@artechconsulting.net,
suna@artechconsulting.net