

## FUT Symposium 2012-10-01

### Urban Freight for Livable Cities:

-How to deal with collaboration and trade-offs.

#### B. Multi-level and multi-modal interaction: Interaction between different levels of administration and modes of transportation

##### The French Case

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The presentation will be developed through an experience as a civil servant in 4 public authorities in France : a municipality of 45 000 inhabitants, a Region (Ile-de-France) two inter-municipalities associations : Urban Communities of Bordeaux and Lyon. It will explain, through examples, the responsibilities, in fact and in law, taken by each of these administrative layers.

The presentation will identify 4 key drivers for improving freight transport in urban areas :

- **technology** : This item is generally outside the scope of public authorities. However local and national governments can help implementing the most advanced technologies by : subsidizing new vehicles, taking part into experiments (alongside private companies) or bringing them about, by public order grouping (such as the pool of electricity buyers), and by new regulation patterns allowing a competitive advantage to the “best-in-class”(from an environmental point of view) companies. The examples used for this issue will be: night-delivery experiments in Paris and CityLog project in Lyon.

- **organization** : Playing a role in supply chain organization patterns is justified under certain circumstances, for example for creating a logistic service in order to fill a gap when : the private players do not spontaneously organize it and it seems important to fulfill general interest objectives. The example of the project of “construction materials consolidation center” in Lyon will be mentioned, as a service for construction and civil engineering firm building the “Part Dieu project” (a broad development urban project including offices, housing, commercial space, hotels and the renovation of a railway station used by 500 000 persons every day.)

- **spatial planning** : among the broad range of fields in which to act, spatial planning is a main issue for public authorities : land use documents, as well as parking regulation and control or traffic enforcement are concerned. The analysis will be based on the examples of the Land Use Masterplan of Paris and the Transportation Masterplan of Ile-de-France. Spatial planning includes the real estate issue. In this field public-private collaboration takes on full significance. Opportunities of joint “tailored” financial and technical packages, promoting the emergency of innovative urban real state tools, will be presented.

- **decision-making system gathering public and private stakeholders** : examples of public consultations mainly in Lyon, but also in Paris city and Ile-de-France Region. These two examples show that consultation can be conducted on various scales depending on the local institutional context regarding urban freight policy.

From my experience, the main problem with regard to implementation of the policies lies in **coordination of the stakeholders**,

- whether this relates to the use and mobilization of **regulation tools** and **funds** (which cannot be said to be lacking), to the simplification and operability of the cumbersome and sophisticated programmes designed, in spite of their feasibility and their social acceptability, or reaching beyond the **multi-layered area system** scaffolded by the **overlapping of local authorities systems**,
- whether this relates to the **cooperation between public-private stakeholders**.